

# ETHAN PANCER

Sobey Professor of Marketing  
Sobey School of Business, Saint Mary's University  
*Curriculum Vitae – April 2021*

## CONTACT INFORMATION

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Halifax, Nova Scotia  
B3H 3C3

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Phone: (902) 496-8183

## EDUCATION

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*Smith School of Business, Queen's University*

- 2013 Ph.D., Management  
Specialization in Marketing
- 2008 M.Sc., Management  
Specialization in Marketing
- 2007 B.Com., Commerce  
Specialization in Marketing and Psychology  
Exchange semester at Copenhagen Business School (2006)

## ACADEMIC APPOINTMENTS

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*Sobey School of Business, Saint Mary's University*

- 2021– Sobey Professor of Marketing
- 2018– Associate Professor of Marketing (with Tenure)
- 2013–2018 Assistant Professor of Marketing

*Smith School of Business, Queen's University*

- 2011–2013 Instructor, Marketing

## SELECTED AWARDS AND ACHIEVEMENTS

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*Honours & Recognition*

- 2020 **Father William A. Stewart Medal for Excellence in Teaching (university-wide)**
  - SMU's highest teaching honour, recognizing excellence in teaching and service
- 2017 **Poets & Quants' "World's Best Business Professors Under 40"**
  - The Globe and Mail carries story, "Survey recognizes rising professor stars," March 30/17
- 2017 **MBA Professor of the Year**
- 2017 **Faculty of Commerce Excellence in Teaching Award**
- 2016 **Faculty of Commerce Excellence in Teaching Award**
- 2014 **Faculty of Commerce Excellence in Teaching Award**

2012 AMA Sheth Foundation Doctoral Consortium Fellow

### Paper Awards

2018 Best Paper – Honourable Mention, Administrative Sciences Association of Canada

2009 Best Student Paper Award Nomination, Conference on Historical Research in Marketing

### External Grants

- 2020-22 **Social Sciences and Humanities Research Council New Frontiers in Research Fund – Exploration**  
*“Supporting Youth with Mental Health Conditions using Machine Learning & Analytics”*  
 • \$250,000 over 2 years (co-applicant)
- 2019-21 **Social Sciences and Humanities Research Council Insight Development Grant**  
*“Environmental Violators Beware! Using Machine Learning to Predict EPA Infractions”*  
 • \$26,215 over 2 years (co-applicant)
- 2018-21 **Social Sciences and Humanities Research Council Insight Grant**  
*“Using Computer Vision Algorithms to Optimize the Communication of New Products to Grow the Economy”*  
 • \$95,302 over 3 years (principal investigator)
- 2019 Canadian Academic Accounting Assn. Artificial Intelligence Research Grant (\$2,500)
- 2018 National Research Council Industrial Research Assistance Program (IRAP) (\$5,000)
- 2017-18 Nova Scotia Innovation and Productivity Voucher Recipient (\$30,000)
- 2011-2012 **SSHRC Doctoral Fellowship** (\$25,000)
- 2010-2012 Ontario Graduate Scholarship (\$30,000)

### Internal Scholarships

- 2021-26 Sobey Professorship in Marketing (\$200,000)
- 2021 Strategic Research Award for Research Excellence (\$1,500)
- 2015-17 David Sobey Centre for Innovation in Retailing and Services Research Grant (\$35,000)
- 2014-21 SMUWorks Research Assistant Grants (\$40,000)
- 2014-17 Dean’s Conference Travel Award (\$15,000)
- 2014 SSHRC 4A Institutional Research Award (\$5,000)
- 2013 New Faculty Research Grant, Saint Mary’s University (\$5,000)
- 2012 Dr. Shirley Taylor Memorial Fellowship (\$1,400)
- 2010, 2011 Richard J. Hand Graduate Award in Management (\$4,000)
- 2010 The Monieson Centre Research Award (\$3,000)
- 2009-2011 Geoffrey H. Wood Ph.D. Scholarship (\$3,000)
- 2009 Melville S. Hatch Memorial Fellowship (\$774)
- 2009 Richard J. Hand Graduate Bursary (\$1,800)
- 2009 D.I. McLeod Fellowship (\$1,500)
- 2009 Geoffrey H. Wood M.Sc. in Management Award (\$1,500)
- 2007-2011 Queen’s School of Business Award (\$36,500)
- 2007-2009 Queen’s Graduate Award (\$20,000)

