

# Robert Mackalski

Jeffrey S. Raikes School of Computer Science and Management | College of Business  
University of Nebraska, Lincoln  
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## EDUCATION

|      |     |                           |              |                 |
|------|-----|---------------------------|--------------|-----------------|
| 2014 | PhD | <i>McGill University</i>  | Montreal, QC | Marketing       |
| 1995 | MBA | <i>McGill University</i>  | Montreal, QC | Marketing       |
| 1992 | BSC | <i>Brandon University</i> | Brandon, MB  | Math, Economics |

## EXPERIENCE

### Academic Experience

|                |  |
|----------------|--|
| 2020 – current | University of Nebraska – Lincoln<br>Assistant Professor of Practice<br>Jeffrey S. Raikes School of Computer Science and Management |
| 2020 – current | University of Nebraska – Lincoln<br>Assistant Professor of Practice<br>Department of Marketing, College of Business                |
| 2017 – 2020    | McGill University<br>Assistant Professor (Teaching)<br>Department of Marketing, Desautels Faculty of Management                    |
| 2018 – 2019    | McGill University<br>Executive Director<br>Dobson Centre for Entrepreneurship  |
| 2017 – 2019    | Queens University - Kingston<br>Adjunct Professor<br>Department of Marketing, Smith School of Business                             |
| 2001 – 2016    | McGill University<br>Faculty Lecturer<br>Department of Marketing, Desautels Faculty of Management                                  |

## Professional Experience

|           |  |                 |
|-----------|--|-----------------|
| 2005-2020 | Mackalski & Co. Marketing Inc.   | Director        |
|           | Provided consultation to high-growth companies on their marketing strategies. Clients included Birks Group (Montreal, awarded Brand of the Year at World Branding Award Ceremony 2018), Clearly Kombucha (San Francisco, sold to Molson-Coors), Fody Foods (Montreal), Lufa Farms (Montreal), Darling Lingerie (Sao Paulo), and Black Coral Capital portfolio companies (Solantro, Zeta Builds, NextStepLiving).         |                 |
| 1995-2001 | Peachtree Network (Montreal, Atlanta)  | Co-founder, CMO |
|           | Provided e-commerce solutions to retail grocery and food-related industries. Intimately involved in all major company decisions from start-up to marketing strategy to IPO (TSX:PCH). Incorporated 128bit encryption for secure online transactions (Weider Nutrition Group 1995). First to launch web-based grocery shopping with a grocery chain (Foodfare 1996); First to develop mobile grocery shopping app (2000). |                 |

## TEACHING

### TEACHING at UNIVERSITY OF NEBRASKA, LINCOLN

#### Teaching @ UNL Degree Programs

| <u>Course #</u>   | <u>Course Title</u>                          | <u>Sections Taught</u> |
|-------------------|--|------------------------|
| MRKT 341          | Marketing                                    | 3                      |
| RAIK 341H         | Marketing (Honors)                           | 4                      |
| RAIK 163H         | Innovation Processes (Honors)                | 1                      |
| RAIK / CSCE 401H  | Design Studio (Honors)                       | 3                      |
| RAIK / CSCE 402H  | Design Studio (Honors)                       | 3                      |
| RAIK / CSCE 403 H | Design Studio (Honors), 2 <sup>nd</sup> year | 3                      |
| RAIK / CSCE 404 H | Design Studio (Honors), 2 <sup>nd</sup> year | 3                      |

### TEACHING at MCGILL UNIVERSITY

#### Teaching @ McGill University Degree Programs, Montreal

|          |                                     |    |
|----------|-------------------------------------|----|
| MGCR 352 | Principles of Marketing             | 21 |
| MRKT 438 | Brand Management                    | 48 |
| MRKT 453 | Integrated Marketing Communications | 12 |
| MRKT 645 | Winning at Brands                   | 1  |
| MRKT 653 | Markets and Globalization           | 3  |
| MRKT 657 | Customer Insights                   | 2  |

