

Garnett Wilson

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Education

From	To	Institution	Program
July 2011	June 2012	University of New Brunswick, Wallace McCain Institute	Entrepreneurial Leaders Program
Sept. 2002	April 2007	Dalhousie University, NS, Canada Faculty of Computer Science	Ph.D., Computer Science
Sept. 2000	Aug. 2002	Dalhousie University, NS, Canada Faculty of Computer Science	Master of Computer Science
Sept. 1996	April 2000	Dalhousie University, NS, Canada Department of Philosophy	BA (Philosophy), Honors with Distinction

Programming Languages and Technical Skills

- Java (expert)
- Matlab and R (expert)
- SQL and PostgreSQL (expert)
- C (expert)
- C++ / C# (proficient)
- Parallel and Distributed Computing (proficient)
- Unix and Windows Programming (proficient)
- Web Services Programming (proficient)
- Fortran (proficient)
- Python (prior experience)

Awards and Honors

- IEEE Senior Member, 2016
- Order of Wallace McCain, 2012
- 21inc Emerging Leaders Summit (top 40 emerging leaders in the Atlantic Provinces, Canada), 2010
- Best Paper Nominee, European Workshop on Evolutionary Computation in Finance and Economics (EvoFIN 2009)
- Doctoral Izaak Walton Killam Memorial Scholarship, Sept. 2003-Aug. 2006

- Doctoral National Sciences and Engineering Research Council (NSERC) Post-graduate Scholarship, May 2003-May 2005
- Best Student Paper in Artificial Intelligence and Computer Hardware Engineering, IEEE Canadian Conference on Electrical & Computer Engineering, May 2002
- Masters National Sciences and Engineering Research Council (NSERC) Post-graduate Scholarship, May 2001-April 2003
- Masters Izaak Walton Killam Memorial Scholarship, Sept. 2000-May 2001
- National Sciences and Engineering Research Council (NSERC) Undergraduate Student Research Award (USRA), Summer 2000
- Andrew MacKay Dalhousie Alumni Scholarship (community/university leadership), 1998
- Dalhousie University Renewable Entrance Scholarship, Sept. 1996-April 2000
- Shatford Memorial Trust Scholarship, Sept. 1996-April 2000

Employment

Software Developer, Analytics Team

June 2014 to present

Verafin Inc.

www.verafin.com

St. John's, NL, Canada

- creating analytics for the software used by over 1000 banks and credit unions across the USA and Canada to comply with Bank Secrecy Act and other regulatory laws
- behavior-based analytics used in the software include machine learning techniques such as evolutionary computation, fuzzy logic, Bayesian networks, and natural language processing.
- models developed include
 - detection of check and debit fraud
 - anti-money laundering (AML)
 - detection of human trafficking
 - combating the financing of terrorism (CFT)

Adjunct Assistant Professor

July 2012 to present

Faculty of Computer Science,

Dalhousie University

www.cs.dal.ca

Halifax, NS, Canada

- supervising of graduate student research
- co-authoring of research publications
- serving on graduate student supervisory committee
- evaluation of theses

Director
February 2009 to June 2015

Afinin Labs, Inc.
www.afinin.com
St. John's, NL, Canada

- managing affairs and direction of company at board level
 - oversaw aspects of the sale of the company in 2015
-

Chief Executive Officer
August 2011 to June 2014

Afinin Labs, Inc.
www.afinin.com
St. John's, NL, Canada

- co-founder of company
 - developed real-time equity analysis software used by proprietary traders of National Bank Financial across Canada
 - raised two rounds of angel investment
 - awarded numerous external funding and research grants
-

Postdoctoral Fellowship
January 2010 to May 2012

Department of Computer Science,
Memorial University of Newfoundland
www.cs.mun.ca
St. John's, Newfoundland, Canada

- cooperative venture between Memorial University of Newfoundland and the Canadian Department of Fisheries and Oceans
- research included machine learning, information visualization, geo-temporal analysis, data analysis for large data sets

Chief Technology Officer
February 2009 to August 2011

Afinin Labs, Inc.
www.afinin.com
St. John's, NL, Canada

- co-founder of company
 - created of software for real-time equities analysis
-

Postdoctoral Fellowship
October 2008 to August 2009

Department of Computer Science,
Memorial University of Newfoundland
www.cs.mun.ca
St. John's, Newfoundland, Canada

