



Kathy Martin Bio:



*Coordinator, Research, Stakeholder & Public Relations
Workplace Mental Health and Wellness Specialist **IHSA.***

Kathy is a dedicated advocate for embedding psychological health and safety within every occupational health and safety management system and ensuring worker well-being is upheld as a core organizational value. With over 30 years of experience in workplace mental health and addictions, she champions a Total Worker Health approach that integrates well-being with the prevention of harm.

Kathy has played a key role in shaping national standards, including the CSA/BNQ Z1003 Psychological Health and Safety in the Workplace Standard. She is involved in several initiatives, including organizational consulting through her work, and has been busy leading a provincial initiative with Ontario's Ministry of Labour to reduce opioid-related workplace harms and setting up a Provincial-Wide Peer Support Ecosystem for those in need and those who want to support someone they are concerned about.

trucknews.com

James Menzie's Bio:



James Menzies is editorial director of Today's Trucking and trucknews.com. He has covered the North American trucking industry for more than 25 years and holds an A/Z licence.

James Menzies
Editorial Director
Today's Trucking & trucknews.com



Heather C. Devine, J.D., M.J. - M&A Bio for Conference of M&A Advisors



Chief Legal Officer & Trusted M&A Strategist

Heather C. Devine is a dynamic and forward-thinking legal leader with an unparalleled track record in driving mergers, acquisitions, and corporate integrations that deliver exceptional shareholder value. As Chief Legal Officer at TRAFFIX Group, a \$1.5B+ revenue conglomerate spanning transportation, logistics, and factoring across the U.S., Canada, Mexico, and Korea, Heather has spearheaded transformative M&A initiatives, leveraging her expertise in corporate governance, international compliance, and strategic due diligence to unlock competitive advantages and maximize financial outcomes.

Uniquely Valuable M&A Expertise

Heather's approach to M&A is distinguished by her ability to align legal strategy with business objectives, ensuring seamless transactions that enhance shareholder value. Her notable achievements include:

- **Rapid, High-Stakes Refinancing & Due Diligence:** Orchestrated all in-house legal due diligence for a \$160M refinancing of TRAFFIX with JPMorgan Chase in just 10 days, providing same-day turnaround on complex credit agreements. The deal, executed in six weeks amidst tariff announcements, showcased her ability to navigate high-pressure timelines while delivering flawless legal execution.
- **Innovative Compliance for Competitive Edge:** Designed a bespoke compliance program that eliminated a \$50M liability, securing a \$500M U.S. government services business for TRAFFIX. Her proprietary contractual language and auditing structure created a unique market advantage, unmatched by competitors, directly boosting shareholder confidence and revenue stability.
- **Global M&A and Integration Leadership:** Spearheaded pre- and post-acquisition strategies, including sourcing M&A targets, conducting due diligence, and driving integration for TRAFFIX's 14 subsidiaries. Her work in establishing TRAFFIX Mexico—encompassing IP registration, corporate governance, and tax-advantaged structures—demonstrates her ability to build value from the ground up in complex international markets.

- **AI-Driven Value Creation:** Pioneered AI-based legal playbooks that tripled valuation multiples across logistics, factoring, and SaaS operations. By streamlining contract drafting, negotiations, and compliance, Heather empowered sales teams and converted R&D into P&L revenue, directly benefiting shareholders through enhanced operational efficiency and scalability.
- **Trusted C-Suite Advisor:** Built deep investor relations with private equity and private investors, providing strategic counsel on M&A prospects, refinancing, and integration. Her ability to align legal frameworks with CEO priorities ensures sustainable growth and long-term shareholder value.

A Proven Change Agent

Beyond TRAFFIX, Heather's experience as Partner & Associate General Counsel at Alexander Holburn Beaudin & Lang LLP saw her grow a Bay Street law office from inception to a 14-lawyer practice, advising global giants like Daseke, DSV, and FedEx on M&A, financing, and integration. Her maritime and aviation work—ranging from vessel arrests to aircraft repossessions—highlights her versatility in handling high-value, cross-border transactions. At Gowling WLG, she built an 11-member international litigation team and secured an 18-year monopoly for Uponor, showcasing her ability to protect and monetize intangible assets for shareholder benefit.

Forward-Thinking Leadership

Heather's creative and collaborative approach integrates cutting-edge AI tools, international compliance expertise, and strategic foresight to simplify complex transactions. Her leadership in corporate governance, including establishing TRAFFIX's Audit and Compensation Committees, ensures compliance with U.S. and Canadian public company standards, safeguarding shareholder interests. As a frequent speaker and thought leader for organizations like the International Association of Defence Counsel and Transportation Lawyers Association, she brings a global perspective to M&A strategy.

Heather C. Devine is not just a legal expert—she is a visionary who transforms M&A challenges into opportunities, delivering measurable value for shareholders through innovation, precision, and strategic alignment.



Gerald Carroll Bio:



*National Director of Safety & Compliance
Wesbell Logistics Inc.*

With three plus decades of industry knowledge and leadership experience, I bring a practical, results-driven perspective to transportation safety and compliance, helping our organization protect their people, assets, customers, and communities while meeting evolving regulatory requirements.

I am a NATMI Certified Instructor, and I take pride in giving back to the next generation. This past summer I had spent countless weeks in different provinces talking to drivers and office staff about Men's Mental Health and listening to their stories.

During my spare time I enjoy spending time with my three children and my grandson. I am also celebrating my 18th year with the Canadian Football League (CFL) as an on field instant replay coordinator.



Bethany Lyle Bio:



*Canada Program Manager
Truckers Against Trafficking*

Bethanie Lyall is the Canada Program manager for TAT (formerly known as Truckers Against Trafficking), where she works to mobilize the transportation industry to recognize and respond to human trafficking. With over 20 years of experience in the social services sector and partnership development, Lyall brings a deep understanding of systemic vulnerabilities and the power of industry-wide collaboration. Based in Ontario, she leads TAT's Canadian programming across sectors including trucking, bus and truck stops, with a focus on building awareness, expanding reach and equipping frontline workers with the tools to make a difference.