

Curriculum Vitae
David Dunne
June 2009

**CURRICULUM VITAE
DAVID DUNNE**

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Canada

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Current Position

Adjunct Professor of Marketing and Co-Director, Rotman Teaching Effectiveness Centre, Joseph L. Rotman School of Management, University of Toronto.

Summary of Experience

Award-winning educator, holding the University of Toronto President's Teaching Award and the prestigious 3M Fellowship, Canada's only national award for university teaching across disciplines. Holds a Ph.D. in Marketing from the University of Toronto and has an extensive background as a marketing manager in Europe and North America. Consults in marketing to leading companies and works with faculty to improve their teaching skills. Has directed several executive programs and taught in North America, Europe and Asia. Regularly quoted in the media on marketing strategy, advertising and related issues. Current research interests include design thinking, management education and health services in developing countries.

Education

Ph.D., University of Toronto, 1996. *Major: Marketing.*

Dissertation Title: *"An Economic Analysis of Private Label Supply in the Grocery Industry".*

Bachelor of Commerce, University College Dublin, Ireland, 1974.

Professional Development

Institute of Design Summer Camp, Illinois Institute of Technology, June 2009

Wilson Centre Atelier in Qualitative Research, University of Toronto, November 2008.

International Institute for Qualitative Methodologies, University of Alberta, "Thinking Qualitatively", June 2008

Honours and Awards

University of Toronto President's Teaching Award, October 2007; Academy of Teaching, \$50,000, 2007-2012.

"Better Understanding the Role of the Private Sector in Health Systems: Challenges and Opportunities" Rockefeller Foundation/Results for Development Institute/IHPP (Thailand), Co-Investigator. PI: Dr. Onil Bhattacharyya, University Health Network.

3M Teaching Fellowship (National cross-disciplinary teaching award), June 2005

Rotman Teaching Award, 2002, 2003, 2004, 2005

Canadian Obesity Network, National Centres of Excellence, New Initiative Program, \$1.6 million, co-applicant. P.I.: Dr. Arya Sharma, Scientific Director, 2005-2010.

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Roger and Nancy Martin Award for Teaching Excellence, December 2001

D.I. McLeod Research Fellowship, Queens University, 1996-97.

Social Sciences and Humanities Research Council Fellowship, 1991-92; 1992-93.

William Osborn Twaits Fellowship, University of Toronto, 1992.

University of Toronto Open Fellowship, 1989-90 and 1990-91

University and College Teaching

1998-Current University of Toronto, Toronto, Ontario

Adjunct Professor. Current/Recent courses: Integrative Thinking Practicum, Introduction to Marketing, Managing Customer Value, Health Care Marketing, Marketing Communications (Student Agency Project with OCAD).

Co-Director, Rotman Teaching Effectiveness Centre, providing teaching development and individual counselling to faculty and Ph.D. students.
Current Activities: Course, "Teaching Business in Colleges and Universities" (for Ph.D. students), with Ulrich Menzefricke, since 2005; full-year orientation program for new faculty.

1995-1998 Queen's University, Kingston, Ontario

Instructor, teaching Marketing Strategy to MBA students and undergraduates; Industrial Marketing; Business Policy and Strategic Management to final year undergraduates.

1992-1994 University Of Guelph, Guelph, Ontario

Instructor, teaching Retailing to graduate (M.Sc.) Marketing students; introductory Marketing to undergraduates; Marketing Channels to final year undergraduates.

1992-1993 University Of Toronto, Scarborough Campus

Instructor, Introductory Marketing, Advanced Marketing Strategy to 3rd and final year undergraduates (Fall, Winter 1992).

1982-1987 Teaching appointments at Seneca College, Humber College, School Of Continuing Studies, University Of Toronto, Ryerson Polytechnic University

Work on Design and Integrative Thinking

Articles

"How Designers Think Integratively" in D. Cooperider, M. Avital and T. Thatchenkery, *Positive Design and Appreciative Construction: from Sustainable Development to Sustainable Value*, forthcoming

"Design Thinking for Business Students", *Elisava TdD* (Barcelona), in preparation.

"How Design Thinking Will Change Business Education: Interview and Discussion", with R. Martin, *Academy of Management Learning and Education*, December 2006,

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reprinted in *Handbook of Design Management*, Oxford: Berg Publishers, forthcoming.

