

## **Angèle Beausoleil Curriculum Vitae**

*Assistant Professor, Teaching Stream -- Business Design and Innovation*

*Academic Director, Business Design Initiative*

*Rotman School of Management, University of Toronto*

### **Bio**

Dr. Angèle Beausoleil is an assistant professor of Business Design and Innovation at the Rotman School of Management. Prior to completing her PhD in innovation literacy, she was a design, marketing, strategy and innovation executive. Angèle has worked with Canadian, US and global brands on redesigning their business models, services, products and processes. At Rotman, she teaches business design, creativity and innovation leadership. As the academic director of the Business Design Initiative, she leads research on innovation readiness, capacity and leadership. Angèle is also a visiting lecturer at UC Berkeley's Haas School of Business, teaching Applied Innovation.

### **Degrees**

- PhD in Innovation Management, Process and Design Pedagogy (2016)
  - University of British Columbia, Vancouver, Canada
- MA in Interdisciplinary Studies (Business/Sociology/Computer Science) (2013)
  - University of British Columbia, Vancouver, Canada
- BAA in Communications and Design (1987) Ryerson University, Toronto Canada

### **Academic Positions**

2018-present Assistant Professor; University of Toronto, Rotman School of Management

2017-present Visiting Lecturer; UC Berkeley Haas School of Business

2016-2018 Sessional Lecturer; UBC Sauder School of Business

2016-2018 Academic-In-Residence; UBC and CreativeBC

2012-2016 Adjunct Professor; UBC Sauder School of Business

### **Non-Academic Positions**

2019- present Academic Director, Business Design Initiative; Rotman School of Management

2019- present Board Member; Telefilm Canada

2011-2016 CEO; Agent Innovateur Inc.

2011-2014 Board Member; Vancouver International Film Festival Society

2012-2016 Board Member; Telus Health Fund

2015-2017 Board Director; Interface Health Society

2006-2011 VP, Strategy and Innovation; Cossette Corp.

2004-2006 VP, Marketing and Interactive Media; Chalk Media

2001-2004 Consultant, Strategy and Marketing; Technology Corporations

1998-2001 VP, Product Marketing; Ideas That Play Entertainment Inc.

1994-1998 Producer and UX Designer; BCIT

1990-1994 Communications Designer; Worldwide Marketing Corporation

## Selected Publications, Articles and Papers

- Meisek, S, Beausoleil, A., Barry, D. and Dattani, A. (2021). *Design Thinking in Executive Education: When the Parts are Greater than the Whole*. 2021 Academy of Management Conference Paper Selection.
- Beausoleil, A. (2021). *Why businesses need more STEAM (not just STEM)*. Globe and Mail.
- Beausoleil, A. (2020). *Curiosity killed the cat but drives creative business solutions, as COVID-19 has shown us*. Toronto Star.
- Beausoleil, A. (2020). *Visual Analytics as a Method of Analysis for Socio-Technological Systems: A Case for Mapping Innovation Intermediaries*  
International Journal of Multidisciplinary and Current Research Vol.8, 5-11
- Beausoleil, A. (2019). *Revisiting Rogers: the diffusion of his innovation development process as a normative framework for innovation managers, students and scholars*. Journal of Innovation Management Issue: Vol 6, No 4 Pages: 73-97
- Beausoleil, A. and Chadwick P. (2019). *Innovation and Strategic Stability*. Developing Leaders magazine (Book 32).
- Beausoleil, A. (2019) *The Era of Human + Machine Innovation: An Interview*. Rotman Magazine and Short Talk Video.
- Beausoleil, A. (2018) *Made by Humans: A Recipe for Innovation*. Financial Post.
- Beausoleil, A. (2018) *Move over CIOs: Designers are Now in the Corporate Boardroom*. National Post
- Beausoleil, A. (2016) *The case for design-mediated innovation pedagogy* (PhD Dissertation) University of British Columbia
- Beausoleil, A. (2016) *Creative BC Strategic Framework and Action Plan*. Working Paper.
- Beausoleil, A. (2014) *Moore's Law and Social Theory: Deconstructing and Redefining Technology Industry's Innovation Edict*. International Journal of Actor-Network Theory and Technological Innovation. IJANTTI. Issue: 3
- Beausoleil, A. (2014) *Strategic design-driven innovation and studio learning: a visual case study of the Sauder School of Business d.studio*. Academy of Management Conference – Design Summit Paper Presentation. Copenhagen Business School

## Honours and Awards

- 2019-2022 Rotman Catalyst Fund Award - \$675K Design-Driven Innovation Research
- 2019, 2021 Rotman Teaching Award – Rotman School of Management
- 2017 Teaching Excellence - New Faculty Award; UC Berkeley Haas
- 2016-2018 Teaching Excellence Award; UBC Sauder School of Business
- 2016 Public Scholar Fellowship Award; UBC
- 2015-2017 Post-Doctoral Fellowship; UBC
- 2014-2016 Aboriginal Graduate Fellowship Award, UBC

## Research and Teaching Interests

Dr. Beausoleil is championing the pedagogy and practice of Business Design (design-driven innovation leadership) at Rotman. Her academic and action research activities explore innovation at the intersections of education, sociology and economics. She investigates the role and practice of design methods as art and science within organizations. She works closely with industry and governments on assessing and building individual and organizational innovativeness or innovative capacity.