Curriculum Vitae

Shane Saunderson PhD, MBA, BEng

Business Address

McMaster University, DeGroote School of Business #409
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Educational Background

2022	Doctor of Philosophy (PhD), Mechanical & Industrial Engineering; Specialization in Psychology, University of Toronto. Toronto, Canada.
2011	Master of Business Administration (MBA), Management of Tech and Innovation, Ted Rogers School of Management, Toronto Metropolitan University. Toronto, Canada.
2005	Bachelor of Engineering (BEng), Mechanical Engineering, McGill University. Montreal, Canada.

Current Status at McMaster

07/2024-present	Assistant Professor, Information Systems (tenure-track)
07/2025-present	Associate Professor, Department of Computing and Software, Faculty of Engineering
01/2025-present	Associate Professor, School of Computational Science & Engineering
05/2025-present	Director, McMaster Research on Artificial Persons (RAP) Laboratory

Professional Organizations

08/2024-present	Mentor, The Forge business incubator, McMaster University
07/2024-present	Member, McMaster Digital Transformation Research Centre, McMaster University
07/2024-present	Member, McMaster Institute for Research on Aging, McMaster University
09/2018-08/2022	Graduate Student Member, Institute of Electrical & Electronic Engineers (IEEE)
09/2019-08/2020	Creative Destruction Lab, Healthcare Cohort, Toronto, ON
09/2018-08/2019	NextAI Ventures Program, Next Canada, Toronto, ON
04/2008-03/2010	Chartered Engineer (C.Eng.), Member of the Institution of Engineering Designers (UK)

Employment History

Academic

07/2024-present	Assistant Professor	DeGroote School of Business, McMaster University
01/2018-present	Lecturer	Schulich Executive Education, York University
09/2019-06/2024	Director, CoE in Digital Trans.	Schulich Executive Education, York University
01/2024-04/2024	Lecturer	Ted Rogers School of Management, Toronto Metropolitan U.

Consultations

09/2022-02/2024	Lululemon Canada – service innovation exploring AI integration into eCommerce platform
06/2023-01/2024	Healthcare of Ontario Pension Plan (HOOPP) – AI-informed IT strategy development
07/2022-03/2023	Microsoft Canada – industry AI adoption qualitative research and insight development
05/2021-09/2021	Notary Pro – digital strategy, strategic foresight, and long-range planning
08/2018-02/2019	Government of Canada – Human Resources process digitization redesign
02/2018-09/2018	TD Bank – HR / talent leadership planning for future automated workforce
08/2017-01/2018	RBC Ventures – future of AI entrepreneurialism and venture deployment strategy
06/2011-01/2012	Schulich School of Business – qualitative research to inform design of mining MBA program

Other/Industry

05/2022-present	CEO & AX Designer	Artificial Futures Inc.
04/2021-12/2022	Chair, AI Advisory Board	Microsoft Canada
01/2021-12/2022	Research & Partnerships	Babbly (Village Voice Technologies)
01/2019-12/2020	Co-Founder	Babbly (Village Voice Technologies)
01/2019-08/2022	Research Fellow	Human Futures Studio
08/2017-04/2019	Research Fellow	Plural
02/2012-12/2018	Writer	M/I/S/C Magazine
04/2016-09/2017	Vice President, IC/things	Idea Couture
08/2014-03/2016	Head of Health Technology	Idea Couture
12/2011-07/2014	Sr. Innovation Strategist	Idea Couture
02/2008-09/2009	Project Engineer	Cyan Tec
10/2006-01/2008	Mechanical Eng. Designer	Imagination MP2
05/2005-09/2006	Co-Founder	Innovea Concepts
05/2001-04/2005	Research Technician	McGill Robotics Labs

Scholarly and Professional Activities

Editorial Boards

N/A

Grant & Personnel Committees

- Connaught PhDs for Public Impact Fellowship Committee, University of Toronto, 2022-2024
- Massey College Fellowship Selection Committee, University of Toronto, 2021-2022

Executive Positions

- Chair, *Staying Connected Challenge Area*, AGE-WELL EPIC Conference, 2025

Journal Referee

- ACM Transactions on Human-Robot Interaction
- American Conference on Information Systems (AMCIS)
- Computers in Human Behavior
- Computers in Human Behavior: Artificial Humans
- IEEE Transactions on Cognitive and Developmental Systems
- International Conference on Robotics and Automation (ICRA)
- International Conference on Human-Robot Interaction
- Transactions on Computer-Human Interaction
- Transactions on Human-Robot Interaction

External Grant Reviews

- AGE-WELL EPIC-AT Fellowship, 2025
- SSHRC – Insight Grants, 2024-2025

Areas of Interest

Research Interests

- Social human-robot interaction
- Artificial personhood
- Human-computer interaction
- Anthropomorphism
- Technography
- Neurophysiology

Teaching Interests

- Digital transformation
- Design thinking
- Strategic foresight
- User experience (UX) design
- Generative AI
- Technology ethics

Consulting Interests

- Digital transformation
- Technology strategy
- Strategic foresight
- AI experience design
- Organizational innovation
- Product/service design

Honours

- Massey College Jr. Fellowship, University of Toronto, 2017-2021
- AGE-WELL Emerging Professionals, Inspired Careers (EPIC) Innovators of Tomorrow, 2019
- NextAI RBC People's Choice Award (Next Canada, Babbly), 2019
- University of Toronto Department of Mechanical and Industrial Engineering Entrance Award, 2017