“User-Centred Design and Design-Centred Business Schools” under review for *Handbook of Design Management*, Oxford: Berg Publishers

“Questioning and Bridging Across Claims to Generate New Ideas: The Theory and Practice of Generating Reasoning Through Integrative Moves”, with M. Moldoveanu, Working Paper 2009.

“Learning to Love Mess”, *Rotman*, Winter 2008

“Designing Your Way to Innovation”, *Times of India*, December 11 2007

“Want to Join the Great Innovators?”, Report on Business, *Globe and Mail*, Sep 17 2007

“Designing a New MBA”, *University of Toronto Bulletin*, Jun 12 2006.

Cases

“Research in Motion: Prioritizing Market Expansion Opportunities”, prepared for Integrative Thinking Practicum, 2009; public release forthcoming.

“Real Beauty or Real Hypocrisy? Unilever’s Advertising for Dove and Axe”, prepared for Integrative Thinking Practicum, 2009; public release forthcoming.

“Gavin’s Life” (Video Case of a Type 1 Diabetic), 2007. Available from author.

Invited Talks and Presentations

“It Wasn’t My Fault: a Primer on Integrative Thinking”, delivered at Rotman School of Management Open House and at Environics Ltd., March 2009.

“Feeling, Thinking and Doing Design”, Desautels Centre for Integrative Thinking, Rotman School of Management, University of Toronto 2008.

“Can Design Thinking Save Management Education?”, Association for the Advancement of Collegiate Schools of Business (AACSB) Emerging Curricula Conference, November 2007.

“Doodling the School of The Future”, Distinguished Educator Series, Ryerson University, October 2007.

“Learning to Love Mess”, keynote address, American Society of Engineering Educators, October 2007.

“The Impact of Design Thinking”, DX National Design Conference, October 2005.

“Customer Value Design”, IFIC Conference, September 2005.

“Design Thinking in Business”, Canadian Investment Awards, September 2005.

“Creative Thinking and Management”, Rotman School of Management, June 2004.

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“Getting to the Heart of the Problem, Sauder School of Business, University of British Columbia, June 2009.

“Innovative Thinking Workshop”, Sauder School of Business, University of British Columbia, February 2009.

“Framing Problems and Implementing Solutions”, Baxter Corporation, November 2008.

“Strategic Leadership / Innovative Thinking Program”, Course Director and Professor, GlaxoSmithKline, October 2005 – present.

Service

Member, Advisory Committee, Ontario College of Art & Design Master of Design in Strategic Insight and Forecasting

Work on Management and Marketing

Management and Management Consulting

2004-Current Communications DG4 Inc., Partner and Branding Specialist

1988-Current Customer Focused Marketing Ltd., President
Management Consulting. *Project areas:* Marketing Strategy, Design.
Current/Recent Clients: GlaxoSmithKline, AstraZeneca, Baxter

1979-88 Unilever Canada Ltd.: Marketing Manager (Chesebrough-Pond's Inc., Lever Bros. Lipton)

1977-1978 Young & Rubicam Advertising Ltd., London, England
Account Manager: H.J. Heinz, General Foods.

1974-1977 Unilever Ltd: Lever Brothers Ltd., London, England
Brand Manager, Assistant Brand Manager

Articles

“The Power of Negative Thinking”, *National Post*, Jan 13 2006

“Beyond Products: Designing the Brand Experience”, *Rotman Management*, Winter 2005

“Why Negative Political Ads Work”, *Toronto Star*, July 17 2005

“Brand U: Why Branding Yourself makes Sense”, *Rotman Management*, with J. Moulden, Fall 2003. Republished in *Best of Rotman Management* special issue, January 2005