### **Teaching @ McGill University Degree Programs, International**

| <b><u>Course #</u></b> | <b><u>Course Title</u></b>  | <b><u>Sections Taught</u></b> |
|------------------------|---|-------------------------------|
| MRKT 434               | Global Branding (Study Abroad Brazil)                                   | 16                            |
|                        | Joint Program w ESPM (Montreal, Sao Paulo, Rio)                         |                               |
| MRKT 434               | Global Branding (International Summer Program)                          | 10                            |
|                        | Joint Program with Shantou University (China) & U of Glasgow (Scotland) |                               |
| MRKT 653               | Markets and Globalization   | 1                             |
|                        | MBA Japan (Tokyo)   |                               |
| MRKT 660               | International Study Program   | 4                             |
|                        | MBA Japan (Tokyo, Montreal)   |                               |
| MRKT 691               | Global Branding MBA   | 7                             |
|                        | Joint Program with ESPM (Montreal, Sao Paulo, Rio)                      |                               |

### **Teaching @ McGill University Executive Programs**

|      |  |   |
|------|--|---|
| EXEC | Marketing Excellence<br>Executive Development Course<br>(Montreal, Toronto, Calgary, Vancouver)  | 8 |
| EXEC | Marketing Excellence 2<br>Advanced Development Course<br>(Montreal, Toronto, Calgary, Vancouver) | 4 |

### **Teaching Executive-Level Custom Courses**

|      |  |   |
|------|--|---|
| EXEC | Marketing Excellence 2<br>AstraZeneca – 2-day program            | 1 |
| EXEC | Marketing Integration<br>Glaxo Smith Klein – 1 day program       | 1 |
| EXEC | Marketing Fundamentals<br>AutoDesk – 1-day program               | 1 |
| EXEC | Marketing the hardest things to market<br>Alcan – 10-day program | 1 |

### **TEACHING at QUEENS UNIVERSITY, KINGSTON**

|          |                  |   |
|----------|------------------|---|
| COMM 432 | Brand Management | 3 |
|----------|------------------|---|

### **TEACHING at ESCOLA SUPERIOR DE PROPAGANDA e MARKETING, SAO PAULO**

|                        |                  |   |
|------------------------|------------------|---|
| International Business | Marketing Models | 1 |
|------------------------|------------------|---|

## INVITED VISITS / TALKS at OTHER UNIVERSITIES

|                  |   |
|------------------|---|
| 2023             | Cross-Cultural Management Class<br>Guest Case Author (Chilli Beans: Peace Love and Sunglasses)<br><i>McGill University</i> (Montreal)     |
| 2021             | International Study Program (MBA)<br>Guest Case Author (Lufa Farms)<br><i>McGill University, MBA Japan</i> (Tokyo)                        |
| 2020, 2017, 2016 | Retail Class (MBA)<br>Guest Case Author (Chilli Beans: Peace, Love, and Sunglasses)<br><i>Harvard Business School MBA</i> (Cambridge, MA) |
| 2018             | Disciplined Entrepreneurship class<br>Director visit<br><i>MIT, Trust Center for MIT Entrepreneurship</i> (Boston, MA)                    |
| 2014             | Executive Education Agribusiness Seminar<br>Guest Case Author (Lufa Farms:)<br><i>Harvard Business School</i> (Cambridge, MA)             |
| 2014             | Visiting Scholar<br><i>ESPM University</i> (Sao Paulo, Brazil)  |

## COURSE DESIGNS and EQUIVALENCIES

|           |  |
|-----------|--|
| 2021-22   | Co-redesigner of Leadership Program (RAIK 185H, 186H).<br>Raikes School, UNL (Lincoln, NE)   |
| 2020      | Redesign of Marketing RAIK 341 to incorporate case-based learning.<br>Raikes School, UNL (Lincoln, NE)   |
| 2013-2018 | Oversaw course equivalency & credit transfers from other universities for the marketing department.<br>Desautels Faculty of Management, <i>McGill University</i> (Montreal)              |
| 2017      | Redesigned McGill MBA Japan International Study Program.<br><i>McGill MBA Japan</i> (Tokyo/ Montreal)  |
| 2013      | Course designer and subject matter expert for undergraduate courses:<br><i>Marketing Fundamentals</i> .<br><i>Marketing Communications</i><br><i>Southampton University</i> (London, UK) |

- 2012 Course designer and subject matter expert for undergraduate courses:  
*Marketing Fundamentals*  
*Marketing Communications*  
*National Hispanic University* (San Jose, CA)
- 2005-2007 Course coordinator for 15 Marketing Management (MGCR 352) sections.  
Desautels Faculty of Management, *McGill University*

## **TEACHING and PEDAGOGICAL PUBLICATIONS**

### **Peer Reviewed Published Case Studies**

DiMuro, Fabrizio, Robert Mackalski, Cheryl Nelson, and Marc Ducusin, "Saska: From Saskatchewan Icon to National and International Brand," Ivey Business School Case W33452, February 2023.