- Design Thinker of the Year, Idea Couture Inc., 2013
- Dennis Mock Student Leadership Award, Toronto Metropolitan University, 2011
- Ted Rogers Leadership Centre Forward 50 Award, 2011
- Winner, National MBA Strategy Case Competition, Schulich School of Business, 2011
- Winner, Tata Cup International Sustainability Case Competition, John Molson School of Business, 2010
- Ted Rogers Graduate Entrance Scholarship, Ted Rogers School of Management, 2010
- McGill University Dept. of Mechanical Engineering Outstanding Graduate, 2005
- O'Hara Award for commitment to Mechanical Engineering Student Leadership, 2005
- Hugh M. Brock Academic Entrance Scholarship, McGill University, 2000
- Governor General's Academic Bronze Medal, 2000

Courses Taught

Undergraduate

Year	Course	Code	Enrolment	Institution
2025	Managing Information Systems	2KA3	750 (5 sections)	DeGroote School of Business, McMaster University

Graduate

Year	Course	Code	Enrolment	Institution
2025	Emerging Topics in Digital Transformation	T743	13	DeGroote School of Business, McMaster University
2025	Competing Through Digital Transformation & Analytics	BL603	60	DeGroote School of Business, McMaster University
2024	Leading in the Age of AI	MB8137	45	Ted Rogers School of Mgmt., Toronto Metropolitan University
2020	Strategies for Managing Digital Transformation in Services	MBAN6610	30	Schulich School of Business, York University

Postgraduate

N/A

Other (Executive)

Year	Course	Code	Enrolment	Institution
2025	Harnessing AI Value for Innovation	-	30	DeGroote School of Business Executive Education, McMaster University
2025	GO Innovation: Design Thinking and Emerging Technology	-	40	DeGroote School of Business Executive Education, McMaster University
2021, 2022, 2023, 2024, 2025	Design Thinking in the Age of Big Data	-	30	Schulich Executive Education, York University
2023, 2024, 2025	Leading Digital Transformation	-	25	Schulich Executive Education, York University

2022, 2023	Managing Disruptive Digital Change	-	20	Schulich Executive Education, York University
2020, 2021, 2022, 2023	Strategic Foresight: Futureproofing Plans	-	30	Schulich Executive Education, York University

Contributions to Teaching Practice

Pedagogic Innovation / Development of Technology-Enhanced Learning

N/A

Leadership in Delivery of Educational Programs

N/A

Course/Curriculum Development

- *Emerging Topics in Digital Transformation (T743).* Executive MBA course redesign. DeGroote School of Business, McMaster University, 2025.
- *Competing Through Digital Transformation & Analytics (BL603).* MBA course redesign. DeGroote School of Business, McMaster University, 2025.
- *Information Systems in Management (2KA3).* Undergraduate course redesign. DeGroote School of Business, McMaster University, 2025.
- *Leading in the Age of AI (MB8137).* Graduate course development. Ted Rogers School of Management, Toronto Metropolitan University, 2024.
- *Leading Digital Transformation.* Executive course development. Schulich Executive Education, Schulich School of Business, York University, 2023.
- *Strategies for Managing Digital Transformation in Services (MBAN6610).* Graduate course development. Schulich School of Business, York University, 2020.

Development/Evaluation of Educational Materials & Programs

N/A

Other

N/A

Supervisorships

Masters

N/A

Doctoral

N/A

Post-Doctoral/Fellowship

N/A

Clinical/Professional

N/A

Supervisory Committees

Committee member

- Saleh, Emad (in progress). *Dissertation title to be determined.* PhD Thesis, Information Systems Area, DeGroote School of Business, McMaster University, Hamilton, Canada.
- Navazi, Fatemeh (in progress). *Dissertation title to be determined.* PhD Thesis, Information Systems Area, DeGroote School of Business, McMaster University, Hamilton, Canada.

External examiner

- Ceranic, Hunter (2025). *It's To, Not Too!: The Impact of Robot Errors on Children's Learning in a Learning-by-Teaching Paradigm.* Master's Thesis, Department of Computing and Software, Faculty of Engineering, McMaster University, Hamilton, Canada.
- Marchwica, Kamila (2025). *Innovating Connection: A scholarly review of socially assistive robots (SARs) designed to combat loneliness and enhance the social and emotional well-being of older adults.* Scholarly Paper (Reader), Master of Science in eHealth, McMaster University, Hamilton, Canada.
- Roxon, Lindsay (2018). *Data that Heals: A Three Horizons Analysis.* Master's Thesis, Strategic Foresight and Innovation, OCAD University, Toronto, Canada.

Other

Research Assistants

- **Principal Investigator** (2025). Awan, Narmeen. *Leadership and Team Formation with Artificial Persons.* Undergraduate student, Health Sciences, McMaster University.
- **Principal Investigator** (2025). Rubab, Raiyan. *The AI Principal-Agent Problem: Investigating Agency Theory with Artificial Managers.* Undergraduate student, Integrated Science, McMaster University.
- **Principal Investigator** (2025). Gibbs, Tracy. *Exploring Telepresence Robots as Mobility Extensions for Older Adults.* PhD Candidate, Health, Aging, & Society, McMaster University.
- **Principal Investigator** (2025). Prendergast, Kelley. *Exploring Telepresence Robots as Mobility Extensions for Older Adults.* PhD Candidate, Health, Aging, & Society, McMaster University.
- **Principal Investigator** (2025). Nguyen, Nam. *Canadian Foundation for Innovation (CFI), Innovation Fund Grant Application*. MBA Student, DeGroote School of Business, McMaster University.
- **Principal Investigator** (2025). Rubab, Raiyan. *Research scoping and literature review.* Undergraduate student, Integrated Science, McMaster University.

