

For Immediate Release

FOCAL RESEARCH WELCOMES MELISSA SALMON

Halifax, NS: September 8th, 2023– Focal Research Consultants Limited announced today that Melissa Salmon, PhD, is joining the Focal team as Applied Research Lead.

Director of Safer Gambling and Stakeholder Engagement, Jay Robinson says, “Melissa’s research background, her integrity, keen insight and intellect, are wonderful assets to the field and to Focal.”

Bringing her academic skills from her gambling research doctoral work at Carleton University, Dr. Salmon has several gambling publications to her credit, and is surely an emerging leader in applied gambling research.

Salmon says, “I am looking forward to working with the Focal team to advance safer gambling research and inform evidence-based player protections.”

President of Focal Research, Tracy Schrans, says, “We are excited to have Melissa joining Focal to progress our ongoing and innovative gambling research. She will be crucial in advancing our reports and papers so that we may share our safer gambling and harm prevention findings with key stakeholders, and we warmly welcome her to the team.”

###

About Focal Research Consultants Limited:

[Focal Research](http://www.focalresearch.com), is a Canadian data analytics company, that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. For three decades, Focal has worked with stakeholders worldwide, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

For more information:

Laura Watts
Communications & Project Management
(T) +1-902-454-8856
focal@focalresearch.com