

## “What if it's easier than we think? Alberta's Evolving Economy in a COVID World”

With the shock of the pandemic behind us, the world has settled into a new reality: living with COVID. The crisis is certainly not over, and many parts of the world are seeing cases rising once again. The global, Canadian, and Alberta economies are struggling under massive uncertainty. What possible scenarios could play out? And what if adjusting to a new reality -- rather than returning to life as normal -- turns out to be easier than we think?



Todd Hirsch is the Vice President and Chief Economist for ATB Financial, an Alberta-based financial institution that provides banking services and investment management expertise to 770,000-plus customers in 247 Alberta communities.

He holds a BA Honours in Economics from UAlberta and an MA in Economics from UCalgary. For over 25 years, he has worked as an economist at numerous organizations including the Canadian Pacific Railway, the Canada West Foundation and the Bank of Canada. He also taught economics at the University of Calgary for nearly a decade, both in the Department of Economics as well as the Faculty of Continuing Education. He has also been an instructor at the University of Alberta School of Business in executive education.

Todd is also the author of three books. His latest, “Spiders in Space: Successfully Adapting to Unwanted Change,” was released in 2017.

As part of his role at ATB Financial, Todd speaks to hundreds of audiences across the country each year. He is a strong advocate in the arts and culture community, currently the board chair of the Calgary Arts Academy, and serves on the boards of the Glenbow Museum and the Alberta Ballet.

Todd has been recognized as one of Alberta’s most influential people. He’s received the Queen’s Diamond Jubilee Medal, the University of Alberta's Alumni Honour Award, and an honorary degree from Mount Royal University.