Undergraduate Thesis

- **Co-Supervisor** (2020-2021). Cen, Zinan. *User Identification for Adaptive Learning in Human-Robot Interaction.* Undergraduate Thesis. B.Eng., Mechanical Engineering, University of Toronto.
- **Co-Supervisor** (2019-2020). He, Jiang Chen (Kevin). *Mapping Human Motion to a Humanoid Robot.* Undergraduate Thesis. B.Eng., Mechanical Engineering, University of Toronto.
- **Co-Supervisor** (2018-2019). Su, Zi Mo (Andy). *Multimodal Affect Estimation in Human-Robot Interaction.* Undergraduate Thesis. B.Eng., Engineering Science, University of Toronto.

Lifetime Research Funding

Principal Investigator (2025–2030). *Neurophysiological Feedback for Understanding and Designing Humanlike Technologies.* NSERC Discovery Grant. Natural Sciences and Engineering Research Council. Total funding: $192,500.

Principal Investigator (2025–2030). *Research on Artificial Persons Laboratory.* John R. Evans Leaders Fund (JELF). Canada Foundation for Innovation (CFI). Total funding: $134,769. (under review)

Co-Investigator (2026-2028). *Between Logic and Emotion: Cognitive Dissonance in Human-AI-Relationships.* Riksbankens Jubileumsfond (Sweden) Humanities and Social Sciences Projects. Total funding: $250,000. (under review)

Co-Principal Investigator (2022–2028). *EPIC-AT – Innovators of Tomorrow Health Research Training Platform in AgeTech.* Canadian Institutes of Health Research (CIHR) Health Research Training Platform (HRTP). Total funding: $17,500,000.

Co-Principal Investigator (2025-2027) *Evaluating the effectiveness of intelligent companion dolls in reducing social isolation and loneliness in long term care residents, improving resident quality of life, and reducing care provider burnout.* envisage Grant, MEDTEQ+ / AGE-WELL. Total funding: $130,000.

Principal Investigator (2025–2026). *Leadership and Team Formation with Artificial Persons.* DeGroote School of Business Interdisciplinary Grant. McMaster University. Total funding: $15,000.

Principal Investigator (2025). *The AI Principal-Agent Problem: Investigating Agency Theory with Artificial Managers.* DeGroote School of Business Undergraduate Student Research Award (USRA). McMaster University. Total funding: $7,500.

Principal Investigator (2024–2025). *Anthropomorphism and Dehumanization in Robotic Sex Work: An Embodied Perspective.* SSHRC Explore – Standard Research and Research Creation Grant. Social Sciences and Humanities Research Council. Total funding: $4,550.

Principal Investigator (2024–2025). *Exploring Telepresence Robots as Mobility Extensions for Older Adults.* Labarge Catalyst Grant in Mobility in Aging, McMaster Institute for Research on Aging. Total funding: $34,000.

Collaborator (2021–2025). *SMART – Socially Mobile Assistive Robots for Telecare and Daily Activities of Older Adults.* AGE-WELL. Total funding: $1,169,000.

Collaborator (2021–2022). *Validation of the Babbly Language Development App.* MITACS Elevate. Total funding: $140,000.

Principal Investigator (2018–2021). *Overcoming Nonverbal Barriers to Trust in Human-Robot Interaction Through Learned Empathy.* Vanier Canada Graduate Scholarship, Natural Sciences and Engineering Research Council of Canada (NSERC). Total funding: $150,000.

Principal Investigator (2018–2021). *Overcoming Nonverbal Barriers to Trust in Human-Robot Interaction Through Learned Empathy.* Alexander Graham Bell Canada Graduate Scholarship (CGS), NSERC. Total funding: $105,000 (declined).

Principal Investigator (2020–2021). *Efficacy of the Babbly App.* Lo Family Social Venture Award, University of Toronto. Total funding: $30,000.

Principal Investigator (2019–2020). *AI-Enabled Monitoring of Cognitive Development Milestones.* ONtrepreneurs Program, Ontario Brain Institute (OBI). Total funding: $50,000.

Collaborator (2015–2020). *VIGIL – 3.1 Mobile Robotics for Activities of Daily Living Assistance.* AGE-WELL. Total funding: $892,387.

Principal Investigator (2017–2018). *Trust and Nonverbal Human-Robot Interaction.* Ontario Graduate Scholarships, Government of Ontario. Total funding: $15,000.

Co-Investigator (2015). *Patient-Centricity: Design, Marketing and Organizational Requisites.* MITACS Accelerate. Total funding: $15,000.

Co-Investigator (2011)**.** *Governance of Outsourcing – Industry Best Practices.* MITACS Accelerate. Total funding: $15,000.

Lifetime Publications

*Note: Shane Saunderson is **bolded**, supervised students are underlined.*

Peer Reviewed

Books

N/A

Contributions to Book

N/A

Journal Articles

[J11] Khan, N., & **Saunderson, S.** (2024). Generative artificial intelligence in education: A narrative literature review. *World Journal on Educational Technology: Current Issues, 16*(2), 112–126.

