

Tracy Patterson is a Principal with Freeman Associates and co-founder of TheWaterStrategy.com. She is a water management consultant with over 15 years of experience in the field. Tracy leads market research and analysis and helps governments, agencies, and private sector clients develop and implement market-driven strategies and new water management models and processes. Tracy's work is focused on creating and merging market-based economic approaches with water engineering and technology, which, in her words, "...is a paradigm shift we must make if we are to move beyond 20th Century water management practices and realize a sustainable way forward". She holds an honours BSc from the University of Guelph.