- development of models for fraud detection in a cooperative venture between Memorial University of Newfoundland and Verafin Inc.
- application of evolutionary computation to financial engineering
- parallel computing using graphics processing units (GPUs)

Supervisory Committee History

Ph.D. Research Aptitude Defense: Alexander Loginov, “On Increasing the Scope of Genetic Programming Trading Agents”

May 2015

Faculty of Computer Science, Dalhousie University
Halifax, NS, Canada

Master’s Thesis: Alexander Loginov, “On the Utility of Evolving Forex Market Trading Agents with Criteria Based Retraining”

March 2013

Faculty of Computer Science, Dalhousie University
Halifax, NS, Canada

Teaching History

Instructor, COMP 1510: An Introduction to Scientific Computing Winter Semester 2008 & Winter Semester 2009

*Department of Computer Science, Memorial University of Newfoundland
St. John's, NL, Canada*

Taught classes on C and Fortran programming to first year students, prepared and graded assignments and examinations, counseled and advised students, prepared lab tests.

TA/Marker for CSCI 3150 (now CSCI 4150): Artificial Intelligence Winter Semester 2001

*Faculty of Computer Science, Dalhousie University
Halifax, NS, Canada*

Marked assignments and provided feedback to students in third year Artificial Intelligence course; included analysis and testing of associated computer programs.

Lab Instructor, CSCI 1200: Computer Science for Non-majors Fall Semester 2000

*Faculty of Computer Science, Dalhousie University
Halifax, NS, Canada*

Instructed group tutorials on web design, HTML, and JavaScript; assisted students individually in the lab, resolved programming difficulties, and evaluated lab assignments.

TA/Marker for PHIL 2130: Logic: Deduction

Fall Semester 1999

*Department of Philosophy, Dalhousie University
Halifax, NS, Canada*

Tutored students on techniques of proof construction; marked final exams.

Publications

Book Chapters (Refereed)

- **Wilson, G.**, Banzhaf, W. "Interday and Intraday Stock Trading using Probabilistic Adaptive Mapping Developmental Genetic Programming and Linear Genetic Programming," *Natural Computing in Computational Finance*, Vol. 3, 2010, Springer, pp. 191-212.
- **Wilson, G.**, Banzhaf, W. "Algorithmic Trading with Developmental and Linear Genetic Programming," *Genetic Programming Theory and Practice (GPTP) VII*, 2009, Springer, pp. 119-134.

- Banzhaf, W., Harding, S., Langdon, W. B., and **Wilson, G.**, "Accelerating Genetic Programming Through Graphics Processing Units," Genetic Programming Theory and Practice (GPTP) VI, 2008, Springer, pp. 229-249.

Papers in Refereed Journals

- **Wilson, G.**, Banzhaf, W., "Deployment of Parallel GPU-based Linear Genetic Programming on PC and Video Game Console Platforms," Genetic Programming and Evolvable Machines, 11(2), 2010, Springer, ISSN: 1389-2576, pp. 147-184.
- **Wilson, G.**, Heywood, M. I., "Foundations for an Intelligent Business Logic Engine using Genetic Programming and RuleML-based Services," International Journal Business Process Integration and Management, 2007, 2(4), 2007, Inderscience Publishers, ISSN: 1741-8763, pp. 282-291. (Shorter conference paper version also published; see below.)
- **Wilson, G.**, Heywood, M. I., "Introducing Probabilistic Adaptive Mapping Developmental Genetic Programming with Redundant Mappings," Genetic Programming and Evolvable Machines, 8(2), 2007, Springer, ISSN: 1389-2576 (print), pp. 187-220.
- Maitzen, S., **Wilson, G.**, "Newcomb's Hidden Regress," Theory and Decision, 54(2), 2003, Kluwer Academic, ISSN 0040-5833, pp. 151-162.
- **Wilson, G.**, Heywood M. I., "Crossover Context in Page-based Linear Genetic Programming," Canadian Journal on Electrical and Computer Engineering, July 2002, IEEE Canada, ISSN 0840-8688, pp. 113-116. (Shorter conference paper version also published; see below.)