## RESEARCH INTERESTS

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Behavioral science, consumer psychology, digital engagement & well-being, consumer perceptions towards sustainable offerings, influences on food choice and healthy eating, interventions for physical distancing during COVID-19, and communicating new product innovations

## REFEREED JOURNAL ARTICLES

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\* = equal authorship between authors; † = graduate student; ‡ = undergraduate student

1. Pancer, Ethan, Matthew Philp, Maxwell Poole<sup>†</sup>, and Theodore J. Noseworthy (in press), “Content Hungry: How the Nutrition of Food Media Influences Social Media Engagement,” *Journal of Consumer Psychology*. (FT50)
  - National Post, LifeHacker, Yahoo! News, Stuff, PsyPost, NeuroScience News, 570 News, AM980 News, The Canberra Times, The Conversation carries story “#foodporn...”
  - Public video: <https://youtu.be/JZ2lx-OfRzg>
2. McShane, Lindsay, Ethan Pancer, Maxwell Poole<sup>†</sup>, and Qi Deng<sup>†</sup> (2021), “Emoji, Playfulness and Brand Engagement on Twitter,” *Journal of Interactive Marketing*, 53(February), 96-110.
  - HalifaxToday, Yahoo! News, Stuff, Inner Self, The Conversation carries story “The power of emojis...”
3. Pancer, Ethan, Vincent Chandler, Maxwell Poole<sup>†</sup>, and Theodore J. Noseworthy (2019), “How Readability Shapes Social Media Engagement,” *Journal of Consumer Psychology*, 29(2), 262-270. (FT50)
  - Recognized in the top 10% of downloaded papers between January 2018 and December 2019
  - Public video: <https://youtu.be/pETwcgyV3FQ>
4. Taylor, Nükhet<sup>†</sup>, Theodore J. Noseworthy, and Ethan Pancer (2019), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” *Journal of Consumer Psychology*, 29(1), 79-88. (FT50)
  - CBC, Yahoo! News, and University Affairs carries story, “Supersize doesn't equal super prize...,” Jul 9, ‘18
  - Public video: <https://youtu.be/ISXDZDLoGqk>
5. McShane, Lindsay, Ethan Pancer, and Maxwell Poole<sup>†</sup> (2018), “The Influence of B2B Social Media Message Features on Brand Engagement: A Fluency Perspective,” *Journal of Business-to-Business Marketing*, 26(1), 1-18.
6. Pancer, Ethan, Lindsay McShane, and Maxwell Poole<sup>‡</sup> (2017), “Schadenfreude and Product Failures: The Role of Product Deservingness and Product Status,” *Journal of Marketing Management*, 33(15-16), 1236-1255.
  - Special issue on “The Dark Side of Marketing”
7. Pancer, Ethan, Lindsay McShane, and Theodore J. Noseworthy (2017), “Isolated Environmental Cues and Product Efficacy Penalties: The Color Green and Eco-labels,” *Journal of Business Ethics*, 143(1), 159-177. (FT50)
8. Pancer, Ethan and Maxwell Poole<sup>‡</sup> (2016), “The popularity & virality of political social media: Hashtags, mentions, and links predict likes & retweets of 2016 U.S. presidential nominees’ tweets,” *Social Influence*, 11(4), 259-270.
  - The Globe and Mail carries story, “How Donald Trump uses Twitter to his huge advantage,” Feb 1, ‘17
9. O’Brien, James, and Ethan Pancer (2014), “Complements to Student Evaluations of Instruction,” *The Workplace Review*, October, 26-33.