“Toronto Must Act Fast to Save its Reputation”, *Toronto Star*, April 26 2003

“Napster”, *Ivey Business Journal*, Jan/Feb 2002

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- "Secrets of Successful Segmentation", *Innovation*, Fall 2001: IMS Health Canada
- "Branding Canada: More than a Maple Leaf", *Rotman Management*, Spring 2001
- "Kentucky Fried Chicken in China", *Ivey Business Journal*, Nov/Dec 2001
- "Creemore Springs Brewery", *Ivey Business Journal*, Sept/Oct 2000
- "Don't Blame Canada, Brand It", *Globe and Mail*, April 17 2000
- "The New World of Private Labels", with C. Narasimhan, *Harvard Business Review*, 77(3), May-June 1999.
- "Rules of the Game: Avoiding Price Wars", *Business Quarterly*, Summer 1998.
- Grocery Retailer Review*, (quarterly industry analysis), Hicks & Dunne, Toronto, 1998-2002.
- Retail Pharmacy: Changes, Trends and Their Implications for Manufacturers*, Mississauga, Ont.: Strategic Information Services 1997.
- "OTC Trends and Implications", in *Pharmafocus 2000*, Mississauga, Ont.: Strategic Information Services 1996.
- Mail Order Pharmacy: A Strategic Analysis*, with David Soberman. Mississauga, Ont.: Strategic Information Services 1993.
- Private Third Party Payers: a Strategic Analysis*, with David Soberman. Mississauga, Ont.: Strategic Information Services 1993.
- "Should Grocery Manufacturers Supply Private Labels?", working paper, Rotman School of Management 2000.

Monthly Column, Marketing Magazine 2004-6:

- "Segment for Strategy, not Sales", November 2006
- "Surviving the Wal-Mart Effect", September 2006
- "Wicked by Design", July 2006
- "Harry Potter and the Great Divide", June 2006
- "Doing More – and Less", May 2006
- "The Illusion of the Five-minute U", April 2006
- "Humanize Your Brand", February 2006
- "Beautiful Losers", January 2006
- "Commitment to Creativity", December 2005
- "The Problem with Goals", November 2005 "Strategies for Success", October 2005
- "The Hardest Word", September 2005
- "A Thing of Beauty", July 2005
- "Grand Designs", June 2005
- "A Walk with Brandosaurus" Rex, May 2005
- "Consumers Don't Need a Thing", April 2005

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- “Let’s Abolish Marketing”, March 2005
- “Crisis? What Crisis? Surviving a Brand Meltdown”, December 2004
- “Branding the Experience”, November 2004
- “The Value of Strategic Design”, October 2004
- “Of Swift Boats and Attack Advertising”, September 2004
- “How to Talk to Your CFO About Marketing ROI”, August 2004
- “Bottom-Up Branding”, June 2004
- “Marketer, Heal Thyself”, May 2004
- “Wanted: Integration Heroes”, April 2004

Cases

- “Flying High at Ryanair” in Hitt, Reland, Hoskisson, Sheppard, Rowe, *Strategic Management Cases*, Nelson, forthcoming.
- “Estimating the Canadian ED Market”, Rotman School of Management Case Series 2007.
- “Viagra in Canada” Rotman School of Management Case Series 2007.
- “The Discussion that Went Wrong”, Rotman School of Management Case Series 2003.
- “The Starbucks Brand”, Rotman School of Management Case Series 2004.
- “GlaxoSmithKline and the Cox-2 Category”, developed for GSK Marketing Program, 2003.
- “Crescent School Camps”, Rotman School of Management Case Series 2002.

Invited Talks and Presentations

- Moderator, “Canadian Marketing Association Financial Marketing Roundtable”, February 2005.
- “Strategic Innovation in the Grocery Industry”, Ontario Ministry of Agriculture and Food, January 2005.
- “Mini-Med School: Food Advertising and Obesity” University of Toronto, January 2005.
- “The Diffusion of Management Ideas”, with N. Fassina, Academy of Management Conference, August 2004.
- “Marketing ROI: Prospects and Challenges”, Aim/Trimark Roundtable, June 2004.
- “The Role of Marketing in Addressing Obesity”, Program in Food Safety, Nutrition and Regulatory Affairs, Department of Nutritional Sciences, Faculty of Medicine, University of Toronto, June 2004.

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“Strategic Innovation in the Grocery Industry”, Guelph Food Technology Centre, University of Guelph, May 2004.

“Strategic Innovation in the Grocery Industry”, Ontario Ministry of Agriculture and Food, November 2003

“The Realities of Pharmaceutical Marketing”, Whitby Mental Health Centre, January 2003.