DiMuro, Fabrizio and Robert Mackalski, *Teaching Note*, "Saska: From Saskatchewan Icon to National and International Brand," Ivey Business School Case W33452, February 2023.

Mackalski, Robert, Mary Dellar, and Marc Ducusin, "Defeat Duchenne Canada: Scaling Up a Charitable Organization," Ivey Business School Case W30129, February 2023.

Mackalski, Robert and Mary Dellar, *Teaching Note*, "Defeat Duchenne Canada: Scaling Up a Charitable Organization," Ivey Business School Case W30129, February 2023.

DiMuro, Fabrizio, Robert Mackalski, Cheryl Nelson, and Marc Ducusin, "Runza: From Nebraska Icon to National and International Brand," Ivey Business School Case W29265, December 2022.

DiMuro, Fabrizio and Robert Mackalski, *Teaching Note*, "Runza: From Nebraska Icon to National and International Brand," Ivey Business School Case W29265, December 2022.

Dellar, Mary, Robert Mackalski, Nicolette Papastefanou, and Marc Ducusin, "Cunningham's Pub: Halle-Lujah for Wings," Ivey Business School Case W25213, May 2022.

Dellar, Mary and Robert Mackalski, *Teaching Note*, "Cunningham's Pub: Halle-Lujah for Wings," Ivey Business School Case W25213, May 2022.

Mackalski, Robert, Marc Ducusin, and Alana D'Amico, "Dancing with the Stars: Denitsa Ikononova," Ivey Business School Case 9B20A067, July 2020.

Mackalski, Robert and Alana D'Amico, *Teaching Note* "Dancing with the Stars: Denitsa Ikononova," Ivey Business School Case 9B20A067, July 2020.

Mackalski, Robert, Marc Ducusin, Marika Lapointe, and Emma Clayton, "Fody Foods: Eating Life to the Fullest," Ivey Business School Case 9B19A002, January 2019.

Mackalski, Robert and Emma Clayton, *Teaching Note*, "Fody Foods: Eating Life to the Fullest," Ivey Business School Case 9B19A002, January 2019.

Britton, Rob, Robert Mackalski, Mary Dellar, and Mary Towers, "Intelligent Avionics: Breaking Into the Inflight Entertainment Industry." Ivey Business School Case 9B18A067, December 2018.

Britton, Rob, Robert Mackalski, and Mary Dellar, *Teaching Note*, "Intelligent Avionics: Breaking Into the Inflight Entertainment Industry." Ivey Business School Case 9B18A067, December 2018.

Mackalski, Robert, Alfred Jaeger, Marc Ducusin, and Phoebe Balshin, "Birks: The Sparkle of a Cherished Brand." Ivey Business School Case 9B18A014, February 2018.

Mackalski, Robert, Alfred Jaeger, and Phoebe Balshin, *Teaching Note*, "Birks: The Sparkle of a Cherished Brand." Ivey Business School Case 9B18A014, February 2018.

Mackalski, Robert and Marc Ducusin, "Sante Au Naturel: Healthy to the Core." Ivey Business School Case 9B17A069, December 2017.

Mackalski, Robert, *Teaching Note*, "Sante Au Naturel: Healthy to the Core." Ivey Business School Case 9B17A069, December 2017.

Mackalski, Robert, Delaney Brown, and Marc Ducusin, "Club Sportif MAA: Staying Ahead of the Game." Ivey Business School Case 9B17A046, August 2017.

Mackalski, Robert, and Delaney Brown, *Teaching Note*, "Club Sportif MAA: Staying Ahead of the Game." Ivey Business School Case 9B17A046, August 2017.

Alvarez, Jose B., Robert Mackalski and Andrew Otazo, "Chilli Beans: Peace, Love, and Sunglasses." Harvard Business School Case 516-020, March 2016.

Alvarez, Jose B., Robert Mackalski, Annelena Loeb, and Lisa Mazzanti. "Lufa Farms." Harvard Business School Case 514-008, October 2013.