Reviews in Refereed Journals

- **Wilson, G.**, McIntyre A., Heywood M.I., "Three open source systems for evolving programs—Lilgp, ECJ and Grammatical Evolution," Genetic Programming and Evolvable Machines, 5(1), 2004, Kluwer Academic, ISSN 1389-2576, pp. 103-105 (**Invited Review**).

Papers in Refereed Conference Proceedings

- Loginov, A., Heywood, M., **Wilson, G.**, "Benchmarking a Coevolutionary Streaming Classifier under the Individual Household Electric Power Consumption Dataset," 2016 International Joint Conference on Neural Networks (IJCNN 2016), July 24-29, 2016, Vancouver, Canada, IEEE Press, ISBN 978-1-5090-0619-9, pp. 2834-2841.
- Loginov, A., **Wilson, G.**, Heywood, M., "Better Trade Exits for Foreign Exchange Currency Trading using FXGP," Proceedings of the IEEE Congress on Evolutionary Computation (CEC 2015), May 10-15, 2015, Sendai, Japan, IEEE Press, ISBN 978-1-4799-7491-7, pp. 2510-2517.
- **Wilson, G.**, and Leblanc, D. and Banzhaf, W., "Using Sector Information with Linear Genetic Programming for Intraday Equity Price Trend Analysis," Proceedings of the IEEE Congress on Evolutionary Computation (CEC 2012), June 10-15, 2012, Brisbane, Australia, IEEE Press, ISBN 978-1-4673-1510-4, pp. 2756-2763.
- **Wilson, G.**, Harding, S., Hoeber, O., Devillers, R. and Banzhaf, W., "Parallel Exhaustive Search vs. Evolutionary Computation in a Large Real World Network Space," Proceedings of the IEEE Congress on Evolutionary Computation (CEC 2012), June 10-15, 2012, Brisbane, Australia, IEEE Press, ISBN 978-1-4673-1510-4, pp. 816-823.
- **Wilson, G.**, Deviller, R. and Hoeber, O., "Fuzzy Logic Ranking for Personalized Geographic Information Retrieval," Proceedings of the International Conference on Intelligent Human Computer Interaction 2011, August 29-31, 2011, Prague, Czech Republic, Springer, ISBN 978-3-642-31602-9, pp. 111-123.

