

SUMMARY

Doctoral researcher studying consumer resistance to identity-relevant habit change, analyzing how people respond when evidence about harm conflicts with practices that feel normal or self-defining.

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA

2023 – present

PhD, Interdisciplinary (Consumer Behavior and Public Health)

- Coursework on research methods in marketing and public health, methodological and statistical research principles, and qualitative and quantitative study design
- Dissertation: 'Men's Willingness to Consume Meat Alternatives'
 - Writing under supervision of Dr. Yann Cornil and Dr. Eric P.H. Li

LONDON SCHOOL OF ECONOMICS

2019 – 2020

MSc, Philosophy and Public Policy

Grade: A (Distinction)

- Coursework on theories and principles behind policymaking, research design and the nature of evidence, and behavioural policymaking to improve wellbeing
- Dissertation: 'The Moral Insignificance of Cognitive Sophistication'
 - Written under supervision of Dr. Jonathan Birch

UNIVERSITY OF BRITISH COLUMBIA

2015 – 2018

BA, Philosophy, Politics, and Economics

Grade: A (Dean's List)

- Coursework on logic and applied ethics, political theory and institutions, and economic theory and analysis
- Dissertation: 'The Welfare Effects of the Common Agricultural Policy'
 - Written under supervision of Dr. Carl C. Hodge

TIO BUSINESS SCHOOL

2012 – 2014

Propaedeutic diploma for BBA, International Business Management

- Coursework on marketing, management, and communication; transferred to University of British Columbia (100 ECTs)
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PUBLICATIONS

LEAD AUTHOR

- **Velzeboer, R.**, Lai W. W. K. "What sleep physicians need to know about cannabis use for sleep." *Journal of Clinical Sleep Medicine* 22(1), 82. 2026. (*Invited editorial*)
- **Velzeboer, R.**, Wei, S., Lai W. W. K. "Chronic cannabis use and sleep architecture: A cross-sectional analysis of polysomnography outcomes in a sleep-clinic cohort." *SLEEP* 49(5), zsaf396. 2025. (*Selected as Editor's Choice article*)
- **Velzeboer, R.**, Malas, A., Lai, W. W. K. et al. "The effects of cannabis on sleep architecture: a systematic review and meta-analysis." *Sleep Medicine Reviews*, 102164. 2025.
- **Velzeboer, R.**, Li, E. P. H., Oliffe, J. L., et al. "Masculinity, Meat, and Veganism: A Scoping Review." *American Journal of Men's Health* 18(2), 15579883241247173. 2024.
- **Velzeboer, R.**, Malas, A., Lai W. W. K., et al. "Cannabis dosing and administration for sleep: a systematic review." *SLEEP* 45(11), zsac218. 2022.

PUBLISHED ABSTRACT

- **Velzeboer, R.**, Cornil, Y. "Gendered differences in the effects of meat-reduction interventions: A systematic review and meta-analysis." *Advances in Consumer Research*. 2026.
- **Velzeboer, R.**, Scullion, K., Lai, W. W. K. et al. "Self-reported sleep changes among medical cannabis users: Associations with symptom targets and use patterns." *Sleep Medicine S1*. 2026.
- **Velzeboer, R.**, Wei, S., Lai W. W. K. "Chronic cannabis use and sleep architecture: A cross-sectional analysis of polysomnography outcomes in a sleep-clinic cohort." *Sleep Medicine S1*. 2026.

CONTRIBUTING AUTHOR

- Oliffe, J. L., **Velzeboer, R.**, Li, E. P. H., et al. "The commercial determinants of men's health promotion: A case study of gambling, nonnies, and athleisurewear." *American Journal of Men's Health* 18(5). 2024.

SUBMITTED/FORTHCOMING

- **Velzeboer R.**, Li E. P. H. "Building climate resilience in local food systems." Forthcoming.

PRESENTATIONS

- **Velzeboer, R.**, Li, E. P. H. "A Framework to Protect against Climate Shocks and Stresses: TRAIN-ing Food Systems to Enhance Climate Resilience." *CLISA Climate Smart Agriculture conference*. May 2, 2025.
- **Velzeboer, R.**, Malas, A. "Cannabis to improve sleep: a systematic review of the evidence." *UBC Interdisciplinary Student Health Conference*. March 10, 2022.