“The Realities of Pharmaceutical Marketing”, Dept. of Psychiatry, University of Toronto, September 2002.

“Secrets of Successful Segmentation”, IMS Health Canada and several pharmaceutical firms, 2001

“A Profile of Retail Grocery Chains”, Profile Credit, Toronto Board of Trade, 2001.

“Branding Canada”, Rotman School of Management, 2001

“Secrets of Successful Brands”, Whirlpool Inc. January, 2001

“Da Vinci’s Inquest: Branding and Integrative Thinking”, Rotman School of Management, June 2000.

Executive Teaching

“Customer Focused Marketing for Pharmaceutical Professionals”, Course Co-Director and Instructor, Rotman School of Management, June 2008 and April/May 2009.

“Strategic Issues in Healthcare Marketing”, Baxter Corporation, November 2007.

“Strategic Branding” Corus Entertainment, March 2008.

“IMEX Marketing Campus”, Course Co-Director and Professor, Grunenthal GMBH, February 2007 – present.

“Customer Focused Marketing”, Course Director and Professor, Astra Zeneca Inc., October 2005 – present.

“Design Thinking”, Sauder School of Business, University of British Columbia, September 2006.

“Promotional Mix” AstraZeneca, June 2006.

“Strategic Branding” Ontario Lottery and Gaming Corporation, May 2006.

“Developing Positioning Statements”, GlaxoSmithKline, Mt. Tremblant, Que, Jan 2006.

“Managing Brand Equity”, E.M. Lyon, Lyon, France, June 2005.

“Foundations in Integrated Marketing Communications”, Course Director and Professor, Canadian Imperial Bank of Commerce, January – March 2005.

“Marketing Series”, Course Director and Professor, GlaxoSmithKline, December 2001 – present.

“The Canadian Pharmaceutical Industry”, delivered to delegation of Chinese Drug Safety officials, November 2004.

“Competitive Analysis”, Hoffmann-La Roche, November 2004.

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- “Living the Brand”, TSIC Consulting, Kuala Lumpur, Malaysia, June 2004.
- “Why Marketing Matters”, MBA Essentials Program, Rotman School of Management, 2003 - 2005
- “Marketing is Everything”, Executive Human Resources Professionals Program, Rotman School of Management, May 2004.
- “Managing the Creative Process in Advertising”, Canadian Imperial Bank of Commerce, May 2004.
- “Market Research”, Hoffmann-La Roche, April 2004.
- “Brand Management”, BankBoston Brazil Executive Program, Rotman School of Management, January 2004.
- “Living the Brand”, Canadian Imperial Bank of Commerce, November 2003.
- “Using Marketing to Lever Value”, Cara Operations, November 2002.
- “International Marketing”, Managing in the Global Economy (Brazil Program), recurring program since September 1999.
- “Cable Leadership College”, Rogers Cable, recurring program since June 2000.
- “Marketing Planning”, IMS Health Canada, March 2000.
- “Marketing Strategy”, USW Cologne, Germany, annually February 2000 - 2003.
- “Global Marketing”, Global Executive MBA (GEMBA), Hangzhou, China, November 2000; Toronto, August 2001.
- “Customer-Driven Strategies”, St. Lawrence Cement, 1998 – 2000.

Service

CASSIES Canadian advertising awards, jury member, 2002 and 2003.

Work on Teaching and Education

Articles

“Teaching Future Teachers”, with U. Menzefricke, working paper 2006, available from authors.

Teaching with Cases, with K. Brooks, Society for Teaching and Learning in Higher Education 2004.

Cases

“The Discussion that Went Wrong”, 2004. Rotman Case Series.

Invited Talks and Presentations

Panelist, University of Toronto Symposium on Teaching, October 2007.

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“Engaging Ph.D. Students About Teaching”, with Uli Menzefricke, Society for Teaching and Learning in Higher Education, June 2006.

“Comparing Case Teaching Methods”: Society for Teaching and Learning in Higher Education annual conference, McMaster University, June 2002.

Workshops

“Discussion Teaching Techniques”, Office of Teaching Advancement, University of Toronto, 2003, 2004, 2008, 2009.

“How Does Your Perspective Shape Your Teaching?”, with C.A. Courneya, Office of Teaching Advancement, University of Toronto, November 2007.