- **Wilson, G.**, and Leblanc, D. and Banzhaf, W., "Stock Trading using Linear Genetic Programming with Multiple Time Frames," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2011), July 12-16, 2011, Dublin, Ireland, ACM Press, ISBN 978-1-4503-0557-0, pp. 1667-1674.
- **Wilson, G.**, Harding, S., Hoeber, O., Devillers, R. and Banzhaf, W., "Large Network Analysis for Fisheries Conservation using Coevolutionary Genetic Algorithms," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2011), July 12-16, 2011, Dublin, Ireland, ACM Press, ISBN 978-1-4503-0557-0, pp. 1619-1626.
- Hoeber, O., **Wilson, G.**, Harding, S., Enguehard, R. and Devillers, R., "Exploring Geo-temporal Differences using GTdiff," Proceedings of the IEEE Pacific Visualization Symposium 2011, March 1-4, 2011, Hong Kong, China, IEEE Press, ISBN 978-1-61284-935-5, pp. 139-146.
- **Wilson, G.**, Harding, S., Hoeber, O., Devillers, R., and Banzhaf, W. "Detecting Anomalies in Spatiotemporal Data Using Genetic Algorithms with Fuzzy Community Membership," Proceedings of the IEEE Intelligent Systems Design and Applications (ISDA 2010), Nov. 29—Dec. 1, 2010, Cairo, Egypt, IEEE Press, ISBN: 978-1-4244-8134-7, pp. 97-102.
- Hoeber, O., **Wilson, G.**, Harding, S., Enguehard, R., and Devillers, R. "Visually Representing Geo-Temporal Differences," Proceedings of the IEEE Conference on Visual Analytics Science and Technology (VAST 2010), Oct. 24—29, 2010, Salt Lake City, Utah, IEEE Press, ISBN: 978-1-4244-9488-0, pp. 229-230.
- **Wilson, G.**, and Banzhaf W., "Fast and Effective Predictability Filters for Stock Price Series using Linear Genetic Programming," Proceedings of the IEEE World Congress on Computational Intelligence (WCCI 2010), July 18-23, 2010, Barcelona, Spain, IEEE Press, ISBN 978-1-4244-8126-2, pp. 2498-2505.
- **Wilson, G.**, Banzhaf, W., "Interday Foreign Exchange Trading using Linear Genetic Programming," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2010), July 7-11, 2010, Portland, Oregon, ACM Press, ISBN 978-1-4503-0072-8, pp. 1139-1146.
- **Wilson, G.**, Banzhaf, W., "Soft Memory for Stock Market Analysis using Linear and Developmental Genetic Programming," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2009), July 8-12, 2009, Montréal, Canada, ACM Press, ISBN 978-1-60558-325-9, pp. 1633-1640.
- **Wilson, G.**, Banzhaf, W., "Deployment of CPU and GPU –based Genetic Programming on Heterogeneous Devices," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2009), July 8-12, 2009, Montréal, Canada, ACM Press, ISBN 978-1-60558-325-9, pp. 2531-2538.
- **Wilson, G.**, and Banzhaf W., "Discovery of email communication networks from the Enron corpus with a genetic algorithm using social network analysis," Proceedings of the IEEE Congress on Evolutionary Computation (CEC 2009), May 18-21, 2009, Trondheim, Norway, IEEE Press, ISBN: 978-1-4244-2958-5, pp. 3256-3263.
- **Wilson, G.**, Banzhaf, W., "Prediction of Interday Stock Prices using Developmental and Linear Genetic Programming," Applications of Evolutionary Computing: EvoWorkshops 2009, April 15-17, 2009, Tübingen, Germany, Springer, ISSN 0302-9743, pp. 172-181. (**Nominee: Best Paper Award**)
- **Wilson, G.**, and Banzhaf W., "Linear Genetic Programming GPGPU on Microsoft's Xbox 360," Proceedings of the IEEE World Congress on Computational Intelligence (WCCI 2008), June 1-6, 2008, Hong Kong, China, IEEE Press, ISBN 978-1-4244-1823-7, pp. 378-385.
- **Wilson, G.**, Banzhaf, W., "A Comparison of Cartesian Genetic Programming and Linear Genetic Programming," Proceedings of the 11th European Conference on Genetic Programming (EuroGP 2008), March 26-28, 2008, Napoli, Italy, Springer, ISBN 978-3-540-78670-2, pp. 182-193.
- **Wilson, G.**, Heywood, M. I., "Learning Recursive Programs with Cooperative Coevolution of Genetic Code Mapping and Genotype," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2007), July 7-11, 2007, London, U.K., ACM Press, ISBN 978-1-59593-697-4, pp. 1053-1060.

- **Wilson, G.**, Heywood, M. I., "Probabilistic Adaptive Mapping Developmental Genetic Programming (PAM DGP): A New Developmental Approach," Proceedings of the 9th International Conference on Parallel Problem Solving from Nature (PPSN IX), Sept. 9-13, 2006, Reykjavik, Iceland, Springer, ISSN 0302-9743, pp. 751-760.
- **Wilson, G.** and Heywood, M., "Foundations for an Intelligent Business Logic Engine using Genetic Programming and RuleML-based Services," Proceedings of the 2006 International Workshop on Service Oriented Techniques (SOT06), August 14-16, 2006, Fredericton, Canada, NRC Research Press, pp. 63-70. (*Expanded journal version also published, see above.*)
- **Wilson, G.**, Heywood, M. I., "Probabilistic (Genotype) Adaptive Mapping Combinations for Developmental Genetic Programming," Proceedings of the IEEE Congress on Evolutionary Computation (CEC 2006), July 16-21, 2006, Vancouver, Canada, IEEE Press, ISBN 0-7803-9487-9, pp. 8667-8674.
- **Wilson, G.**, Heywood, M. I., "Use of a Genetic Algorithm in Brill's Transformation-Based Part-of-Speech Tagger," Proceedings of the Genetic and Evolutionary Computation Conference (GECCO 2005), June 25-29, 2005, Washington, DC, USA, ACM Press, ISBN 1-59593-010-8, pp. 2067-2073.
- **Wilson, G.**, Heywood, M. I., "Context-based Repeated Sequences in Linear Genetic Programming," Proceedings of the 8th European Conference on Genetic Programming (EuroGP 2005), March 30-April 1, 2005, Lausanne, Switzerland, Springer, ISSN 0302-9783, pp. 240-249.
- **Wilson, G.**, Heywood, M.I., "Search Operator Bias in Linearly Structured Genetic Programming," GECCO (Genetic and Evolutionary Computation Conference) 2004 Late Breaking Papers, June 26-30, 2004, Seattle, USA.
- **Wilson, G.**, Heywood, M. I., "Crossover Context in Page-based Linear Genetic Programming," Proceedings of the IEEE Canadian Conference on Electrical and Computer Engineering (CCECE 2002), May 12-15 2002, Winnipeg, Canada, IEEE Canada, ISBN 0-7803-7515-7, pp. 809-814. (**Winner: Best Student Paper Award in AI and Computer Hardware Engineering**)

