

Jordan Lass, PhD

Curriculum Vitae

PERSONAL DETAILS

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EDUCATION

Postdoctoral Fellowship 2017-2018

Rotman Research Institute, Baycrest, Toronto, ON, Canada

Supervisors: Angie Troyer, PhD & Brian Levine, PhD

Project Title: Real-world solutions for improving cognitive fitness: using the Internet to translate and scale scientifically validated programs for older adults

PhD Psychology, Neuroscience & Behaviour 2011-2016

McMaster University, Hamilton, ON, Canada

Supervisors: Allison B. Sekuler, PhD & Patrick J. Bennett, PhD

Dissertation title: The Effects of Aging on Figure-Ground Organization

BSc Psychology 2007-2011

Western University, London, ON, Canada

Undergraduate thesis advisor: Daniel Ansari, PhD

Title: Effects of Numerical Magnitude Comparison on the Encoding of Addition Facts into Memory

WORK EXPERIENCE

Project Manager Oct 2018-Present

Kunin-Lunenfeld Centre for Applied Research and Evaluation (KL-CARE), Baycrest, Toronto, ON, Canada

- Managing clinical-research-industry partnerships and interdisciplinary projects evaluating clinical and industrial solutions at the intersection of healthcare, technology, and knowledge mobilization
 - Evaluation of clinical tools, programs, and implementations, for example: AI solutions for early detection of Alzheimer's Disease, real-time neural feedback tools (e.g., using EEG) embedded in cognitive and physical rehab, novel dementia care programs.
 - Digitizations of clinical tools, for example, overseeing translation of clinical guides into apps
 - Development and commercialization of clinical solutions, for example, telemedicine and app versions of cognitive interventions, and Quality Improvement indicators for hospitals
 - Navigation of multifaceted issues including health data privacy, legal, ethics, regulatory, secure data transfer across jurisdictions
 - Planning, tracking, and managing project scope, timeline, and deliverables
- Liaising with, and coordinating across project leadership, stakeholders and sponsors
 - Conducting team white board sessions for project scoping, planning, and strategizing
 - Engaging potential partners for licensing of IP, including preparing business development materials, financial and budgetary analysis, demonstration of assets
 - Managing of relationships on researcher-clinician and industry-research partnerships, inter-professional collaborations, and multidisciplinary teams

- Supporting key leaders in strategic projects and initiatives including principal investigators, executive directors, VPs and C-suite
- Overseeing research operations, administration and management
 - Grant writing and proposal support (most recently successful \$450K and \$1M funding awards)
 - Overseeing preparation and submission to Research Ethics Boards
 - Developing and operationalizing multi-site experimental designs and protocols
 - Directing participant recruitment and data collection
 - Obtaining study materials, developing novel instruments, and preparing manual of operations for study implementation
 - Constructing budgets, tracking expenditures, and reporting finances
 - Writing progress, financial and Key Performance Indicator reports, writing manuscripts for publication, and preparing and delivering presentations
- Building and developing internal team
 - Human Resources: application review, interviewing, reference checking, hiring project staff, onboarding, training, evaluating performance
 - Developing project management and analysis templates and workflows
 - Strategic development of team structure, offerings and capacity
- Training team on funding applications, data analysis and reporting, medical chart reviews, participant recruitment, research administration, and presenting to various audiences
- Commercialization of IP in combination with Innovation, Technology, Finance, and other teams

Postdoctoral Fellow

Sept 2017-Oct 2018

Rotman Research Institute, Baycrest, Toronto, ON, Canada

- Translated two cognitive rehabilitation interventions into online platforms
 - Conducted user testing and implemented product refinement
 - Liaised with eLearning team and external developers
 - Developed facilitator and clinician protocols and training modules
- Ran clinical trials for two cognitive rehabilitation interventions
 - Submitted research ethics proposals
 - Developed study design and protocols
 - Administered active study and personnel
 - Acted as general information technology (IT) resource for study participants
 - Wrote and submitted grants and other funding applications
 - Created budgets, and managed project finances
 - Managed and analyzed data
 - Completed project administrative paperwork and reports
- Managed business operations for two commercial rehabilitation packages
 - Engaged in customer relations
 - Oversaw product development: translation to French, introduction of clinical guide book
 - Developed marketing strategy with marketing teams at organization and funder levels
 - Engaged with Finance, Web & eCommerce, and Legal teams to develop business strategy
 - Facilitated external consulting firm conducting market research and business plan development
- Supervised summer student and research assistants

