

CURRICULUM VITAE

DAVID DUNNE

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Education

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

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

Research and Teaching Interests

- Application of design to business and business education: what the fields of design and business can learn from each other.
- User-centered design and its application to wicked problems, particularly in healthcare in both the developed and developing worlds.
- Teaches design thinking in MBA and executive programs.
- Co-author, with Roger Martin, of “How Design Thinking Will Change Management Education”, *Academy of Management Learning & Education*, 2006.
- Recently authored a multimedia eBook/flipped classroom course on design for business and is writing a book on wicked problems.

Academic Experience

1998 – Present Adjunct Professor, Joseph L. Rotman School of Management,
University of Toronto, Toronto, Ontario

Senior Lecturer Emeritus, University of Toronto

- Introduced a new course in ethnographic research: “Deep Customer Insight”
- Provides teaching consultation and mentorship to faculty
- Previously taught Marketing, Integrative Thinking and Strategy in undergraduate and graduate programs.
- Founder and Co-Chair, Rotman Teaching Effectiveness Centre.
- Chair, Learning Resources Committee; served on subcommittees on adoption of educational technology, new classroom design and teaching evaluation.

- Courses developed and delivered included: Top Manager's Perspective (Strategy/Integrative Thinking), Integrative Thinking, Teaching Business in Colleges and Universities; Integrated Marketing Communications, Global Marketing, Managing Customer Value, Health Care Marketing, Marketing Communications (Student Agency Project with Ontario College of Art & Design).
- Executive instructor and program director. Courses designed and delivered in collaboration with clients included Design, Wicked Problems and Innovation, Patient Experience Design, Innovative Thinking, Customer Driven Strategy, Branding, Marketing. Primarily in healthcare, banking and media sectors internationally.

2014 - present Professor, Gustavson School of Business, University of Victoria.

- Teaching International Marketing, Service Innovation in MBA programs.
- Developing new academic and corporate programs.
- Executive instructor. Courses include Strategy and Design Thinking.

2011 – 2014 Senior Fellow, Beedie School of Business, Simon Fraser University; Founding Chair, RADIUS

- Launched RADIUS, cross-disciplinary social innovation centre based on design methodologies. Created and launched the brand; developed programs, courses and internships; developed fundraising strategy.
- Taught in undergraduate, full-time MBA, Management of Technology MBA and Executive MBA in Aboriginal Leadership programs.
- Led the introduction of design into the business curriculum.
- Developed and taught several new courses:
Business Innovation and Creativity (MBA) Design Thinking (Management of Technology MBA; Aboriginal Executive MBA).

2013 - 2014 Visiting Professor, TU Delft, Netherlands.

Curriculum Vitae
David Dunne
May 2015

- Developed and taught “The Designer as Strategist” course on business strategy for designers.

2007 Visiting Research Fellow, IIT Institute of Design, Chicago IL.

1995 – 1998 Instructor, Queen's University School of Business, Kingston, Ontario.

- Taught Marketing and Strategy in undergraduate and MBA Science And Technology programs.

1992 – 1994 Instructor, University Of Guelph, Guelph, Ontario

- Taught Marketing at undergraduate and MBA levels.

1992 – 1993 Instructor, University of Toronto

- Taught Marketing at undergraduate level.

Industry Experience

2013 - Present Alliance Partner, Dossier Creative Inc.

- Consulting on customer experience and innovation.

1988 - Present President, Customer Focused Marketing (Executive Education and Consulting).

- Consults on customer experience, design and marketing.
- Provides strategic facilitation and executive education programs.
- Focus on patient experience in healthcare.
- Key clients include AstraZeneca, Bank of Montreal, Corus Entertainment, GlaxoSmithKline, Mount Sinai Hospital, Takeda.

1979 – 1988 Unilever Canada Ltd.: Marketing Manager (Chesebrough-Pond's, Lever Bros., Lipton); Manager, New Products.

- Responsible for marketing, innovation and profitability of several major brands, including Dove Beauty Bar and Sunlight

**Curriculum Vitae
David Dunne
May 2015**

Detergent.