Abstracts at Refereed Conferences

- Devillers, R., **Wilson, G.**, and Hoeber, O., "Improving Geographic Information Retrieval using Fuzzy Logic: The Case of the Canadian GeoConnections Discovery Portal," Presented at the Global Spatial Data Infrastructure Association (GDSI) World Conference, 2013.
- Maitzen, S. and **Wilson, G.** "Newcomb's Hidden Regress," Presented at the American Philosophical Association Central Division Meeting, 2002.
- Maitzen, S. and **Wilson, G.**, "Newcomb's Hidden Regress," Presented at the Canadian Philosophical Association Congress, 2002.

Theses

- **Ph.D. Thesis:** Probabilistic Adaptive Mapping Developmental Genetic Programming, Dalhousie University, May 2007.
- **Masters of Computer Science Thesis:** Strategy Learning Through Page-based Linear Genetic Programming Applied to The San Mateo Trail, Dalhousie University, October 2002.

Other Articles

- **Wilson, G.**, and Harding, S., "WCCI 2008 Special Session: Computational Intelligence on Consumer Games and Graphics Hardware (CIGPU-2008)," SIGEVolution: newsletter of the ACM Special Interest Group on Genetic and Evolutionary Computation, 2008.

Professional Memberships

- Senior Member, Institute of Electrical and Electronics Engineers (IEEE), 2001-present
 - IEEE Computational Intelligence Society (CIS)
 - Computational Finance and Economics Technical Committee (CFETC)
 - IEEE Systems, Man, and Cybernetics Society (SMCS)
- Professional Member, Association of Computing Machinery (ACM), 2008-present
 - Genetic and Evolutionary Computation Special Interest Group (SIGEVO)

Professional Activities

- Journal Reviewer
 - Applied Soft Computing, Elsevier
 - Natural Computing Journal, Springer
 - Genetic Programming and Evolvable Machines, Springer
 - Evolutionary Computation Journal, MIT Press
 - IEEE Systems, Man, and Cybernetics, IEEE
 - Journal of Heuristics, Springer
 - Journal of Machine Learning Research, MIT Press
 - Computational Intelligence, Wiley
- Program Committee Member
 - IEEE Symposium Series on Computational Intelligence (SSCI 2016), Athens, Greece
 - IEEE World Congress on Computational Intelligence (WCCI 2016), Vancouver, Canada
 - ACM Genetic and Evolutionary Computation Conference (GECCO 2016), Denver, USA
 - Parallel Architectures and Distributed Infrastructures (EvoPAR 2016) in the European Conference on Applications of Evolutionary Computation (EvoApplications 2016), Porto, Portugal
 - IEEE Computational Intelligence for Financial Engineering & Economics (CIFer 2015), Cape Town, South Africa
 - IEEE Congress on Evolutionary Computation (CEC 2015), Sendai, Japan
 - ACM Genetic and Evolutionary Computation Conference (GECCO 2015), Madrid, Spain
 - IEEE Symposium Series on Computational Intelligence (SSCI 2014), Orlando, USA
 - IEEE Computational Intelligence for Financial Engineering & Economics (CIFer 2014), London, UK
 - ACM Genetic and Evolutionary Computation Conference (GECCO 2014), Vancouver, Canada
 - IEEE World Congress on Computational Intelligence (WCCI 2014), Beijing, China
 - Evolutionary Computation in Finance (EvoFin 2014) in the 2014 European Conference on Applications of Evolutionary Computation (EvoApplications 2014), Granada, Spain
 - Parallel Architectures and Distributed Infrastructures (EvoPar 2014) in the 2014 European Conference on Applications of Evolutionary Computation (EvoApplications 2014), Granada, Spain
 - IEEE Congress on Evolutionary Computation (CEC 2013), Cancun, Mexico
 - IEEE Symposium on Computational Intelligence for Financial Engineering and Economics (CIFer 2013) in the Symposium Series on Computational Intelligence 2013 (SSCI 2013), Singapore

