

Kenneth B. Wong  
149 Fairway Hill Cres.  
Kingston, Ontario CANADA K7L 4V1

1. Education

DBA (ABD)	Harvard Business School		Marketing
MBA	Queen's University	1976	Organizational Behavior
BComm(Hons)	Queen's University	1975	Marketing

2. University-based Teaching Appointments

2011 – 2021	Named “Distinguished Professor of Marketing”
2005- 2011	Named “Commerce ’77 Teaching Fellow in Marketing”
1990 – present	Associate Professor, Queen’s University School of Business
1983 – 1990	Assistant Professor, Queen’s University School of Business
- 1993 – 1996	Founding Chair, MBA for Science and Technology
- 1991 – 1993	Chair, MBA Program
- 1989 – 1990	Principal’s Advisor on Student Affairs (1/4 time reassignment)
- Level Taught:	BComm, MBA, Executive MBA and Accelerated MBA Program
- Subjects:	Marketing Strategy, Market Research, Introductory Marketing, Business-to-Business Marketing, Strategic Planning, Competitive/ Business Strategy, Advanced Topics in Marketing, Faculty advisor to several independent study programs and field projects. (N.B. over 90% of teaching evaluations have been above 90% regardless of subject taught)
1985 – present	Faculty, Executive Development Center, Queen’s University School of Business
- Subjects:	Marketing Strategy, Market Planning, Branding, E-Commerce Strategic Planning, Market Research, Marketing-Sales Interface, Loyalty Management, Value-Added Marketing, Strategic Analysis, Competitive Intelligence (N.B. over 90% of teaching evaluations have been above 95% regardless of subject taught)
2000 – present	Faculty, Marketing Strategy and Strategic Management Center for Executive Management Development, University of Alberta
2002 – 2003	Faculty, Business Strategy, Queen’s Center for Enterprise Development Just-In-Time Seminar Series
2002	Faculty, Marketing Strategy Executive Development Center, Schulich School of Business, York Univ.
1987	Faculty, Strategic Management Program, Dalhousie University
1982 – 1983	Lecturer, Marketing Management, Radcliffe College
1983	Lecturer, Marketing, Harvard University, School of Continuing Education
1981	Teaching Assistant, Data Analysis, Harvard Business School , Doctoral Program
1976 – 1980	Lecturer, Statistical Methods, Carleton University, School of Public Administration, Master’s Program
1976	Lecturer, Computer Programming, Queen’s University School of Business

### 3. Work Experience – Non-Academic

2009-2015	Partner and VP, Knowledge Development Level 5 Brand Consultants
1976 – 1980	Conference Board of Canada - 1978 – 1980 Associate Director, Research in Marketing - 1977 – 1978 Research Associate, Compensation Research Center - 1976 – 1977 Research Assistant, Compensation Research Center
1974 – 1976	Co-founder and Managing Partner, Renaissance Music (Kingston) Ltd

### 4. Board Memberships

#### a. Active

2000 – present	Advisory Board, Southmedic Inc
2015-present	Vendor Advisory Board (Chair)

#### b. Inactive

2008 – 2019	Advisory Board, Nature’s Path
2008 – 2019	Chair, Advisory Board, K-Rock Centre
2015 - 2017	Advisory Board, 5Crowd
2010 – 2016	Board of Directors, Canadian Marketing Association
2000 – 2016	Equifax Inc. - 2002 – 2016 Advisory Board - 1998 – 2002 Board of Directors (Equifax Canada Inc)
2001 – 2009	Board of Directors, YMCA (Kingston)
2005 - 2009	Advisory Board, Armstrong Partnership Inc (Acquired)
2005 – 2009	Advisory Board, Red Flag Deals Inc (Acquired)
2001 – 2005	Board of Directors, PBB Global Logistics Inc. (Acquired) - 2003 – 2005 Chairman of the Board - 2001 – 2003 Director
2001 – 2003	Ember Communications Inc, Board of Directors (Acquired)
2000 – 2002	Jetform Corporation, Advisory Board (Acquired)
2000 – 2003	Advisory Board, Promospyder Inc.(Ceased Operation)
1999 – 2002	Q.L. Systems Inc. (Quicklaw), Board of Directors (Acquired)
1995 – 1998	Board Member, Kingston Symphony

### 5. Corporate Executive Development – Alphabetic Listing

#### **Private Firms**

3M Canada	AECON	Alcan	Accenture	American Express
Astral Media	Automobile Resources	AT&T(Canada)	Bayer	BC Hydro
Bell Canada	Biogen	Campbell’s Soup (Can)	Cambrian Chemicals	Canada Post
Cdn. National Railway	TD-Canada Trust	Capital City Savings & Loan	Cara	Carstar
Canon	Coast Spas	Credit Union Central(Alta)	Credit Union Central (BC)	COGECO
The Co-operators	Dalsa	Deloitte	Dillon Consulting;	Dupont
Eagle Human Resource	Empire Financial Group	EnCana	Ensign	Equifax Canada
Falconbridge Mines	Farmer’s Credit Canada	Fellowes	First Calgary	Frito-Lay
Garland	General Mills	GlaxoSmithKline	Globe & Mail	H.Y. Louie (IGA-BC)
Hummingbird	Humpty Dumpty	IFIC	Interac	ICH International
ING Direct	Jacques-Whitford	Janssen-Ortho	The Johnson Group	KPMG
Lombard Insurance	London Drugs	Kraft	Major Drilling	Manulife
Maritz	Mattel	McGraw-Hill Ryerson	Mr. Lube	McCain’s