[J10] **Saunderson, S.**, & Nejat, G. (2022). Hybrid hierarchical learning for adaptive persuasion in human-robot interaction. *IEEE Robotics and Automation Letters, 7*(2), 5520–5527.

[J9] **Saunderson, S.**, & Nejat, G. (2020). Investigating strategies for robot persuasion in social human-robot interaction. *IEEE Transactions on Cybernetics, 52*(1), 641–653.

[J8] **Saunderson, S.**, & Nejat, G. (2021). Persuasive robots should avoid authority: The effects of formal and real authority on persuasion in human-robot interaction. *Science Robotics, 6*(58), eabd5186.

[J7] **Saunderson, S.**, & Nejat, G. (2021). Robots asking for favors: The effects of directness and familiarity on persuasive HRI. *IEEE Robotics and Automation Letters, 6*(2), 1793–1800.

[J6] **Saunderson, S.**, & Nejat, G. (2019). How robots influence humans: A survey of nonverbal communication in social human-robot interaction. *International Journal of Social Robotics, 11*(4), 575–608.

[J5] **Saunderson, S.**, & Nejat, G. (2019). It would make me happy if you used my guess: Comparing robot persuasive strategies in social human-robot interaction. *IEEE Robotics and Automation Letters, 4*(2), 1707–1714.

[J4] Lafleche, J. F., **Saunderson, S.**, & Nejat, G. (2019). Robot cooperative behavior learning using single-shot learning from demonstration and parallel hidden Markov models. *IEEE Robotics and Automation Letters, 4*(2), 193–200.

[J3] Schiff, M., **Saunderson, S.**, Mountian, I., & Hartley, P. (2017). Chronic disease and self-injection: Ethnographic investigations into the patient experience during treatment. *Rheumatology and Therapy, 4*, 445–463.

[J2] Babin, R., & **Saunderson, S.** (2016). Governance of outsourcing: Building a better relationship. *Journal of Information Systems Applied Research, 9*(1), 16–25.

[J1] Dudek, G., Giguere, P., Prahacs, C., **Saunderson, S.**, Sattar, J., Torres-Mendez, L. A., Jenkin, M., German, A., Hogue, A., & Ripsman, A. (2007). AQUA: An amphibious autonomous robot. *IEEE Computer Magazine, 40*(1), 46–53.

Research Creation and Artistic Contributions

N/A

Community Engagement and Knowledge Exchange

N/A

Journal Abstracts

N/A

Other, Including Proceedings of Meetings

Conference Proceedings

[P7] **Saunderson, S.**, & Nejat, G. (2022). Hybrid hierarchical learning for adaptive persuasion in human-robot interaction. *Proceedings of the International Conference on Robotics and Automation (ICRA)*, Philadelphia, USA.

[P6] **Saunderson, S.**, & Nejat, G. (2021). Robots asking for favors: The effects of directness and familiarity on persuasive HRI. *Proceedings of the International Conference on Robotics and Automation (ICRA)*, Xi'an, China.

[P5] **Saunderson, S.**, & Nejat, G. (2019). It would make me happy if you used my guess: Comparing robot persuasive strategies in social human-robot interaction. *Proceedings of the International Conference on Robotics and Automation (ICRA)*, Montreal, Canada.

[P4] **Saunderson, S.**, & Nejat, G. (2018). Competitive persuasive strategies for social human-robot interactions. *Workshop on Robotic Co-Workers 4.0: Human Safety and Comfort in Human-Robot Interactive Social Environments, International Conference on Intelligent Robots and Systems (IROS)*, Madrid, Spain.

[P3] Schiff, M., Aris, M., **Saunderson, S.**, Mountian, I., & Hartley, P. (2016). SAT0631-HPR chronic disease and self-injection: Ethnographic investigations into the patient experience during treatment. *EULAR Annals of the Rheumatic Diseases, 75*(Suppl. 2), 1291–1292.

[P2] Giguere, P., Dudek, G., **Saunderson, S.**, & Prahacs, C. (2006). Environment identification for a running robot using inertial and actuator cues. *Proceedings of Robotics: Science and Systems (RSS)*, Philadelphia, USA.

[P1] Dudek, G., Jenkin, M., Prahacs, C., Hogue, A., Sattar, J., Giguere, P., German, A., Liu, H., **Saunderson, S.**, & Ripsman, A. (2005). A visually guided swimming robot. *Proceedings of the Intelligent Robots and Systems (IROS)*, Edmonton, Canada.

Not Peer Reviewed

Books

[B2] **Saunderson, S**., Hartley, P., Nabavi, M. (2016). *The Internet of Things: When everything is connected and how events today are shaping the internet of tomorrow*. Idea Couture.

[B1] Brotman, R., Hartley, P., **Saunderson, S.**, et al. (2014). *W: Wearables*. Idea Couture.

Contributions to Book

[C5] **Saunderson, S.** (2018). *Upload*. In M. Germaine & A. Sarra-Davis (Eds.), *Audeamus* (pp. 30–35). Massey College.

[C4] **Saunderson, S**. (2015). Caring Technologies. In M. Lincez & F. Hughes (Eds.), *The Future of health: Spaces + places of care* (pp. 93-123). Idea Couture.

