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Melaina is a behavioural economics and behaviour change specialist in PwC's Advisory practice. She has over 10 years of experience in the experimental study of cognitive science and human behaviour, and five years of experience crafting evidence-based solutions for global companies on stakeholder engagement, reputation risk, issues management, and behaviour change.

As the Behavioural Economics Lead for PwC Canada, Melaina is recognized as the firm's leading expert in the design and application of behavioural science to the traditional consulting toolkit across all lines of service and industries in which PwC operates. She holds a degree in cognitive neuroscience, business, and fine art from the University of Guelph, and both a MSc and PhD in Cognitive Neuropsychology from McMaster University.