Technology Consultant (Part time)

2016-Present

TechTutor, Toronto, ON, Canada

- Founded private technology consulting service catered to seniors
- Providing a range of technology education and troubleshooting services
- Empowering clients through developing technological proficiency

Investor Relations Associate (Part time)

2016-2017

LWH Advisors Inc., Toronto, ON, Canada

- Dealt with investor requests and assisted in the preparation of reports for management
- Managed and update client databases for various investments
- Prepared investment packages that include information about upcoming investments
- Assembled investor updates presenting results of the investments for both online and paper formats

Teaching Assistant (Part time) 2012-2016

McMaster University, Hamilton, ON, Canada

- PNB 2XE3: Inferential Statistics 2016
 - Course TA leader under Dr. Nikol Piskuric
 - Substitute lecturer (class of 180 students)
- PNB 3XE3: Inferential Statistics 2015
 - Tutorial leading TA under Dr. Scott Watter
- PSYCH 3UU3: Psychology of Language 2015
 - TA under Dr. Karin Humphreys
- PSYCH 3GG3: Developmental Psychology 2014
 - TA under Dr. Mel Rutherford
- PNB 3EE3: Perception Laboratory 2014
 - Lab & tutorial TA under Matt Pachai
- PNB 3XE3: Inferential Statistics 2013
 - Tutorial leading TA under Dr. Scott Watter
- PSY710: Graduate Statistics 2013
 - Tutorial leader TA under Dr. Patrick Bennett
- PSYCH 2XE3: Descriptive Statistics 2012
 - Tutorial leading TA under Dr. Sue Becker
- PSYCH 3AG3: Psychology of Aging 2012
 - Course development TA under Dr. Jennifer Ostovich

Teen Programming Coordinator (Part time) 2014-2015

Shaarei Shomayim Congregation, Toronto, ON, Canada

- Established and developed program to engage teens
- Coordinated weekly Sabbath prayer service
- Created weekly newsletter
- Mentored and empowered teen leadership
- Facilitated program continuity

Overnight Camp Staff (Summer) 2005-2010

Camp Moshava, Ennismore, ON, Canada

- Unit Head 2010
 - Oversaw 45 campers and 20 staff
 - Developed, budgeted, and executed fun and meaningful programming
 - Coordinated trip logistics
 - Resolved special issues and liaised with social worker
 - Trained, motivated, mentored, and monitored staff
- Head of Staff Programming, Head Maintenance Specialist, Head of Music, Staff Mentor 2009
 - Created, planned, budgeted, and carried our recreational programs for camp staff
 - Planned and ran music programs for campers
 - Launched and co-led camp-wide staff training sessions & mentor program
 - Conducted one-on-one mentor sessions
- Head Maintenance Specialist 2008
 - Organized maintenance tasks and created schedule for completing
 - Managed maintenance staff (four other people)
 - Conducted maintenance duties (see below)
- Maintenance Specialist 2007
 - Assisted professional contractor with maintenance of campground
 - Fixed plumbing and piping, conducted electrical work, built small structures (gazebos, decks etc.)
 - Used power tools and a variety of different machinery
- Tripping Specialist 2006
 - Planned and supervised overnight trips for campers of different age groups
 - Managed staff and ensured safety of all participants

- Prepared, organized, and cleaned up campsite
- Canteen Specialist 2006
 - Ordered products from various food suppliers.
 - Filled and prepared daily orders
 - Kept detailed bookkeeping
- Camp Counselor 2005
 - Worked with children of ages 8, 9, 10
 - Slept in cabin with campers
 - Coordinated and designed night activities and programs

Office Special Project Consultant (Summer) 2009

Shaarei Shomayim Congregation, Toronto, ON, Canada

- Gathered information and compared against records at multiple cemetery sites
- Organized database in office
- Authored a 25 page report analyzing my findings, detailing the issues requiring resolution, and recommending solutions based on my work

PUBLICATIONS AND PRESENTATIONS

D’Amico, D., Yusupov, I., Zhu, L., **Lass, J. W.**, Plunkett, C., Levine, B., Troyer, A. K., and Vandermorris, S. (2022). Feasibility, acceptability, and impact of a self-guided e-learning memory and brain health promotion program for healthy older adults. *Clinical Gerontologist*, 00(00):1–13.