[C3] **Saunderson, S.** (2015). Artificial Desire: For Those Who Build Their Partners Rather Than Find Them. In E. Rogers (Ed.) *Alone or Together: Exploring Human Connectivity* (pp. 9-10). Idea Couture.

[C2] **Saunderson, S.** (2015). Hacking the Body to Hack the System: What Can Healthcare Learn from a Biohacker? In E. Rogers (Ed.) *Mind Over Matter: Exploring Artificial Intelligence and Biohacking* (pp. 7-8). Idea Couture.

[C1] **Saunderson, S.** (2014). Why Big Data Has Yet to Revolutionize the Medical Industry. In A. Perez (Ed.), *Full Speed Ahead: Exploring the Future of Health* (pp. 4-9). Idea Couture.

Journal Articles

N/A

Research Creation and Artistic Contributions

Music Recordings

[M7] **Saunderson, S.** (2025). *Chameleon* [Album recorded by Shane Saunderson]

[M6] **Saunderson, S.**, Wills, I., Kana, J., Chung, E. (2020). *Wrecking Ball* [Song recorded by The Noble Rogues]

[M5] **Saunderson, S.**, Wills, I., Kana, J., Chung, E. (2020). *Automata* [Album recorded by The Noble Rogues]

[M4] **Saunderson, S.**, Wills, I., Kana, J., Chung, E. (2011). *Kin* [Album recorded by The Noble Rogues]

[M3] **Saunderson, S.**, Wills, I., Blechschmidt, I. (2010). *Libatio Pro Omnis* [Album recorded by The Noble Rogues]

[M2] **Saunderson, S.**, Wills, I., Blechschmidt, I. (2010). *Bottle Full of Problems* [Song recorded by The Noble Rogues]

[M1] **Saunderson, S.**, Wills, I. (2009). *Far From the Madding Crowd* [Album recorded by The Noble Rogues]

Community Engagement and Knowledge Exchange

N/A

Journal Abstracts

N/A

Other, Including Proceedings of Meetings

Reports

[R11] **Saunderson, S**. (2023). *The case for artificial experience (AX) design* [White paper]. Artificial Futures Inc. [Online].

[R10] **Saunderson, S.** (2023). *Automate with caution: Learnings from a history of dehumanization* [White paper]. Artificial Futures Inc. [Online].

[R9] **Saunderson, S.** (2022). *Canadian artificial intelligence market insights* [Industry report]. Microsoft Artificial Intelligence Partner Advisory Board (aiPAB), Microsoft Canada Inc. [Online].

[R8] Babin, R., & **Saunderson, S.** (2020). After the COVID-19 recession: Are Canadian organizations ready for the digital future? [Report]. Centre of Excellence in Disruption and Transformation, Schulich Executive Education Centre (SEEC), York University. [Online].

[R7] Babin, R., & **Saunderson, S.** (2020). *Canadian digital disruption readiness* [Industry report]. Centre of Excellence in Disruption and Transformation, Schulich Executive Education Centre (SEEC), York University. [Online]

[R6] **Saunderson, S.**, & Bruchansky, C. (2018). *Pluralism in digital communities* [Industry report]. Plural (Think Tank). [Online].

[R5] **Saunderson, S.** (2016). *Assembling an IoT strategy* [White paper]. Idea Couture.

[R4] **Saunderson, S**., & Patidar, A. (2016). *Prototyping as a tool for innovation* [White paper]. Idea Couture.

[R3] **Saunderson, S**., Haldenby, T., & Hartley, T., et al. (2015). *Mind over matter: Exploring artificial intelligence* [White paper]. Idea Couture.

[R2] LaFleur, M., & **Saunderson, S.** (2015). *What is a patient? Patienthood, personhood + the promise of patient centricity* [White paper]. Idea Couture.

[R1] **Saunderson, S**., LaFleur, M., Glinski, P., et al. (2014). *Transforming health* [White paper]. Idea Couture.

News/Popular Print

[N27] **Saunderson, S.**, & Kuo, I. (2022, March 24). A car called Keith: Why we give objects human characteristics. The Conversation. https://theconversation.com/a-car-called-keith-why-we-give-objects-human-characteristics-177799

[N26] **Saunderson, S.** (2021, November 23). Robots can be companions, caregivers, collaborators — and social influencers. *The Conversation.* https://theconversation.com/robots-can-be-companions-caregivers-collaborators-and-social-influencers-172215

[N25] **Saunderson, S**., & Bruchansky, C. (2019, March 26). Evolve or die: The future of digital communities. *The Disconnect*, 3. https://thedisconnect.co/three/

[N24] **Saunderson, S**. (2019). Where's your tinfoil hat? Lessons in the age of big data. *Modern Mississauga, 20*, 22–23.

[N23] **Saunderson, S**. (2018). Automating manipulation. *M/I/S/C Magazine, 28*(Spring), 17–20.

[N22] **Saunderson, S**. (2018). The illusion of value. *M/I/S/C Magazine, 27*(Winter), 49–51.

[N21] **Saunderson, S.** (2017, March 5). Time bombs in our pockets. *Digital Culturalist*. https://digitalculturist.com/time-bombs-in-our-pockets-87c3be98e6bc

[N20] **Saunderson, S**. (2017). Robot-centered design. *M/I/S/C Magazine, 26*(Fall), 22–25.

[N19] **Saunderson, S**. (2017). Through a transhuman lens. *M/I/S/C Magazine, 26*(Fall), 68–71.