## Case Studies in Preparation for Submission

Mackalski, Robert, Mary Dellar, and Marc Ducusin, "Daniela Suarez: Daniela Suarez AI," (case in final edit, Teaching Note in development. Expected submission date September 2023).

Mackalski, Robert, Rob Simon, Dan Stara and Marc Ducusin, "93.7FM: Making the TCKT better than they found it," (case near completion, Teaching Note in development. Expected submission date October 2023).

Mackalski, Robert, Dan Stara, and Marc Ducusin, "Singularity: The convergence of AI, Nano Tech, and BioTech" (case in research stage for 2024 submission).

## CO-CURRICULAR ACTIVITIES WITH STUDENTS

### Case Coaching and Judging

- |               |   |                                  |
|---------------|---|----------------------------------|
| 2023          | Tenaska Business Challenge judge<br>Judged qualifying round of case competition.<br>Teaching and Learning Center, UNL College of Business   | UNL                              |
| 2023          | Case competition coach<br>Coached team of 4 students preparing for finals of Tenaska Business Challenge case competition. Team placed 3 <sup>rd</sup> (out of 9 teams) in the regional school competition.  | UNL                              |
| 2021<br>-2023 | Mentored <i>tapp</i> , start-up from the Raikes School<br><br>Outside of Design Studio, held bi-weekly meetings (summer 2021) with company on issues including: shareholders' agreement, beach-head customers, business model development, goal setting and priorities, creating culture, generating publicity, managing a tradeshow booth, and creating "customer pull." Held workshops on beach-head customers. Created a new brand name for the app ( <i>tapp</i> : tracking, analysis, prediction, performance). Guided team on press release creation, resulting in televised publicity. | UNL                              |
| 2023          | Advised <i>Cattle Kettle</i> , start-up from Raikes School<br>Provide ongoing, as-needed advice to Cattle Kettle on issues related to marketing strategy, priorities and goal-setting.  | University of Nebraska - Lincoln |
| 2019          | Richard Donovan Case Competition judge<br>Judged case competition of MBA student teams.   | Tokyo, McGill University         |
| 2019          | Case study trainer<br>Held workshops on "cracking" case studies and mentored Japanese program MBA students on how to approach cases studies.  | Tokyo, McGill University         |
| 2017          | L'Oreal Brandstorm case competition coach<br>Coached 4-person McGill University Bachelor of Commerce team in case competitions.   | Montreal, McGill University      |

- 2017 McGill International case competition coach Montreal, McGill University  
Coached 4-person McGill University Bachelor of Commerce team in case competitions.
- 2016 L'Oreal Brandstorm case competition coach Montreal, McGill University  
Coached 4-person McGill University Bachelor of Commerce team in case competitions.  
National team winner of L'Oreal Brandstorm case competition.
- 2016 McGill Management International case competition coach Montreal, McGill University  
Coached 4-person McGill University Bachelor of Commerce team in case competitions.
- 2015 L'Oreal Brandstorm case competition coach Montreal, McGill University  
Coached 4-person McGill University Bachelor of Commerce team in case competitions.  
National team winner of L'Oreal Brandstorm case competition.
- 2015 McGill Management International case competition coach Montreal, McGill University  
Coached 4-person McGill University Bachelor of Commerce team in case competitions.

### **Design Studio Mentoring**

2020-23 Academic Lead, Design Studio Raikes School @ UNL

The Academic Lead role mentors and evaluates 5-student-member teams on their industry-sponsored Design Studio new product projects or go-to-market entrepreneurial projects. More specifically, the role involves guiding and grading the team on their: product visions, value creation opportunities, customer discovery (iterative design process), project management (story mapping, project planning, new product development execution, risk management), and communication.

2022-23 Sponsor: *HUDL*  
Award: Platinum Project recipient for best project  
Team developed a software tool for athletic directors (at universities and other levels) that enables them to find insights into their athletic programs and to connect with coaches, athletes, and fans.

2022-23 Sponsor: *Fiserv*  
Team created a secure consent platform, UX experiences, and immutable ledger database for secure interactions between Fiserv financial institutions, account holders, and fintech applications.

2022-23 Sponsor: *Mutual of Omaha*  
Award: Platinum Project nomination for best project  
  
Team developed a solution that identifies and predicts which life insurance customers are likely to churn. Solution assists with implementing pilots to help save them.