Vasquez, B. P., Lloyd-Kusik, A., Santiago, A. T., Shahaf, G., and **Lass, J. W.** (2022). A case series exploration of attentional engagement during mobile application skill learning in amnesic patients. *American Journal of Occupational Therapy*, 77(1). [In Press]

D’Amico, D., Yusupov, I., Zhu, L., **Lass, J. W.**, Plunkett, C., Levine, B., Troyer, A., and Vandermorris, S. (2021a). Usability and Impact of an online psychoeducation program for normal age-related memory changes among older adults. In *Canadian Geriatrics Society Annual Scientific Meeting 2021*, page 1.

D’Amico, D., Yusupov, I., Zhu, L., **Lass, J. W.**, Plunkett, C., Levine, B., Troyer, A. K., and Vandermorris, S. (2021b). Feasibility, acceptability, and impact of a self-guided e-learning memory program for healthy older adults. [Poster Presentation]. In *Gerontological Society of America 2021 Annual Scientific Meeting*. Online..

Zhu, L., D’Amico, D., Yusupov, I., **Lass, J. W.**, Levine, B., Vandermorris, S., and Troyer, A. (2021b). Effect of an eLearning memory program on reducing negative impact of age-related memory changes. *Innovation in Aging*, 5(S1):12–12.

Zhu, L., D’Amico, D., Vandermorris, S., Wang, Y., Levesque, L., **Lass, J. W.**, Troyer, A., and Levine, B. (2021a). Efficacy of online Goal Management Training for age-associated executive impairment. *Innovation in Aging*, 5(S1):429–430.

Rashid, S., Aleong, R., Davidson, S., and **Lass, J. W.** (2020). Using Knowledge Mobilization to create a culture of innovation [CR3.1]. In *Canadian Knowledge Mobilization Forum*.

Davidson, S., Aggett, T., Arora, P., Aleong, R., Brookes, J., DiNicolantonio, L., **Lass, J. W.**, Petriv, V., Rehal, D., Sherman, W., Wells- Rowsell, T., and Zahavi, H. (2020). Bringing research to the bedside: The integration of research and clinical practice in geriatric rehabilitation through a collaborative culture of innovation and care. Development of a

- model for future implementation. In *GTA Rehab Best Practices Day*.
- Lloyd-Kusik, A., Thomas, A., Sritharan, J., **Lass, J. W.**, Shahaf, G., and Vasquez, B. (2020). A novel index of attentional engagement is related to skill learning in a memory intervention for acquired brain injury. In *Rotman Research Institute Annual Conference*, page 25.
- Sekuler, A. B., **Lass, J. W.**, Hashemi, A., Bennett, P. J., and Peterson, M. A. (2017). Aging changes neural processing underlying figure-ground organization. *Journal of Vision*, 17(10):305.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2017). Effects of aging on figure-ground perception: Convexity context effects and competition resolution. *Journal of Vision*, 17:1–16.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2016). Reduced convexity context effects in elderly not attributable to reduced presumption of depth. *Journal of Vision*, 16(12):302.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2015a). The effects of motion cues on figure/ground perception in healthy aging. *Journal of Vision*, 6(395).
- Smith, G., Teather, R. J., **Lass, J. W.**, and Carette, J. (2015b). Effects of interior bezel size and configuration on gaming performance with large tiled displays. In *IEEE Games Entertainment Media Conference (GEM), 2015*, pages 1–8.
- Smith, G., Teather, R. J., **Lass, J. W.**, and Carette, J. (2015a). Effects of bezel size in large tiled display gaming. In *Proceedings of the 3rd ACM Symposium on Spatial User Interaction*, page 129. ACM.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2015b). The effects of motion cues on figure/ground perception in healthy aging (Poster #55). *International Conference on Perceptual Organization, CVR, York University*.
- Lass, J. W.**, Hashemi, A., Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2014). Neural signals underlying the convexity context effects: Perceptual differences in activation. *Journal of Vision*, 14(10):255.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2013). The effects of aging on figure/ground perception: Reduced competition resolution in older subjects. *Journal of Vision*, 13(9):719.
- Hashemi, A., **Lass, J. W.**, Truong, D., Sekuler, A. B., and Bennett, P. J. (2013). The time-course of rapid stimulus-specific perceptual learning. *Journal of Vision*, 13(9):1090.
- Lass, J. W.**, Bennett, P. J., Peterson, M. A., and Sekuler, A. B. (2012). Aging and figure/ground perception: Reduced convexity context effect in older subjects. *Journal of Vision*, 12(9):1302.
- Peterson, M. A. (2012). Aging and competition resolution in depth perception. *McKnight Inter-Institutional Meeting, University of Arizona*.
- Lass, J. W.** (2011). The Effects of Numerical Magnitude Comparison on the Encoding of Addition Facts into Memory. *Senior Honors Thesis (Science) in Psychology at Western University*, pages 1–61.