10. Pancer, Ethan and Jay Handelman (2012), “The Evolution of Consumer Well-Being,” *Journal of Historical Research in Marketing*, 4(1), 177-189.
  - Top 10 in journal citations (Google Scholar)
11. Ashworth, Laurence, Martin Pyle, and Ethan Pancer\* (2010), “The Role of Dominance in the Appeal of Violent Media Depictions,” *Journal of Advertising*, 39(4), 121-134.
  - Special issue on “Violence in Advertising”

### **UNDER REVIEW / WORKING PAPERS**

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“Digital Interventions on Physical Distancing during COVID-19” with Vincent Chandler. Under review at *Journal of Marketing Management*.

“Computer Vision and Crowdfunding” with Simon Blanchard, Theodore J. Noseworthy, and Maxwell Poole. Preparing for submission to *Production and Operations Management*.

“The Evolution of Greenwashing” with Matthew Boland. Preparing for submission to *Journal of Academy of Marketing Science*.

### **MANUSCRIPTS IN PROGRESS (most developed)**

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“Digital quarantine during COVID-19” with Maxwell Poole.

“Using computer vision to detect greenwashing” with Matthew Boland.

“When do sex and violence sell? Insights from computer vision” with Maxwell Poole.

“Retail Health Interventions and Consumer Choice”

“Computer Vision and Microfinance”

### **BOOK CHAPTERS & FEATURETTES**

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1. Pancer, Ethan, Vincent Chandler, Maxwell Poole, and Theodore J. Noseworthy (2020), “As I See It”, In Michael Solomon, Kelley Main, Kate White, and Darren Dahl (Eds.), *Consumer Behaviour: Buying, Having, and Being, 8<sup>th</sup> Canadian Edition*, Pearson.
2. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2020), “As I See It”, In Michael Solomon, Kelley Main, Kate White, and Darren Dahl (Eds.), *Consumer Behaviour: Buying, Having, and Being, 8<sup>th</sup> Canadian Edition*, Pearson.
3. Ashworth, Laurence, Martin Pyle, and Ethan Pancer (2014), “The Role of Dominance in the Appeal of Violent Media Depictions”, In Nora Rifon, Marla Royne Stafford, and Les Carlson (Eds.), *Advertising and Violence: Concepts and Perspectives* (2014), p. 115-133, M.E. Sharpe, Inc.

### **REFEREED CONFERENCE PRESENTATIONS**

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1. Boland, Matthew and Ethan Pancer (2021), “Greenwashing Online: A Longitudinal Analysis of Green Color Prevalence on Corporate Websites,” at AMA Marketing and Public Policy Conference, Washington, DC.
2. Pancer, Ethan, Matthew Philp, and Maxwell Poole (2020), “Recipe Ingredients Predict Digital Engagement With Food Media,” at the Association for Consumer Research, Virtual Conference.
3. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Can Computer Vision Predict New Product Adoption?” at the Association for Consumer Research, Atlanta, GA.
4. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the American Marketing Association Consumer Behaviour Special Interest Group Conference, Bern, Switzerland.
5. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the Society for Consumer Psychology Boutique Conference on Consumers and Technology, Montreal, QC.
6. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Assessing the Effect of Visual Ambiguity on Crowdfunding Success using Automated Image Classification” at the Theory and Practice in Marketing Conference, New York City, NY.
7. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Association for Consumer Research, Dallas, TX.
8. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2018), “Can a Computer Vision Algorithm Predict New Product Adoption?” at the European Association for Consumer Research Conference, Ghent, Belgium.
9. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Southern Ontario Behavioral Decision Research Conference, Toronto, ON.
10. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Administrative Sciences Association of Canada Conference, Toronto, ON.
  - *Received the ASAC Best Paper Award – Honourable Mention*
11. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Society for Consumer Psychology Conference, Dallas, TX.
12. Pancer, Ethan, Lindsay McShane, and Maxwell Poole (2017), “Emoji and Brand Engagement on Social Media,” at the Association for Consumer Research Conference; San Diego, CA.