- 2022-23      Sponsor:      *National School Activities Association*  
A “web 2.0” software was created by the team that enabled a more efficient system of maintaining high school registration, eligibility, rosters, contacts, reports, and archives.
- 2021-23      Entrepreneurial start-up: *tapp sports*  
Entrepreneurial start-up group conceptualized and developed a native application where coaches and players would collect, analyze, evaluate player practice data. Years 2 and 3 of the project emphasized scaling customer acquisition and back-end analysis capabilities for coaches.
- 2021-22      Sponsor:      *HUDL*  
Team created a sports-agnostic Athletic Video Resume mobile application that helps high school athletes get recruited by colleges.
- 2021-22      Sponsor:      *Microsoft*  
Student group created an automated performance benchmarking and alerting solution to provide a proactive approach to Microsoft Dynamics 365 performance.
- 2021-22      Sponsor:      *Olsson*  
Building on the Platinum Award winning product of 2020/2021, team continued the project with phase 2 of a hardware/software building-use-efficiency platform that added features to better collect, analyze, and communicate data to enhance building space efficiency.
- 2021-22      Sponsor:      *New Stockyard Group*  
Using drone technology and imaging AI, team created a solution that simplified and significantly reduced costs, and improved accuracy of counting cattle at a feedlot.
- 2020-21      Sponsor:      *Olsson*  
Award:      Platinum Project recipient for best project  
Team created a feature-rich building-use-efficiency hardware and software platform that provided an end-to-end, production-ready solution to optimize buildings and spaces through data-driven insights and recommendations.
- 2020-21      Sponsor:      *Speedway*  
Team created a pricing analysis and recommendation system to help scale the frequency of product re-pricing.
- 2020-21      Sponsor:      *First National Bank of Omaha*  
A lending-advice engine for bank users was developed by the team.

## **Independent Studies**

|         |   |
|---------|---|
| 2019    | Asian/American geographic transferability of brand characters<br>MBA Japan, Tokyo                       |
| 2015-16 | A path forward: Analyzing breast milk donor models<br>Undergraduate, McGill University, Montreal        |
| 2015    | Marketing analysis of the luxury hotel industry in Quebec<br>Undergraduate, McGill University, Montreal |
| 2014    | Conceptualizations of brand love and extreme consumers<br>Undergraduate, McGill University, Montreal    |
| 2013    | Developing better marketing strategies for start-ups<br>Undergraduate, McGill University, Montreal      |

## **TEACHING DEVELOPMENT**

|           |  |
|-----------|--|
| Aug 2023  | Digital Accessibility Training<br>Certificate of Achievement, University of Nebraska System  |
| Aug 2023  | Teaching and Learning Center Canvas Bootcamp<br>Attended workshop on how to improve Canvas experience for students<br>Teaching and Learning Center, UNL            |
| June 2023 | How ChatGPT & Other AI Tools Can Maximize the Learning Potential of Case-Based Classes<br>Harvard Business Publishing Webinar                                      |
| May 2023  | Unlocking the Power of AI: How Tools Like Chat GPT Can Make Teaching Easier and More Effective<br>Harvard Business Publishing Webinar                              |
| Apr 2023  | Cognitive Science in the Classroom Workshop<br>Attended workshop on how using cognitive principles improve students' learning<br>Teaching and Learning Center, UNL |
| Mar 2023  | AI presentation<br>SMCA Visiting Scholar Presentation (Prof. Ricky Tan)<br>College of Business, UNL  |
| Feb 2023  | AI in the classroom<br>Participated in TLC Discussion<br>Teaching and Learning Center, UNL'  |