[N18] **Saunderson, S**. (2017). The future is slowly killing me. *M/I/S/C Magazine, 25*(Summer), 43–45.

[N17] **Saunderson, S**. (2017). The end of purpose. *M/I/S/C Magazine, 24*(Spring), 92–93.

[N16] **Saunderson, S**. (2016). AI whisperer: Artificial bosses. *M/I/S/C Magazine, 22*(Fall), 88–91.

[N15] **Saunderson, S**. (2016). Artificial intelligences. *M/I/S/C Magazine, 21*(Summer), 100–103.

[N14] **Saunderson, S.,** & Scrubb, V. (2016). Exploring gender in AI: Sexbots and terminators. *M/I/S/C Magazine, 21*(Summer), 20–22.

[N13] **Saunderson, S**. (2016). The death of death. *M/I/S/C Magazine, 20*(Spring), 32–35.

[N12] **Saunderson, S**. (2016). More human than human. *M/I/S/C Magazine, 19*(Winter), 24–25.

[N11] **Saunderson, S**. (2015). Dr. me. *M/I/S/C Magazine, 18*(Fall), 22–23.

[N10] **Saunderson, S**. (2015). Health's trailblazers: Hacking the body to hack the system. *M/I/S/C Magazine, 17*(Summer), 51–53.

[N9] **Saunderson, S.** (2015). Death to process. *M/I/S/C Magazine, 17*(Summer), 28–29.

[N8] **Saunderson, S**. (2015). Artificial desire: Love & lust in robotics. *M/I/S/C Magazine, 16*(Spring), 44–45.

[N7] **Saunderson, S.** (2015). Why big data has yet to revolutionize the medical industry. *M/I/S/C Magazine, 15*(Winter), 38–39.

[N6] **Saunderson, S**. (2015). Everything I know, I learned from my Nintendo. *M/I/S/C Magazine, 15*(Winter), 12–13.

[N5] **Saunderson, S**. (2014). Scanning for breakthroughs in artificial intelligence. *M/I/S/C Magazine, 13*(Summer), 46–48.

[R1] **Saunderson, S**. (2013). The anti-muse. *M/I/S/C Magazine, 10*(Fall), 12–13.

[N4] **Saunderson, S**. (2013). Ahead of the curve: Second chance for technology. *M/I/S/C Magazine, 9*(Summer), 62–63.

[N3] **Saunderson, S**. (2013). Designed to evolve: Products that don't need to bounce back. *M/I/S/C Magazine, 9*(Summer) 26–27.

[N2] **Saunderson, S**. (2013). Artificial evolution. *M/I/S/C Magazine, 8*(Spring), 52–53.

[N1] **Saunderson, S**. (2013). Be Yourselves: Fine line between humble farmer and used car salesman. *M/I/S/C Magazine, 7*(Winter), 21–22.

Accepted for Publication

N/A

Submitted for Publication

N/A

Unpublished Documents

N/A

Presentations at Meetings

Invited

Presentations

Strategic Foresight and the Future of Canadian Media [Invited talk]. (2025, June 13). *Women in Film and Television Annual Training Conference,* Toronto, Canada.

Leading Creative Innovation [Keynote]. (2025, June 6). *Symcor Annual Senior Leadership Conference*, Toronto, Canada.

Leading in a world of AI transformation: Creative minds & innovative cultures [Keynote]. (2024, November 10). *Siemens Canada Annual Leadership Summit*, Burlington, Canada.

Innovation in the age of AI [Keynote]. (2024, November 1). *York Regional Leadership Annual Summit,* Aurora, Canada.

Strategic foresight: Tools for thinking about the future of aging [Invited talk]. (2024, October 24). *AGE-WELL Annual Conference*, Edmonton, Canada.

Managing disruptive digital change [Invited talk]. (2024, September 18). *Healthcare of Ontario Pension Plan (HOOPP) Leadership Training*, Toronto, Canada.

Future Cities and Digital Transformation [Keynote]. (2024, April 2). *City of Ottawa Leadership Training Conference*, Ottawa, Canada.

Leading digital transformation [Keynote]. (2024, March 25). *AMA Canada ACCESS*, Toronto, Canada.

Generative AI for eCommerce Transformation [Keynote] (2024, March 7). *Lululemon Futures Innovation Conference*, Vancouver, Canada.

Strategic Foresight in Education [Keynote]. (2024, February 29). *Toronto District School Board Annual Superintendent Summit*, Toronto, Canada.

Robot-centered design: The future of sharing spaces with machines [Invited talk]. (2023, October 30). *Unleashing Innovation: Urban Mobility, Toronto Board of Trade*, Toronto, Canada.

Tomorrow's workforce: Cyborgs & centaurs [Keynote]. (2022, June 2). *Certified Management Consultants (CMC) Catalyst 2022 – Reimagining the Future of Consulting*, Online.

Future of robotic care: Planning & implications [Invited talk]. (2022, May 26). *Annual National Initiative for the Care of the Elderly (NICE) Knowledge Exchange 2022*, Online.

Technology with a face: A future with social robots [Invited talk]. (2021, February 24). *AGE-WELL APPTA Policy Rounds*, Online.

Opening the black box of the infant mind [Invited talk]. (2020, October 7). *NVIDIA GPU Technology Conference*, Online.

Automation technology: Risks and rewards [Invited talk]. (2020, January 20). *Story Collider Event*, Toronto, Canada.