13. Pancer, Ethan, Vincent Chandler, and Maxwell Poole (2017), "The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares," at the Association for Consumer Research Conference; San Diego, CA.
14. Pancer, Ethan, Lindsay McShane, and Maxwell Poole (2017), "Emoji and Brand Engagement on Social Media," at the American Marketing Association's Summer Educators Conference; San Francisco, CA.
15. Pancer, Ethan, Vincent Chandler, and Maxwell Poole (2017), "The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares," at the American Marketing Association's Summer Educators Conference; San Francisco, CA.
16. McShane, Lindsay, Ethan Pancer, and Maxwell Poole (2017) "Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective," at the American Marketing Association's Summer Educators Conference; San Francisco, CA.
17. Pancer, Ethan, Lindsay McShane, and Maxwell Poole (2017) "Emoji and Brand Engagement on Social Media," at Administrative Science Association of Canada; Montreal, QC.
18. Pancer, Ethan and Laurence Ashworth (2015), "The role of product deservingness on schadenfreude after consumer misfortunes," at Administrative Science Association of Canada; Halifax, NS.
19. Pancer, Ethan, Martin Pyle, and Laurence Ashworth (2014), "Attraction and Repulsion to Violent Media: The Role of Justice and Empathy in the Appeal of Violent Media Depictions" at Association for Consumer Research; Baltimore, MD.
20. Pyle, Martin, Ethan Pancer and Laurence Ashworth (2014), "Is All Fair in War-Themed Video Games?" at Association for Consumer Research; Baltimore, MD.
21. Pancer, Ethan and Laurence Ashworth (2014), "Consumer Schadenfreude: Deservingness of Product Ownership Impacts Affect Following Another's Product Failure," at Academy of Marketing Science World Marketing Congress; Lima, Peru.
22. Pancer, Ethan and Lindsay McShane (2014), "It Ain't Easy Being Green: The Unintended Effects of The Colour Green," at Administrative Science Association of Canada; Muskoka, ON.
23. Pancer, Ethan and Lindsay McShane (2013), "Gauging Greenwashing and Questioning Quality: The Unintended Effects of Environmental Claims on Perceptions of Product Effectiveness," at Society for Consumer Psychology; San Antonio, TX.
24. Pancer, Ethan and Laurence Ashworth (2013), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at Society for Consumer Psychology; San Antonio, TX.
25. Pancer, Ethan and Laurence Ashworth (2013), "Consumer Schadenfreude: Perceived Deservingness Impacts Attitudes Regarding Another's Product Failure," Society for Consumer Psychology, San Antonio, TX.

26. O'Brien, James and Ethan Pancer (2013), "Complements to Student Evaluations of Instruction," at Atlantic Schools of Business; Antigonish, NS.
27. Pancer, Ethan and Laurence Ashworth (2011), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at Association for Consumer Research; St. Louis, MO.
28. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2011), "Buying Violence: Understanding the Appeal of Violence in Popular Media," at Association for Consumer Research; St. Louis, MO.
29. Pyle, Martin, Peter Dacin, and Ethan Pancer (2010), "Hopelessly Devoted? Word-of-Mouth and Diagnosticity in a Stable Preference Context", at Association for Consumer Research; Jacksonville, FL.
30. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2010), "Dominance and the Appeal of Violent Media," at Association in Consumer Research – Europe; London, UK.
31. Pancer, Ethan (2009), "What is consumer well-being?: An historical analysis," at Proceedings of the 14<sup>th</sup> Biennial Conference on Historical Analysis and Research in Marketing, ed. Richard Hawkins, Wolverhampton, UK: CHARM.
  - *Nominated for the David D. Monieson Best Student Paper Award*
32. Pancer, Ethan and Laurence Ashworth (2009), "Getting What They Deserve: The Role of Fairness in Schadenfreude from Another's Product Failure", at Association for Consumer Research – Asia-Pacific; Hyderabad, India.
33. Pancer, Ethan and Allison Johnson (2009), "The Effect of Authenticity and Fit with Company Abilities on Consumer Reactions to Corporate Social Responsibility Initiatives," at Society for Consumer Psychology; San Diego, CA.
34. Pancer, Ethan and Laurence Ashworth (2009), "The Effect of Fairness and Psychological Closeness on Schadenfreude in a Consumption Context," at Society for Consumer Psychology; San Diego, CA.