|           |   |
|-----------|---|
| Nov 2022  | Facilitating Effective Group Work Workshop<br>Seacrest Fellow Amanda Gonzales<br>Teaching and Learning Center, UNL  |
| Oct 2022  | Attendance and Engagement in the classroom Workshop<br>Attended 2-part workshop on how to increase student engagement.<br>Teaching and Learning Center, UNL   |
| Sept 2022 | Academic Integrity Workshop<br>Teaching and Learning Center, UNL  |
| Sept 2022 | The Summit for Pioneering Innovators: Innovation Accelerated Conference<br>Attended 3-day conference on how technologies will shape industry and society<br>Nebraska Innovation Campus  |
| May 2022  | Human Subject Research Training completed<br>Required for Design Studio teaching<br>Institutional Review Board  |
| Aug 2021  | Building Momentum for the Fall of 2021: Capitalizing on the Transition<br>Moderated and completed Values in Teaching workshop.<br>Teaching and Learning Center, UNL   |
| Aug 2021  | Social/Behavioral Research Investigators and Key Personnel Certification<br>CITI Program Certification, UNL   |
| June 2021 | Teaching Professor Virtual Conference<br>Completed three workshops and presented three articles on: <ul style="list-style-type: none"> <li>▪ Assessment, alignment, authenticity: How to make assessment a learning strategy.</li> <li>▪ Zoom in the active learning classroom: untether the learning.</li> <li>▪ The best citizenship advice I have received.</li> </ul> Teaching and Learning Center, UNL |
| May 2021  | Inclusive Teaching Certificate of Engagement<br>Completed three workshops on inclusive teaching.<br>Teaching and Learning Center, UNL   |
| Oct 2020  | Teaching in Nebraska Training completed, UNL  |
| Sept 2020 | Certificate of Attendance: Technology to Support Remote and Blended Learning,<br>UNL  |
| Sept 2020 | LGBTQA+ Diversity training completed<br>Raikes School, UNL  |

|           |   |
|-----------|---|
| Sept 2020 | Cyber security training completed<br>Raikes School, UNL   |
| Sept 2020 | Clifton Strengths orientation and training completed<br>Raikes School, UNL                            |
| Sept 2020 | Human Subject Research Training completed<br>Required for Design Studio<br>Institutional Review Board |
| Aug 2020  | Design Studio Training completed<br>Raikes School, UNL  |
| Aug 2020  | REACH Training for suicide prevention certificate<br>UNL  |
| Aug 2020  | Covid Training completed, UNL   |
| 2020-23   | Title IX Certification (annual), UNL  |
| 2020-23   | Youth Activities Safety, UNL  |

## TEACHING AWARDS

|      |  |                   |
|------|--|-------------------|
| 2023 | Friends and Family Recognition Award<br>Parent nomination  | UNL               |
| 2022 | Excellence in Teaching Award Nomination<br>Student nomination  | UNL               |
| 2022 | Outstanding Case Teacher Award Nomination<br>Peer and former student nomination global award that recognizes exceptional case method teachers. | The Case Center   |
| 2022 | Outstanding Case Nomination Hot Topic<br>Nomination from Ivey Publishing for Cunningham's Pub: Halle-Lujah for Wings                           | The Case Center   |
| 2018 | Outstanding Case Writer Nomination<br>Nomination from Ivey Publishing for Club Sportif MAA: Staying Ahead of the Game                          | The Case Center   |
| 2014 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding   | McGill University |
| 2013 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding   | McGill University |

|      |  |                   |
|------|--|-------------------|
| 2012 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |
| 2011 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |
| 2010 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |
| 2009 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |
| 2008 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |
| 2007 | Desautels DDSS Excellence in Teaching Award<br>Brand Management, Global Branding | McGill University |

## TEACHING FELLOWSHIPS

|           |          |  |
|-----------|----------|--|
| 2022-2024 | Title:   | Seacrest Teaching Fellowship, College of Business, UNL |
|           | Study:   | Impact of in-state content on student engagement       |
|           | Authors: | Robert Mackalski, Kasey Lindt, David Keck              |
|           | Amount:  | \$6,000 per annum                                      |

## RESEARCH AND CONFERENCES

- 2015 Robert Mackalski and Jean-François Belisle, “Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem.” *Journal of Brand Management*, August 2015.
- 2014 Keynote panelist at Brand Brasil: Multiplas Identidades, “Perspectives on Brand Brasil,” hosted at ESPM University, São Paulo, Brazil, August 2014.
- 2011 Robert Mackalski and Jean-François Belisle. “Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem,” *American Marketing Association, San Francisco, CA, USA*. August, 2011.