- Managed budget of over \$5 million.
- Developed and launched Lipton Noodles & Sauce (now Lipton Sidekicks).

1977 – 1979 Young & Rubicam Advertising Ltd., London, UK

- Account Manager: H.J. Heinz, General Foods.

1974 – 1977 Unilever Ltd: Lever Brothers Ltd., London, UK

- Brand Manager, Assistant Brand Manager: Sunlight Dishwashing Liquid, Comfort Fabric Conditioner.

Honours and Awards

Emerald Literati Award: article in *Clinical Governance*, 2010.

University of Toronto President's Teaching Award, October 2007; Academy of Teaching, \$10,000 p.a.

3M National Teaching Fellowship, June 2005.

Rotman Teaching Award, every year (except sabbatical 2007), 2002 – 2012.

Listed by *Canadian Business* in 2004 as one of "eighthot profs" in Canada.

Roger and Nancy Martin Award for Teaching Excellence, December 2001.

"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.

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

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.

Peer-Reviewed Publications

Articles

“Keeping the Doctor Away: Undesigning Healthcare”. CRISP Design Magazine. #4, October 2014, 12-15. http://issuu.com/crispnl/docs/crisp_4_-_well_well_well...

“Idealism is Not Enough: Designing Peace into Medical Education” with CA Courneya and A. Geppert. *Leadership in Health Services*, 2013. Vol. 26 Iss: 4, pp.294 – 311.

“Life at the Research-Teaching Nexus: the Role of Design”, *Cases on Quality Teaching Practices in Higher Education*. Editor: D. Salter. IGI Global 2013.

“Losing Control and Loving It” in *Flux: What Marketing Managers Need to Navigate in the New Environment*, D. Soberman and D.Soman (eds.) University of Toronto Press, 2012.

“Disentangling the Web: Losing Control and Loving It”. *Harvard Business Review*, January 2012. <http://hbr.org/product/disentangling-the-web-losing-control-and-loving-it/an/ROT158-PDF-ENG>

“Being a Mad Man Without Losing the Plot”. *Harvard Business Review*, September 2011. <http://hbr.org/product/being-a-mad-man-without-losing-the-plot-advertisin/an/ROT152-PDF-ENG>

“User-Centred Design and Design-Centred Business Schools” *Handbook of Design Management*. Editor: Sabine Junginger. Oxford: Berg Publishers, 2011.

“Two Inquiry-Based Approaches to Sustainable Value: Positive Design and Integrative Thinking”, *Advances in Appreciative Inquiry- Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value*. Editors: D. Cooperider, M. Avital and T. Thatchenkery. Emerald Publishing, 2010.

“PAHS: A Nepali Project with International Implications”, with CA Courneya, *Clinical Governance*, 2009. Vol. 14 Iss: 2, pp.134 – 144. Highly Commended paper in Emerald Literati Awards, 2010.

“Innovative Service Delivery Models for Low- and Middle-Income Countries”, with O. Bhattacharyya, O., A. Sundaram, R. Telch, A. McGahan, D. Dunne, A. Dar, P. Singer, Rockefeller Foundation 2009.

“Designing New Business Schools”, *Elisava TdD* (Barcelona), issue 26, Fall 2009.

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

“The New World of Private Labels”, with C. Narasimhan, *Harvard Business Review*, 77(3), May-June 1999.

Curriculum Vitae
David Dunne
May 2015

Books

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

Work in Progress

Design for Wicked Problems. Sense Publishing, Amsterdam. Completion in 2015.

Working Papers

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

“Should Grocery Manufacturers Supply Private Labels?”, Rotman School of Management 2000.

Cases

“Flying High at Ryanair” in Hitt, Ireland, Hoskisson, Sheppard, Rowe, *Strategic Management Cases*, Nelson 2009.

“Research in Motion: Prioritizing Market Expansion Opportunities”, prepared for Rotman Integrative Thinking Practicum, 2009.

“United Breaks Guitars”, Rotman School of Management Case Series 2010.

“Real Beauty or Real Hypocrisy? Unilever’s Advertising for Dove and Axe”, Rotman School of Management Case Series 2009.