## **INVITED TALKS**

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1. "Consumer Behaviour and COVID-19," Sobey School Open House for Student Recruitment, Halifax, NS, 2021.
2. "Strategic Marketing," Coaching Session, *SMU Entrepreneurship Centre*, Halifax, NS, 2021.
3. "Consumption Amidst the Pandemic," Community Revitalization Series, *Sobey Prosperity Lab*, Halifax, NS, 2021.
4. "Fatty Foods and Social Media," Research Seminar Series, *Dalhousie University*, Halifax, NS, 2020.
5. "Content Hungry: Recipe Ingredients Predict Digital Engagement," Marketing Seminar Series, *HEC Montreal*, Montreal, QC, 2019.

6. “How Algorithms Can Shape Product Innovation,” Symposium Speaker Series, *Beijing Normal University Zhuhai - SMU Research Symposium*, Zhuhai, China, 2018.
7. “Using Computer Vision to Predict Crowdfunding Success,” Speaker, *SMU Research Expo*, Halifax, NS, 2018.
8. “Collecting and Analyzing Digital Data,” Speaker Series, *CN Centre for Occupational Health & Safety*, Halifax, NS, 2018.
9. “Recent Advances in Digital Marketing,” Faculty Speaker, *Sobey’s Retail Innovation, Strategy, and Excellence Executive Education Program*, Halifax, NS, 2018.
10. “Insights from the World Conference of Online Learning,” Speaker Series, *Studio for Teaching and Learning*, Halifax, NS, 2017.
11. “Mindless Eating,” Interactive Campus Tour, *SMU Recruiting Events*, Halifax, NS, 2015.
12. “Collaborating with Retail Organizations,” Research Seminar Series, *Sobey School of Business*, Halifax, NS, 2015.
13. “Understanding the Appeal of Violent Media Depictions,” Seminar Series, *University of Guelph Marketing and Consumer Studies*, Guelph, ON, 2014.
14. “Insights from Consumer Behavior,” Business with a Bite Series, *SMU Business Development Centre*, Halifax, NS, 2014.
15. “Strategic Marketing,” Business with a Bite Series, *SMU Business Development Centre*, Halifax, NS, 2014.
16. “Skepticism in Impression Formation,” Research Seminar Series, *Gustavson School of Business*, Victoria, BC, 2012.
17. “Inferences of Impression Management,” Research Seminar Series, *DAN Management and Organization Studies at Western University*, London, ON, 2012.
18. “I Came, I Saw, I Conquered: The Role of the Dominance in the Appeal of Violent Media,” Consumer Behavior Winter Research Camp, *Ivey Business School*, London, ON, 2010.

## **REFEREED TEACHING CASES**

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1. Pancer, Ethan, Kyle Gulliver, and Morris MacLeod (2018), “Uber Elevate: The Case for Flying Cars,” *Ivey Publishing*.
  - *Translated into Simplified Chinese*
2. Pancer, Ethan, Anna Ferguson, and Maxwell Poole (2017), “East Coast Lifestyle: Expanding a Regional Apparel Brand,” *Ivey Publishing*.
  - Selected to appear in Beamish & Zhao’s “Textile and Apparel Industry Casebook” – Ivey Casebook



3. Wiechert, Spencer, and Ethan Pancer (2017), "Newstar Marine & Scooter: Growing a Family Business," *Ivey Publishing*.
4. McKee, Margaret, Ethan Pancer, and Chantal Hervieux (2016), "Hope Blooms: Marketing a Social Enterprise after Dragon's Den," *Ivey Publishing*.
  - One of the Top 10 best-selling cases in February 2017 (out of 33,000+ case library)

## TEACHING EXPERIENCE

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### *Sobey School of Business*

In Preparation *Digital Marketing Analytics* (Master of Business Analytics)

2021-Present *Consumer Behaviour* (Undergraduate; MBA)

2013-Present *Marketing Management* (Undergraduate; MBA)