HONOURS AND AWARDS

- MITACS Elevate Postdoctoral Fellowship with Research Management and Industry Training (*Award declined*)** 2019
McMaster University, Hamilton, ON, Canada
Research fellowship, industry internship, and management training (\$120,000 over two years)
- Psychology, Neuroscience & Behaviour Funding** 2012, 2013, 2014 & 2016
McMaster University, Hamilton, ON, Canada
Research scholarship (\$10,000/year)
- Ontario Graduate Scholarship** 2015
McMaster University, Hamilton, ON, Canada
Clifton W. Sherman Queen Elizabeth II Scholarship in Science and Technology (\$15,000)
- Psychology, Neuroscience & Behaviour Travel Award** 2013 & 2015
McMaster University, Hamilton, ON, Canada
Funding for presenting at international conference (\$500)
- Deans Honour List (Psychology, Science)** 2011
Western University, London, ON, Canada
- Cornerstone Fellowship** 2009
Baltimore, MD, United States
Sent on leadership conference and provided scholarship (\$500) to initiate camp programming

SEMINAR, CONFERENCE, AND WORKSHOP TRAINING

- Baycrest Health Science Innovation Skills Day** 2019
Baycrest Health Science, Toronto, ON, Canada
 - One day innovation & leadership workshop with innovators from across organization
- LEADS Leadership Development Workshop Series** 2019
Baycrest Health Science, Toronto, ON, Canada
 - Five day leadership workshop with managers from across organization
 - Sub-workshops on various aspects of leadership: leading effectively, achieving results, engaging team members, developing partnerships, continuing leadership development as an ongoing process
- Centre for Aging and Brain Health Innovation Presents: Technology: How will it Disrupt the Care You Provide?** 2018
Baycrest Health Science, Toronto, ON, Canada
- Canadian Longitudinal Study on Aging (CLSA) Webinar Series** 2016
McMaster University, Hamilton, ON, Canada
 - Definitions of Social Isolation: A Pilot Study Using CLSA Data Dec 2016
 - Preventing Chronic Disease Through Lifestyle Modification: Longitudinal Approaches Nov 2016
 - Measuring Frailty in Older Canadians: An Analysis of the CLSA Sept 2016
 - Advancing opportunities for research on health and aging: An update on the Canadian Longitudinal Study on Aging June 2016
 - Hearing loss and healthy aging May 2016
 - Labour transitions: Retirees who return to work April 2016

- How research can help shape policy and practice on aging: Lessons from Newfoundland and Labrador March 2016
- Aging is a lifelong and socially patterned process: insights from a life course approach using a maturing British birth cohorts Jan 2016

Living Long, Living Well: McMaster Geroscience Grand Symposium on Aging 2015
McMaster University, Hamilton, ON, Canada

National Summit on Aging and Eye Health 2015
Washington, DC, United States

Cornerstone Fellowship & Leadership Conference 2009
Baltimore, MD, United States

- Attended weekend conference with sessions to develop leadership skills and experience
- Identified weak points in our own staff dynamic, and developed new staff-training program
- Created and coordinated a staff mentor program in camp

SKILLS

<i>Languages</i>	English (mother tongue), Hebrew (fluent), French (limited)
<i>Document & Presentation Preparation</i>	L ^A T _E X, WORD, PAGES, GOOGLE DOCS, POWERPOINT, KEYNOTE
<i>Data Analysis & Management</i>	R, SPSS, PLOT, EXCEL, NUMBERS, GOOGLE SHEETS, QUALTRICS, REDCAP, SURVEY MONKEY, GOOGLE FORMS
<i>Project Management & Communication Software</i>	ASANA, TRELLO, CLICKUP, MONDAY, TODOIST, SMARTSHEET, SLACK, TEAMS, TEAMVIEWER, GMEET, ZOOM
<i>Programming Software</i>	MATLAB, NETSTATION, EEGLAB
<i>Cognitive Testing</i>	MMSE, MoCA, BASIC VISUAL TESTING (E.G., PELLI-ROBSON CONTRACT SENSITIVITY, SNELLEN ACUITY)
<i>Miscellaneous</i>	Web Design (WORDPRESS, WIX, WEEBLY, LEARN WORLDS), Video Editing, Audio Production