“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 Case Series 2004..

“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.

Other Publications

Articles

“U of T’s Teaching Academy: Collective Aspirations for Teaching” with Carol Rolheiser and Marion Bogo. *University of Toronto Bulletin*, 2011.

“Working for Peace, One Student at a Time” with C.A. Courneya, *University of Toronto Bulletin*, November 2010.

“Tearing Up the Yellow Pages” *The Mark*, March 2010.
<http://www.themarknews.com/articles/1224-tearing-up-the-yellow-pages>

“Will Toyota’s Brand Crash?” *The Mark*, February 2010.
<http://www.themarknews.com/articles/930-will-toyotas-brand-crash>

“TTC Missed the Bus to 21st Century”, *The Toronto Star*, Feb 21 2010.

“Toyota’s Brand Will Ride This Out”, *The Globe and Mail*, February 9 2010.

“Teaching Future Teachers”, with U. Menzefricke, *University of Toronto Bulletin*, Sept 15 2009.

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

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

“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.

“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.

Curriculum Vitae
David Dunne
May 2015

“Creemore Springs Brewery”, *Ivey Business Journal*, Sept/Oct 2000.

“Don’t Blame Canada, Brand It”, *Globe and Mail*, April 17 2000.

“Rules of the Game: Avoiding Price Wars”, *Business Quarterly*, Summer 1998.

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.

“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.

Curriculum Vitae
David Dunne
May 2015

“Marketer, Heal Thyself”, May 2004.

“Wanted: Integration Heroes”, April 2004.

Industry Reports

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, ON: Strategic Information Services 1993.

Private Third Party Payers: a Strategic Analysis, with David Soberman. Mississauga, ON: Strategic Information Services 1993.

Electronic and Digital Media

“Innovation by Design”, eBook currently in development, Simon Fraser University.

“A Teacher’s Lesson”, *The State We’re In*, Radio Nederland October 2011.
<http://www.rnw.nl/english/article/a-teachers-lesson>.

“Beyond the Valley”, Producer and Spokesperson, 2008,
<http://www.youtube.com/watch?v=BvNx3sGcaho> (Part 1)

<http://www.youtube.com/watch?v=cya5XL66tts> (Part 2)

http://www.youtube.com/watch?v=OrHP5Yi0U_I (Part 3)

“Gavin’s Life” (Video Case on Diabetes), 2007. Available from author.

Literary Contributions

“A Dose of the Real World”, *India Abroad*, Fall 2009.

“The Honest Adman”, *Literary Review of Canada*, November 2009.

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

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

Curriculum Vitae
David Dunne
May 2015

“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.

Conferences

Conference Papers

“The Diffusion of Management Ideas”, with N. Fassina, Academy of Management Conference, August 2004.

Conference Keynotes and Presentations

“Is Design Thinking a Management Fad?” Keynote, Association of Professional Design Firms annual conference, May 2010.

“Mind the Gap” Keynote, University of Toronto Scarborough Campus Teaching and Learning Conference, April 2010.

“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”, Keynote, Distinguished Educator Series, Ryerson University, October 2007.

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

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

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

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

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

“Strategic Innovation in the Grocery Industry”, Keynote, Ontario Ministry of Agriculture and Food, January 2005.

“Food Advertising and Obesity”, Keynote, Mini-Med School, University of Toronto, January 2005.

“Marketing ROI: Prospects and Challenges”, Aim/Trimark Roundtable, June 2004.

Curriculum Vitae
David Dunne
May 2015

“The Role of Marketing in Addressing Obesity”, Keynote, Program in Food Safety, Nutrition and Regulatory Affairs, Department of Nutritional Sciences, Faculty of Medicine, University of Toronto, June 2004.

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

Other Conference Participation

University of Toronto Teaching Symposium, Discussion Leader, October 2010.

Allan Blizzard Award Selection Committee, Society for Teaching and Learning in Higher Education, 2009 – 2011.

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

Reviewer, Academy of Management MED Division, 2007 – 2009.