Innovators of tomorrow: Strategic foresight & healthcare futures [Invited talk]. (2019, October 22). *AGE-WELL Annual Conference*, Moncton, Canada.

Social robots: Your future coworkers [Invited talk]. (2019, October 3). *INDL-2 Conference: Robotize This! The Futures of Automation and Work*, Toronto, Canada.

How can I help you?: A future with social and assistive robots [Invited talk]. (2019, April 5). *CRAM Toronto Conference*, Toronto, Canada.

Insuring in a world of artificial intelligence [Keynote]. (2018, November 1). *China Pacific Insurance Company Symposium*, Toronto, Canada.

The future of robotic care [Invited talk]. (2018, September 27). *Canadian Psychiatric Association Annual Conference*, Toronto, Canada.

Automation in the workplace [Keynote]. (2018, September 19). *TD Bank Future of Talent Centre of Excellence*, Toronto, Canada.

Harnessing the power of socially assistive robots: Robot helpers for activities of daily living [Invited talk]. (2018, May 23). *International Progressive MS Alliance Scientific Congress 2018*, Toronto, Canada.

Human-automation interaction and the future of technology design [Keynote]. (2018, April 13). *RBC Ventures Day*, Toronto, Canada.

Robot-centered design: The future of architecture [Invited talk]. (2017, November 29). *IIDEX Canada*, Toronto, Canada.

Workforce of tomorrow: Centaurs & cyborgs [Invited talk]. (2017, October 30). *HELM Conference*, Toronto, Canada.

Giving magic momentum: Implementing innovative ideas [Keynote]. (2017, May 17). *Disney Corporation Datathon*, Orlando, USA.

Smart homes and digital personal assistants [Keynote]. (2017, January 18). *Whirlpool Corporation Annual Leadership Event*, Chicago, USA.

Everything in beta: IoT and industry 4.0 [Invited talk]. (2015, April 29). *Industrial Research Institute Annual Meeting*, Seattle, USA.

Design thinking and innovation: Lessons at the intersection of design and business [Invited talk]. (2015, February 28). *University of Toronto Innovation and Design Expo*, Toronto, Canada.

Seminars and Guest Lectures

Artificial Persons: Anthropomorphic Social Machines [Seminar]. (2025, March 21). Catalyst Grant Symposium, McMaster Institute for Research on Aging (MIRA), McMaster University, Hamilton, Canada.

Social Science Research & Learning in the Age of GenAI [Guest lecture]. (2025, February 26). Faculty of Social Sciences, McMaster University (Faculty Learning Webinar), Hamilton, Canada.

Generative AI for Qualitative Research [Guest lecture]. (2025, January 21). DeGroote School of Business PhD, McMaster University (B785 Research Methods & Design: Qualitative course), Hamilton, Canada.

Reinforcement learning for social human-robot interaction [Seminar]. (2024, November 7). *MS2Discovery Seminar Series, Wilfrid Laurier University*, Waterloo, Canada.

Design Thinking & Digital UX: The Mindset, Approach, and Story of Babbly [Guest lecture]. (2024, November 4). DeGroote School of Business MBA, McMaster University (K724 eBusiness Strategies course), Burlington, Canada.

Generative AI: Superpowers for Case Competitions [Guest lecture]. (2024, October 3). DeGroote School of Business MBA, McMaster University (D700 Case Analysis course), Burlington, Canada.

Artificial experience design: The future of UX [Seminar]. (2023, November 15). *Business Design Deep Dive Seminar, Rotman School of Management, University of Toronto*, Toronto, Canada.

Artificial business: Implications of AI on tomorrow's organizations [Guest lecture]. (2023, October 17). *DeGroote School of Management, McMaster University (4KH3 Digital Business Strategy course)*, Hamilton, Canada.

The ethics of automation [Guest lecture]. (2022, July 8). *Toronto Montessori School*, Toronto, Canada.

Deconstructing the smart home: Insights & inspiration [Guest lecture]. (2021, April 9). *Department of Architectural Science, Toronto Metropolitan University (Design Studio course)*, Toronto, Canada.

Robots everywhere! Tomorrow's robotic society [Seminar]. (2021, February 9). *Faculty of Engineering, University of Toronto (PsychEng Seminar Series)*, Toronto, Canada.

Trust in automation [Guest lecture]. (2020, October 28). *Ted Rogers School of Management, Toronto Metropolitan University (Global Markets and Technology Trends course)*, Toronto, Canada.

Anthropomorphism and the social robot [Guest lecture]. (2020, June 4). *Faculty of Engineering, University of Toronto (Engineering for Psychologists course)*, Toronto, Canada.

Emotional robotics [Guest lecture]. (2019, September 12). *Faculty of Engineering, University of Toronto (PsychEng Seminar Series)*, Toronto, Canada.

Ethics in a digital world: The philosophy of robotics and AI [Guest lecture]. (2019, May 2). *Don Mills Collegiate Institute (Philosophy class)*, Toronto, Canada.

Persuasive robotics and the social machine [Lecture]. (2019, April 17). *OCGS Provincial 3MT Competition, McMaster University*, Hamilton, Canada.

The ethics of automation [Guest lecture]. (2018, November 20). *Faculty of Engineering, University of Toronto (PsychEng Seminar Series)*, Toronto, Canada.