“Case Teaching”, Society for Teaching and Learning in Higher Education, ½ - day workshop, June 2006.

“Asking the Right Questions”, Office of Teaching Advancement, University of Toronto, March 2006

“Rotman Case Teaching Workshop”, two-day workshop for faculty, June 2005 and May 2006.

“Effective Teaching with Cases”, Office of Teaching Advancement, University of Toronto, January 2005; Rotman School of Management, 2004, 2005.

“Teaching with Cases”, Office of Teaching Advancement/Wycliffe College, University of Toronto, May 2004.

“Teaching in a Professional School”, Nexus Conference, Toronto, June 2003.

“Comparing Case Teaching Methods”: Society for Teaching and Learning in Higher Education annual conference, McMaster University, June 2002.

Service

Member, Allan Blizzard Award Selection Committee, Society for Teaching and Learning in Higher Education, 2009

Reviewer, Academy of Management MED Division, 2007, 2008, 2009

Reviewer, Society for Teaching and Learning in Higher Education (STLHE) Conference, 2006.

Independent Reviewer of Teaching File for Tenure, University of Toronto, October 2004.

Work on Designing Healthcare in Developing Countries

Articles

“PAHS: A Nepali Project with International Implications”, with CA Courneya, forthcoming in 2009, *Clinical Governance*

“Rockefeller Foundation Study on Innovative Service Delivery Models for Low- and Middle-Income Countries”, with O. Bhattacharyya, O., A. Sundaram, R.

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Telch, A. McGahan, D. Dunne, A. Dar, P. Singer, Rockefeller Foundation, forthcoming.

“Beyond the Valley: A Wicked Problem on the Roof of the World”, *Rotman*, Winter 2009.

“Improving Health Care Through Deep Learning”, *Rotman Management*, Winter 2006

Films

“Beyond the Valley”, Producer and Spokesperson, 2008,
<http://www.youtube.com/watch?v=xzoXkm2ewEA> (Part 1),
<http://www.youtube.com/watch?v=PsMngcmIZsl&feature=related> (Part 2),
<http://www.youtube.com/watch?v=ICZgrP3HdeU&feature=related> (Part 3),
<http://www.youtube.com/watch?v=Tofv-SPHrfY&feature=related> (Promotional Teaser).

Service

Member, International Advisory Board, Fundraising Committee, Patan Academy of Health Sciences, Kathmandu, Nepal, 2007 – present.

Other Activities

Articles: General Interest

“A Dose of the Real World”, *India Abroad*, forthcoming

“Standing on Guard for Tim’s”, *Literary Review of Canada*, April 2008.

“Loaded Assumptions”, *Literary Review of Canada*, December 2006.

“A Bomb in a Parachute”, *Literary Review of Canada*, January/February 2006

“Your Call is Important to Us”, *Literary Review of Canada*, November 2005

“No Logo”, *Literary Review of Canada*, January/February 2006

Service to the Community

“Marketing” class given annually at Regent Park Neighbourhood Initiative, April 2006 – present.

Regular commentator on marketing issues in broadcast and print media.

Listed by *Canadian Business* in 2004 as one of eight “hot pros” in Canada.

Ontario Business & Trade Delegation to Cuba, May 1993.

American Marketing Association Doctoral Consortium, August, 1992.

Service to the Rotman School and the University of Toronto

Member, Teaching Academy, University of Toronto, 2007 – present.

Chair, Learning Resources Committee, 2000-present.

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Member, Subcommittee on Teaching Evaluation, 2007-8.

Member, Site 11 New Building Committee: chair of Subcommittee on Teaching and Learning Resources.

Chair, Impact Consulting Board of Directors, 2002-2006.

Member, Technical Operations Committee, 2002-2004.

Member, Faculty-Administration Relations Committee, 2003.

Member, Information Technology Steering Committee, 2000.

Member, Part-time MBA Redesign Committee, 1999-2000.

Member, Admissions and Standards Committee, 1999-2000.

Member, Executive MBA Curriculum Committee, 1998-99.

Member, Selection Committee for Dean of Faculty of Management, 1991-1992.

Languages Spoken

French (fluent), some Spanish, some German, Gaelic.