- Parallel Architectures and Distributed Infrastructures (EvoPAR 2013) in European Conference on Applications of Evolutionary Computation (EvoApplications 2013), Vienna, Austria
- ACM Genetic and Evolutionary Computation Conference (GECCO 2012), Philadelphia, USA
- Computational Intelligence on Consumer Games and Graphics Hardware (CIGPU 2012) at the IEEE World Congress on Computational Intelligence (WCCI 2012), Brisbane, Australia
- Parallel Architectures and Distributed Infrastructures (EvoPAR 2012) in the European Conference on Applications of Evolutionary Computation (EvoApplications 2012), Malaga, Spain
- IEEE Symposium on Computational Intelligence for Financial Engineering and Economics (CIFer 2012), New York, USA
- IEEE Congress on Evolutionary Computation (CEC 2011), New Orleans, USA
- IEEE Symposium on Computational Intelligence for Financial Engineering and Economics (CIFer 2011) in the Symposium Series on Computational Intelligence 2011 (SSCI 2011), Paris, France
- Computational Intelligence on Consumer Games and Graphics Hardware (CIGPU 2010) at the IEEE World Congress on Computational Intelligence (WCCI 2010), Barcelona, Spain
- Evolutionary Computation in Finance (EvoFin 2010) in the 2010 European Conference on Applications of Evolutionary Computation (EvoApplications 2010), Istanbul, Turkey
- ACM Genetic and Evolutionary Computation Conference (GECCO 2009), Montréal, Canada
- Genetic Programming Theory and Practice 2009, Ann Arbor, USA
- IEEE World Congress on Computational Intelligence (WCCI 2008), Hong Kong, China
- Workshop on Nature Inspired Cooperative Strategies for Optimization (NICSO 2007), Acireale, Italy
- 8th European Conference on Genetic Programming (EuroGP 2005), Lausanne, Switzerland

- Invited Speaker:
 - Quant Invest Chicago, Chicago, USA, 2013
 - Trade Tech West, San Francisco, USA, 2013

- Invited Panelist:
 - Trading Show Chicago 2014, Chicago, USA
 - Trading Show West Coast 2014, San Francisco, USA
 - High Frequency Trading Leaders Forum, New York, USA, 2013
 - The Trading Show, New York, USA, 2013
 - "Algo Trading Advancements through Computational Intelligence in Finance & Economics" at the IEEE World Congress on Computational Intelligence (WCCI 2010), Barcelona, Spain

- Conference Session Chair:
 - Finance and Economics (IEEE CEC 2015), Sendai, Japan
 - Genetic and Evolutionary Computation Conference (GECCO 2005), Washington, DC, USA

- Workshop Organizer:
 - Computational Intelligence on Consumer Games and Graphics Hardware (CIGPU 2011) at ACM Genetic and Evolutionary Computation Conference (GECCO 2011), Dublin, Ireland
 - Computational Intelligence on Consumer Games and Graphics Hardware (CIGPU 2009) at ACM Genetic and Evolutionary Computation Conference (GECCO 2009), Montréal, Canada

- Generative and Developmental Systems Workshop at ACM Genetic and Evolutionary Computation Conference (GECCO 2009), Montréal, Canada
- Competition Judge:
 - nVidia-sponsored GPUs for Genetic and Evolutionary Computation Competition, Genetic and Evolutionary Computation Conference (GECCO 2009), Montréal, Canada

Other Training

Date	Institution	Program
2016	Dale Carnegie Training	Dale Carnegie Course
2012	Karrass USA Ltd.	Karrass Effective Negotiating