## **SERVICE**

### **SERVICE TO THE RAIKES SCHOOL & COLLEGE OF BUSINESS**

- July 2021-23 Guest lecturer to Raikes School summer camp students.  
Provided annual half-day lectures to rising-star high school seniors attending Raikes School summer camp.
- June 2021-23 Raikes School Faculty Representative: New students and parents' welcome event  
Attended and socialized with incoming freshmen students and their parents at the annual welcome event.
- June 2023 Grant reviewer for Innovative Teaching and Reflective Practitioner Program.  
Teaching and Learning Center, College of Business, UNL
- June 2023 Member of hiring committee for Director of Recruitment and Student Success  
Raikes School.
- May 2023 Commencement address to Raikes School graduating seniors  
Voted by senior class to provide address at graduation.
- August 2021-22 Raikes School Design Studio Sponsor Kick-offs meet-and-greet  
Attended and socialized with Design Studio corporate sponsors at annual meet-and-greet.
- May 2021-23 Raikes School Design Studio Year-End Awards  
Attended and socialized with Design Studio corporate sponsors, students, and parents of students at Nebraska Innovation Campus's annual Design Studio Year-End Awards ceremony.
- 2021-2023 Raikes School TA Orientation Leader  
Developed content, organized, and led half-day Raikes School Teaching Assistant orientation workshops for Winter 2021, Fall 2021, Winter 2022, Fall 2022, and Winter 2023 semesters.
- August 2022 New Faculty Orientation Panel (College of Business)  
Shared perspectives on being a new faculty member with incoming faculty.
- Summer 2022 Chair of Search Committee: Events and Projects Coordinator  
Chaired successful hire of Events and Projects Coordinator at the Raikes School.  
Serving in this role also involved completing the Search Process Seminar certification.

- 2021-2022      Attended presentations, interviewed, and provided hiring recommendations for multiple candidates over 8 different hires at the Raikes School:
- Design Studio Director
  - Design Studio Architecture and Engineering Lead
  - Design Studio Program Lead
  - Administrative Technician
  - Assistant Professor of Practice
  - Assistant Director of Recruitment and Outreach
  - Director of Recruitment and Student Success (2x)

## **SERVICE TO THE PROFESSION**

- 2013-2017      Reviewer, Ad Hoc Reviewer, *Journal of Brand Management*.
- June 2014      Keynote address: SuperReturn (North America's largest private equity conference), "The Power of Pull," Boston, MA.
- July 2014      Conference Presenter, Brand Brasil: Multiplas Identidades, "Perspectives on Brand Brasil," hosted by ESPM University, Sao Paulo, Brazil.
- January 2013    Presenter and Author, Sustainable Technology Development Canada CEO Day, "Marketing Matters: You Might Not Be Doing Enough," Ottawa, ON.

## **SERVICE TO THE COMMUNITY**

- 2019-2023      Advisory Board Member Defeat Duchenne Canada  
Provide marketing and strategy consultation to a charity dedicated to finding relief and a cure for a rare form of muscular dystrophy.
- August 2023    Guest teaching to SPARK Summer Learning (Science, Technology, Engineering, Art and Math Camp) for Lincoln Public Schools.
- July 2023      Contributing author: "Breast-milk donor models are flawed: A path forward to meet demand." Published at *Healthy Debate*.
- July 2021      Guest talk for Summer Cookies and Career  
Education Talent Search program for first-generation students, grades 6-12.
- April 2019      Media Subject Matter Expert  
*CNBC*, "Why Tim Hortons Struggles in the United States."  
>1,000,000 YouTube Views
- July 2018      Media Subject Matter Expert  
*The Guardian*, "What Happened to Tim Hortons? The Downfall of Canada's Brand."

## **MARKETING SERVICE**

- |           |  |
|-----------|--|
| 2023      | Created brand book for the Raikes School<br>Led the creation of the School's first brand book that aligns communications, serves as a guideline for all traditional, digital, and social communication, and synchs Raikes School branding with the UNL brand.  |
| 2022-2023 | Created communication brief for the Raikes School<br>Led the creation of a communications brief (and scope of work document) that sets the high-level strategy and objectives for upcoming communications efforts. The brief will be used as a basis for evaluating competitive communication agency bids. |
| 2021      | Led all Raikes School faculty-and-staff on Raikes School Brand workshop to align faculty and staff on the uniqueness and favorability of the Raikes School brand.  |
| 2021-2022 | Audited the Raikes School Brand<br>Extensive brand audit consisted of qualitative research (33 hours of formal interviews with faculty, staff, Board of Directors, employers, students, alumni) and quantitative research to assess the equity of the brand.   |