Roboethics and automated morality [Guest lecture]. (2018, October 24). *Faculty of Information, University of Toronto (Ethics & Code course)*, Mississauga, Canada.

Persuasive robotics in social contexts [Guest lecture]. (2018, May 24). *Faculty of Engineering, University of Toronto (Engineering for Psychologists course)*, Toronto, Canada.

Design thinking as an approach to business strategy [Guest lecture]. (2016, September 22). *Ted Rogers School of Management, Toronto Metropolitan University (Global Strategy course)*, Toronto, Canada.

Organizational innovation and the future of technology [Guest lecture]. (2016, March 24). *Ted Rogers School of Management, Toronto Metropolitan University (Organizational Theory and Innovation course)*, Toronto, Canada.

Foresight and the future of HCI and HRI [Guest lecture]. (2014, March 17). *Faculty of Engineering, Toronto Metropolitan University (Human-Computer Interaction course)*, Toronto, Canada.

Design thinking for strategic innovation [Guest lecture]. (2011, November 24). *Ted Rogers School of Management, Toronto Metropolitan University (Global Markets and Technology Trends course)*, Toronto, Canada.

Strategic foresight and the technology of tomorrow [Guest lecture]. (2011, March 24). *Ted Rogers School of Management, Toronto Metropolitan University (Global Markets and Technology Trends course)*, Toronto, Canada.

Expert Panels

Generative AI in Education [Moderator]. (2024, December 5). *Information Systems Seminar Series*, DeGroote School of Business, McMaster University, Hamilton, Canada.

Identifying AI Value: Getting the most out of POCs and MVPs [Moderator]. (2022, June 27). *Microsoft Canada AI Seminar Series, Online.*

De-risking AI: Dispelling Myths and hedging risks around AI projects [Moderator]. (2022, April 04). *Microsoft Canada AI Seminar Series, Online.*

Emerging leaders in agetech [Panelist]. (2021, October 4). *AGE-WELL AgeTech Innovation Week*, Online.

Automation and politics: International order in the age of AI [Moderator]. (2020, February 13). *Massey College Salon Series*, Toronto, Canada.

Technology changes society: The Silicon Valley fallacy [Moderator]. (2019, October 29). *Massey College Salon Series*, Toronto, Canada.

A look into the future: What will technology look like in 2050? [Panelist]. (2019, October 24). *AGE-WELL Annual Conference*, Moncton, Canada.

Autonomy meets humanity – A discussion of machines in society [Moderator]. (2019, February 26). *University of Toronto*, Toronto, Canada.

Digital transformation: The automation of engagement [Panelist]. (2018, June 6). *American Marketing Association (AMA) Workshop*, Toronto, Canada.

Transforming to a digital Ontario [Moderator]. (2018, April 23). *Government of Ontario Treasury Board Secretariat Leadership Enrichment and Advancement Program (LEAP)*, Toronto, Canada.

Canada's artificial intelligence revolution [Moderator]. (2017, October 23). *Canadian Institute for Advanced Research (CIFAR) Massey Talk*, Toronto, Canada.

Finding IoT's common language [Panelist]. (2017, June 20). *Big Data Toronto 2017 Panel*, Toronto, ON, Canada.

A.I. and the human brain: Symbiosis or zero-sum game? [Panelist]. (2017, May 24). *Digital Prospects Toronto Panel*, Toronto, Canada.

Tech leader talk: AI & machine learning [Panelist]. (2016, November 23). *Schulich Global Alumni Network Technology Panel*, Toronto, Canada.

Emergence of the internet of things [Panelist]. (2016, October 18). *Rotman School of Management Business Technology Association Panel*, Toronto, Canada.

Contributed

N/A

Patents, Inventions, and Copyrights

Dudek, G., Saunderson, S., Prahacs, C., Sattar, J., Giguere, P., & Jenkin, M. (2006). *Amphibious robotic device* (CA 2555148, US 2008/0032571). McGill University, Montreal, Canada.

Administrative Responsibilities

- Member, McMaster AI Advisory Committee (2024-Present)
  - Chair, McMaster AI Advisory Subcommittee on AI Futures in Research (2025-Present)
- Member, Engineering and Management Operating Committee (2024-Present)

- Member, McMaster Institute for Research on Aging (2024-Present)
- Member, McMaster Digital Transformation Research Centre (2024-Present)
- Mentor, The Forge business incubator (2024-Present)
- Member, Planetary Health & Nuclear Leadership visioning committee (2024-Present)
- Member, DSB Entrepreneurship Planning Committee (2024-Present)
- Coordinator, Information Systems Seminar Series (2024-2025)

Other Responsibilities

- Massey Talks! Salon Series Chair, Massey College, 2019-2021
- Mentor & External Business Advisor, Ted Rogers Leadership Centre, 2016-2021
- MBA Advisory Council Member, Toronto Metropolitan University MBA, 2015-2017
- Secretary General, Association of Canadian MBAs, 2011-2012
- President, Ted Rogers School of Management MBA Student Association, 2010-2011
- Co-Editor, The Ambassador, McGill Model U.N. conference newspaper, 2007
- Editor-in-Chief, The Plumber's Faucet, McGill Engineering newspaper, 2004-2005
- Vice-President Internal Affairs, McGill Engineering Undergraduate Society, 2003-2004
- Council Representative, McGill Association of Mechanical Engineers, 2002-2003
- Vice-President Academic, McGill University First Year Committee of Council, 2000-2001