Moderator, “Canadian Marketing Association Financial Marketing Roundtable”, February 2005.

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

Executive Teaching and Academic Direction

“Innovation by Design”, Senior Management Program, March 2014, November 2014; April 2015.

“Design Thinking”, LHIN Programs, February 2014, June 2014.

“Innovation and Wicked Problems”, Astra Zeneca Program, Dec. 2013.

“Customer-Centred Innovation”, Corus Entertainment, June 2013.

“Understanding Patient Experience”, Mount Sinai Hospital Program, Dec. 2011 – April 2013.

“Designing Client Experience”, Hospital for Sick Children Program, Toronto, Dec. 2012.

“Branding”, CEDIM Design School, Monterrey, Mexico, Nov.-Dec. 2011

“Customer Orientation”, Bank of Montreal Senior Leadership Development Program, Jan. 2011.

“Strategic Innovation”, Leading Strategic Change Program, April 2009, 2010 and 2011.

“Global Marketing”, Omnium Program, Mumbai, Oct. 2010.

“Integrative Thinking”, GlaxoSmithKline Consumer Healthcare (US), course director and instructor, Sept. 2010.

Curriculum Vitae
David Dunne
May 2015

“Thinking Innovatively About Strategy”, Corus Entertainment, March 2010.

“Getting to the Heart of the Problem”, Sauder School of Business, University of British Columbia, June 2009 and June 2010.

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

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

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

“Strategic Leadership / Innovative Thinking Program”, Course Director and Professor, GlaxoSmithKline, 2005 – 2008.

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

“Strategic Branding” Corus Entertainment, March 2008.

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

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

“Design Thinking”, Sauder School of Business, University of British Columbia, Sept. 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, Jan. – March 2005.

“Marketing Series”, Course Director and Professor, GlaxoSmithKline, 2001 – 2008.

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

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

“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.

Curriculum Vitae
David Dunne
May 2015

“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 Leverage Value”, Cara Operations, November 2002.

“International Marketing”, Managing in the Global Economy (Brazil) Program, 1999 – 2005.

“Cable Leadership College”, Rogers Cable, recurring program since June 2000.

“Marketing Planning”, IMS Health Canada, March 2000.

“Marketing Strategy”, USW Cologne, Germany, annually Feb. 2000 - 2003.

“Global Marketing”, Global Executive MBA (GEMBA), Hangzhou, China, November 2000; Toronto, August 2001.

“Customer-Driven Strategies”, St. Lawrence Cement, 1998 – 2000.

Invited Talks and Presentations

“Redesigning Healthcare” Interfaces Conference, Vancouver Sept 2014.

“Not by Accident, but by Design”, St. Elizabeth Healthcare, April 2014.

“What I Talk About When I Talk About Design Thinking”, Gustavson School of Business, University of Victoria, April 2014.

“Radical Ideas, Practical Application”, Illinois Institute of Technology Institute of Design, Chicago, April 2013.

“Design Thinking and the Vancouver Economic Commission”, Vancouver Economic Commission, March 2013.

“It’s a Wicked, Wicked World – and What You Can Do About It”, Simon Fraser University, May 2012 and Nov. 2012.

“Design Thinking” webcast for Aboriginal Executive MBA program, February 2012.

“Losing Control ... and Loving It”, South Asian Institute of Management, Kathmandu University, July 2011.

“Beating the Commodity Magnet: What Baxter Can Learn from Steel”, Baxter Inc., Feb. 2011.

Curriculum Vitae
David Dunne
May 2015

“Curioser and Curioser: Design through the Looking Glass”, GlaxoSmithKline Dec. 2010; Teague Design, Seattle, Aug. 2010; Dossier Creative Vancouver, Aug. 2010.

“Idealism is Not Enough: Designing Peace into Medical Education” with CA Courneya and A. Geppert. Munk School of International Affairs, Nov. 2010.

“A New Way to Think – Or a Management Fad?”, Teague Methodologie, Seattle, WA., Aug. 2010.

“Thinking Like a Designer: Using Structured Creativity to Develop Strategy”. Biogen Inc., Nov. 2010.