LEADERSHIP & VOLUNTEER EXPERIENCES

Mentor for Individual with Autism Spectrum Disorder 2005-2020
Toronto, ON, Canada

- Worked one-on-one with individual diagnosed with Asperger's Syndrome
- Shadowed in high school orientation and assisted with schoolwork
- Taught client to take public transit independently
- Helped develop client's writing hobby and build a website to post his work
- Coach client on organizational skills, and practice social and life skills

Geriatrics Therapeutic Recreation Volunteer 2009 & 2017
Baycrest Health Sciences, Toronto, ON, Canada

- Porterred clients between room and programs
- Chaperoned groups during trips to parks, malls, and other public outings
- Helped run a Montessori program for high functioning dementia patients

- Helped run arts-based recreational therapy program
- Focussed on stimulating clients, and developing their sense of purpose and autonomy

Research Assistant, Cognitive Developmental Neuroscience **2010-2011**

Western University, London, ON, Canada

- Supervisor: Christian Battista, PhD
- Assisted in design and piloting of new experimental paradigm; helped with coding troubleshooting
- Recruited participants and conducted experiment

Research Assistant, Clinical Memory Intervention **2009**

Baycrest & Rotman Research Institute, Toronto, ON, Canada

- Supervisor: Kelley Murphy, PhD
- Helped run group-based memory intervention program for Mild Cognitive Impairment
- Data entry
- Attended lectures and hospital rounds; first exposure to academic & clinical research

Young Judaea Year Course **2006-2007**

Jerusalem, Israel

- Studied Israeli History & Culture, Hebrew, Talmud, and Philosophy in University setting
- Engaged in learning beyond the classroom on hikes and trips to historic sites
- Volunteered in various community setting, e.g., collected food donations at grocery stores

Magen David Adom (Israeli Red Cross) Ambulance Volunteer **2007**

Petach Tikvah, Israel

- Volunteered on ambulance for eight hours/day for three months
- Completed two week intensive training on emergency response and patient care
- Assisted paramedics with emergency procedures: CPR, measuring vitals, body stabilization, and transport of injured patients

Teacher, English as Second Language **2007**

Bat Yam, Israel

- Worked in an underprivileged school four mornings/week for three months
- Taught English to groups of 5-15 middle school students to alleviate teachers that could not accommodate entire classroom with minimal resources
- Conducted activities that engaged students in speaking English, such as musical lyrics analysis and planned debates on relevant topics

Daycare Volunteer **2007**

Bat Yam, Israel

- Worked in an underprivileged daycare four afternoons/week for three months
- Watched children, and helped daycare worker run her programs

STUDENTS & RESEARCH ASSISTANTS SUPERVISED

Tolu Faromika: **2022**

Toronto, ON, Canada

Research Assistant and Mitacs Intern, Rotman Research Institute, Baycrest Health Sciences

Marsha Natadiria: **2021-2022**

Toronto, ON, Canada

Research Assistant, Rotman Research Institute, Baycrest Health Sciences

Divya Mistry: **2021-2022**

Toronto, ON, Canada

Research Assistant, and Lab Manager, Rotman Research Institute, Baycrest Health Sciences

Karan Joseph: 2020

Toronto, ON, Canada

Research Assistant, Rotman Research Institute, Baycrest Health Sciences

Jahnel Brookes: 2019

Toronto, ON, Canada

Research Assistant, Rotman Research Institute, Baycrest Health Sciences

Daman Rehal: 2019

Toronto, ON, Canada

Research Assistant, Rotman Research Institute, Baycrest Health Sciences

Sheza Qayyum: 2018

Toronto, ON, Canada

Undergraduate summer student, Rotman Research Institute, Baycrest Health Sciences

Ali Hashemi 2012-2013

Hamilton, ON, Canada

Graduate student, McMaster University

David Truong 2013

Hamilton, ON, Canada

Undergraduate student, McMaster University