2016-18 *Quantitative Methods* (PhD)  
Guest Lecturer in Experimental Design

2016-17 *Immersive Learning* (MBA)  
Case-based learning and external competition advisor

2014-17 *Introduction to the Case Method* (MBA)  
Workshop leader during MBA orientation programming

### *Smith (Queen's) School of Business*

2013 *Introduction to Marketing*

2012 *Introduction to Entrepreneurship*  
*The Management of New Enterprise*  
Responsible for course lectures and case-based learning as maternity replacement

2011 *Consumer Behaviour*  
Led workshops in Qualtrics and SPSS

Teaching assistant in the Marketing / Strategy Area

2008-2010 *Creativity, Innovation, and Entrepreneurship* (MBA, AMBA; Kelley Packalen)

2009-2010 *Consumer Behavior* (Undergraduate; Laurence Ashworth)

2008-2010 *Interpersonal Skills for Managers* (Undergraduate; Paul Cunningham)

2007-2009 *Principles of Marketing* (Undergraduate; Laurence Ashworth)

2007-2008 *Business Ethics / Corporate Social Responsibility* (Undergraduate; John Phelan)

2006-2008 *Leadership* (Undergraduate; John Phelan)

2005-2006 *Marketing II* (Undergraduate; Matt Thomson)

## SUPERVISION & STUDENT TRAINING

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2021-22 Anton Nestel (Supervisor, Master of Technology, Entrepreneurship, & Innovation)

*Curriculum Vitae*

***Ethan Pancer***

2021	Erandi Gamage	(Supervisor, MITACS Business Strategy Internship)
2018-20	Maxwell Poole	(Supervisor, Master of Applied Health Service Research)
2019	Stephen Hennessy	(Supervisor, SSHRC Undergraduate Explore Research Award)
2019-21	Robert Forsythe	(Supervisor, MITACS Accelerate Research Grant)
2018-19	Jaime Christian	(Supervisor, MBA Major Research Project)
2016-17	Megan Pollock	(Supervisor, MBA Major Research Project)
2017-18	Maxwell Poole	(Supervisor, Directed Studies in Social Media Applications)
2016-17	Maxwell Poole	(Supervisor, Directed Studies in Social Media Fundamentals)
2016-17	Anna Ferguson	(Supervisor, Directed Studies in Construct a Case)
2016-17	Spencer Wiechert	(Supervisor, Directed Studies in Construct a Case)
2016-17	Morris MacLeod	(Supervisor, Directed Studies in Construct a Case)
2016-17	Kyle Gulliver	(Supervisor, Directed Studies in Construct a Case)

**SERVICE (REVIEWING)**

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*Journal Reviewing (Ad-Hoc)*

Marketing Letters	Journal of Advertising
Journal of Business Ethics	Journal of Consumer Affairs
Industrial Marketing Management	Journal of Marketing Management
Canadian Journal of Behavioural Science	Canadian Journal of Administrative Science

*Conference Reviewing*

Association for Consumer Research (Asia-Pacific, North American, and European)  
Society for Consumer Psychology  
Academy of Marketing Science  
World Marketing Congress  
Administrative Science Association of Canada  
Society for Teaching and Learning in Higher Education

*Leadership*

Program committee member of 2017 Academy of Marketing Science (CB track)

*Tenure & promotion files*

Two files for tenure and promotion to Associate Professor

*External grants*

SSHRC Insight Grant Reviewer (2018 & 2019)  
MITACS Accelerate Research Proposals (2018)

**SERVICE (TEACHING & JUDGING)**

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*External (National and International) Representation*

2020	National Adjudicator, Canada's Next Top Ad Exec
2020	Guest Judge, Columbia University's Digital Media Executive Education Program
2017	Association for Consumer Research Doctoral Symposium Invited Guest and Speaker