“Keys to Successful Branding”, South Asian Institute of Management, Kathmandu University, Oct. 2010.

“Creating Blue Oceans Through Jobs-Based Segmentation”, Baxter Inc., Sept. 2010.

“Advertising, Then and Now”, Ontario College of Art & Design, March 2010.

“Wicked Problems, Design and Integrative Thinking”, Learning Strategies Group, Segal School of Business, Simon Fraser University, July 2009.

“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, April 2008.

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

“Strategic Innovation in the Grocery Industry”, Guelph Food Technology Centre, University of Guelph, May 2004; Ontario Ministry of Agriculture and Food, Nov. 2003.

“The Realities of Pharmaceutical Marketing”, Whitby Mental Health Centre, January 2003; Dept. of Psychiatry, University of Toronto, Sept. 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. Jan. 2001.

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

Teaching Workshops Offered

“Case Teaching”, Woodsworth College, University of Toronto, 2-3 times annually 2008 – 2011.

Curriculum Vitae
David Dunne
May 2015

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

“Asking the Right Questions”, Office of Teaching Advancement, University of Toronto, March 2006 and Nov. 2009.

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

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

Student Projects Supervised

“Customer Experience in Smart Grid and Smart Metering”, Rotman and Illinois Institute of Technology Institute of Design, Chicago, Jan - May 2010

“Health Education in Nepal”, Illinois Institute of Technology Institute of Design, Chicago, Jan – May 2010.

“Estimating Demand at the Art Gallery of Ontario”, Rotman School of Management, 2004

“Market Segmentation for Saturn”, Rotman School of Management, 2003.

Professional Development Courses

Financial Literacy for Directors, Rotman Executive Programs, April 2011.

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.

Curriculum Vitae
David Dunne
May 2015

Professional Service

Service to the University

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

Learning Resources Committee, Chair, Rotman School of Management, 2000 – 2011.

Human Rights Watch Canada Development Committee. 2011 – 2012.

Rotman Task Force on Mutual Respect, 2010-11.

Rotman Task Force on Values, 2010-11.

Discussion Leader, Rotman Speaker Series for Lorne Whitehead (UBC), March 2011 and Doug Turney (McLaren McCann), April 2011

Learning Resources Committee Subcommittee on Teaching Evaluation, 2007-10.

“Marketing” class given annually at Regent Park neighbourhood initiative (Small Business Program, SBP), 2006 – 2011.

Site 11 New Building Committee: chair of Subcommittee on Teaching and Learning Resources, 2006.

Impact Consulting, Board Chair, 2002-2006.

Technical Operations Committee, 2002-2004.

Teaching Review for Tenure, Department of Nursing, University of Toronto, October 2004.

Ad-hoc committees: Faculty-Administration Relations Committee, 2003; Information Technology Steering Committee, 2000; Part-time MBA Redesign Committee, 1999-2000; Admissions and Standards Committee, 1999-2000; Executive MBA Curriculum Committee, 1998-99; Selection Committee for Dean of Faculty of Management, 1991-1992.

Service to Academic and Industry Communities

Advisory Committee, Ontario College of Art & Design Master of Design in Strategic Insight and Forecasting, 2010.

Marketing Hall of Legends, Awards Committee, 2010.

Superbrands Council, 2009 – 2010.

<http://www.superbrandscanada.com/volumes/1/council/david-dunne.php>

CASSIES Canadian advertising awards jury, 2002 and 2003.

Service to the Community

Academics Without Borders Canada, Board Vice-Chair; Chair, Strategy Task Force.

Curriculum Vitae
David Dunne
May 2015

Patan Academy of Health Sciences, Kathmandu, Nepal, 2007 – 2012. Member, International Advisory Board; Co-Chair, Development Committee.

Ontario Business & Trade Delegation to Cuba, May 1993.

American Marketing Association Doctoral Consortium, August, 1992.

Media

Regular commentator in broadcast and print media: CBC, Global, *Globe and Mail*, *Toronto Star* etc.

Languages

French (fluent), some Spanish.