GRANTS & SCHOLARSHIPS

GRANTS

Centre for Climate and Business Solutions – Advancing climate solutions through business innovation

- Award of \$14,000 to support research on meat reduction interventions for men (with Dr. Yann Cornil) 2026

Mitacs Accelerate – Advancing Sleeping Literacy Through Behavioural Science

- Award of \$90,000 to support research on men's CPAP uptake and adherence 2026-2028

SCHOLARSHIPS

Social Sciences and Humanities Research Council – Doctoral fellowship

- Award of \$120,000 (\$40,000 annually across 3 years) to support doctoral research through national competition 2025-2028

University of British Columbia – President's academic excellence initiative PhD award

- Award to recognize the significant contributions in research activities of the university 2023-2027

Green College, University of British Columbia – R. Howard Webster Foundation fellowship

- Award of \$3,000 in recognition of academic excellence 2023-2024

University of British Columbia – Faculty of graduate studies award

- Award of \$10,000 (\$5,000 annually across 2 years) in recognition of academic achievement 2023-2025

University of British Columbia – Deputy vice chancellor scholarship

- Award based on academic achievement 2016-2017

RESEARCH EXPERIENCE

HEAD OF RESEARCH

Sep 2023 – present

Tranq Sleep Care

- End-to-end research project leadership; protocol design, ethics, data collection, analysis, write-up, and publication; supervised and authored 2 publications in *SLEEP*, 1 in *Sleep Medicine Reviews*; supervised and authored 2 papers presented at World Sleep Congress with abstracts published in *Sleep Medicine*

RESEARCH ASSISTANT

Sep 2023 – Aug 2025

UBC Faculty of Management

- Supervised review study on climate-related food system impacts

RESEARCH ASSISTANT

May 2023 – Dec 2024

Men's Health Research

- Performed research on male dietary habits and consumption of meat and alternative proteins

CLINICAL RESEARCH ASSISTANT

Feb 2021 – Sep 2023

Tranq Sleep Care

- Supervised student projects; statistical analysis of patient data and study results; performed ethics applications for studies; supervised and assisted research projects
- Wrote 4 Mitacs grants (2 graduate; 2 undergraduate; awarded value \$140,000); wrote 2 award-winning business of the year applications; organised 1 conference

TEACHING EXPERIENCE

TEACHING ASSISTANT

April 2025 – present

Sauder School of Business, University of British Columbia

- Assisting students with queries; grading student assignments (Causal Inference and Experimentation x2; Marketing Research x2; Consumer Behaviour x1; postgrad)

LEAD TEACHING ASSISTANT

Jan - May 2019

University of British Columbia

- Assisted in course-design; ran in-class tutorials; marked essays, group projects, and exams (Computer Ethics, undergrad)

MEDIA & PUBLIC ENGAGEMENT

- Vox. "How meat became a measure of manhood." Invited commentary. March 31, 2026.
- *Studio plantaardig* (Dutch). "Love Without Meat? — When ideals and love meet (or clash)". Invited commentary. July 18, 2025.
- *Behavioural Public Policy Blog*. "Meat and manhood: Unpacking resistance to reduced meat consumption." Invited article. December 26, 2024.
- *Wall Street Journal*. "Why do men eat so much meat?" Invited commentary. September 8, 2024.
- *Sleep Research Society*. "Cannabis dosing and administration for sleep: a systematic review." Invited interview. April 4, 2023.
- *TEDx UBCO*. "The most important issue in Canada." Speaker. March 18, 2018.

SERVICE

- Peer reviewer for *Appetite* (x3) – 2025
- Peer reviewer for *Journal of Cannabis Research* (x1) – 2026
- Peer reviewer for *Sex Roles* (x1) – 2026
- Peer reviewer for *Psychology of Addictive Behaviors* (x1) – 2026
- Peer reviewer for *Health Promotion Journal of Australia* (x1) – 2026