2021 Faculty-in-Residence, SMU Entrepreneurship Centre  
2020 Community Revitalization & Prosperity Network Pandemic Response Expert  
2016-18 Bob Shaw MBA case competition coordinator  
2017 MBA team coach, Ben Graham Int'l Value Investing Competition (1<sup>st</sup> place / 27 teams)  
2017 MBA team coach, Ivey-Haskayne MBA Leadership Case Competition (1<sup>st</sup> place / 11 teams)  
2016 MBA team coach, DeGroot Social Media Video Challenge (1<sup>st</sup> place / 14 teams)  
2015-17 Judge, David Sobey Retail Case Competition + Retail Concept Competition

*Smith (Queen's) School of Business*

2011 Practice case judge, Royal Roads University International Case Competition  
2011 Research advisor, Queen's SIFE (strategies to reduce cafeteria waste)  
2011 Mentor, Whaddyathink (student-developed customer feedback app)  
2010 Judge, Monitor Consulting / Queen's Case Competition  
2009-16 Marketing Case Evaluator, Inter-Collegiate Business Competition  
2009 Panelist, Corporate Social Responsibility Weekend, Centre for Responsible Leadership  
2009 Judge, CSR case competition, Centre for Responsible Leadership  
2008 Project evaluator, Queen's Marketing Association Challenge

**SERVICE (ADMINISTRATION)**

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*Sobey School of Business & Saint Mary's University*

2021- SMU Senate – Academic Learning Services Advisory Committee  
2020-21 Vice Chair, *Elevating Impact* Strategy Execution Sub-Committee on Research & Discovery  
2020 Master of Business Analytics Development Committee (Marketing Analytics)  
2018-19 Research Advancement Committee  
2016-19 SMU Senate – Academic Planning Subcommittee  
- Chaired revision to University Senate Policy on Program Review  
2018 MBA Program Coordinator (Interim – Summer 2018)  
2018-20 Master of Applied Health Service Research Program Committee  
2015-19 MBA Program Council and Redesign Committee  
2015-17 Sobey Websteering Committee  
2014 Program Learning Goals Working Group for Ethics and Corporate Social Responsibility;  
B.Com. Assurance of Learning process for AACSB accreditation  
2014 Junior Faculty Rep, AACSB Peer Review Discussant

*Smith (Queen's) School of Business*

2011 Founder, Queen's School of Business MSc / PhD Student Committee  
2011 SONA Administrator, Queen's Business Research Pool  
2010 School of Business Expansion Communication Taskforce  
2010-2012 Liaison for incoming students, Marketing MSc / PhD Area  
2009 School of Business Faculty Forum  
2009 Academic Appeals Committee  
2008 Renewal Tenure Promotion Committee

*Local community*

2018-19 Board member, Point Pleasant Child Care Centre

## **PROFESSIONAL AFFILIATIONS**

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*Association of Consumer Research*  
*American Marketing Association*  
*Marketing Science Institute*  
*Society for Consumer Psychology*  
*Academy of Marketing Science*  
*Administrative Sciences Association of Canada*

## **INDUSTRY EXPERIENCE**

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*Rogers Communications Inc. – Marketing Analyst, 2007*

- Developed a new reporting package for 14 national magazines, benchmarking annual renewal rates and monthly subscription trends, which created a more efficient reporting process

*Interactive Data Corporation (IDC) Canada Ltd. – Research Consultant, 2007*

- Profiled key statistics on 1,000+ panel respondents

*Magna International Inc. – Financial Analyst, 2006*

- Measured budget, forecast, and actual finances for 8 automotive divisions valued at over \$100M

*IBM Canada Ltd., Digital Media Solutions – Business Analyst, 2005-2006*

- Analyzed opportunity pipeline to track progress to \$100M revenue target

## **SELECTED MEDIA**

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CBC Radio One – “Supersize my chances,” July 9, ‘18

CBC Online – “Supersize doesn't equal super prize despite what some think,” July 9, ‘18

The Globe and Mail – “How Donald Trump uses Twitter to his huge advantage,” February 1, ‘17

The Globe and Mail – “Survey recognizes rising professor stars,” March 30, ‘17

CBC Radio One – “The rebranding of Halifax,” April 16, ‘14

Rogers Connected for Business – “Handling negative customer feedback,” September 25, ‘13