Miller Thompson	Mountain Equir. Coop	Microsoft/MSN	Nissan	Oticon
Pfizer	Pres. Choice Financial	Procter & Gamble	RIM	RLG International
Rogers	Rohm & Haas	Royal-SunAlliance	SaskTel	Scott Paper
St.Joseph's Printing	Samsung	Siemens	Sharpe-Blackmore	Shell-Pennzoil
Smart Technologies	Sonoco	Staples	Starbuck's	Telus
Teva-Novopharm	Tim Horton's	Toronto Blue Jays	Travelodge.	Van City Savings

#### **Public Agencies and Associations**

Canada Customs and Revenue Agency;	Cdn. Advanced Technology Managers (CATM)
Cdn. Agricultural Marketing Assoc.	Cdn Manufacturing Assoc
Cdn. Gift & Tableware Assoc.	Cdn. Federation of Independent Grocers
Cdn Real Estate Assoc.	Cdn. Marketing Assoc. (CMA)
Cdn. Professional Sales Assoc. (CPSA)	Cdn. Poultry and Egg Processors (CPEPC);
Canada Mortgage & Housing (CMHC)	Communications Canada (CCMD)
Confectionary Manufacturers Assoc of Canada	Food and Consumer Products of Canada (FCPC)
N.B. Economic Development & Tourism;	Credit Union Central (Sask, BC and Ont.)
Cdn. Urban Transit Assoc.	Cdn. Assoc. of Chemical Distributors
Cdn Assoc of Chain Drug Stores	Canadian Council of Grocery Distributors
Cdn. Institute of Plumbing & Heating Hostex	Institute of Cdn. Advertising (ICA)
Nat'l Assoc. of Printers & Lithographers;	Electro Federation
North American State & Provincial Lottery Assoc.	Ontario Dairy Council;
Ont Vegetable & Fruit Growers Assoc.	Ont Rubber Association
Provinces of Ontario	North American Electrical Distributors (NAED)
Province of Nova Scotia	Saskatchewan Wheat Pool
North York Board of Education.	Power Transmission Distribution Assoc.
Travel Alberta	Travel Manitoba

#### 6. Community Service (last 5 years)

2020 – present	Judge	EFFIES (Advertising Awards)
2016 – present	Advisor	CANMET Patient-Researcher Partnership
2015 – present	Member	Cdn Delegation of ISO initiative on brand mgmt. and valuation
2010 – 2018	Member	Fed-Prov Taskforce on Marketing to Children
2008	Juror	Marketing and Childhood Obesity
1997 – 2018	Tenured Judge	Canada's 50 Best Managed Companies
2001 – 2010	Judge	Canadian Entrepreneur of the Year
2003 – 2004	Member	Kingston Mayor's Task Force
2003	Member	Minister's Policy Review Task Force
		Communications Canada
2001 – 2003	Member	Community Editorial Board, Kingston Whig Standard
1999 – 2001	Judge	CASSIES (Cdn Advertising)
1999 – 2001	Member	Kingston Econ. Development Council – Mktg. Comm.
1999 - 2000	Judge	Canadian Sales Hall of Fame
1999 – present	Facilitator	Several sessions for Kingston Area Economic Development Committee on marketing issues

#### 7. Awards

2016	Inductee, Kingston Business Hall of Fame
2006	Inductee, Canadian Marketing Hall of Legends
2003-6, 2008, 2009	Queen's University, Teacher of the Year (MBA for Science and Technology)
2000	Queen's University, Teacher of the Year (MBA)
1998	Financial Post, Leader In Management Education
1994	Kingston Chamber of Commerce, Entrepreneur of the Year (Education)
1988	Queen's University, Teacher of the Year (Undergraduate)
1983	American Marketing Association Doctoral Consortium (Harvard Rep)
1975	Queen's University, Tricolour Award - Contribution to University Community
1975	Direct Mail & Marketing Assoc. of North America – Klined Colleague Award

## 8. Publications- Related Activity

### *Textbook and Cases*

Wong, K., McCarthy E., Peareault W. and Shapiro S. *Basic Marketing 11<sup>th</sup> Cdn Edition*, (McGraw Hill, 2004)

- Included supervision of the assembly of a casebook and numerous ancillary teaching materials including video and CD-ROM.

Author or co-author of over 20 case studies in the marketing area

### *Other Publications*

1. Author of occasional columns in Canadian Grocer, Meetings and Incentive Travel
2. Principal Speaker/Writer of webinar and related blog on Business Strategy for Community Pharmacists (for Teva Novapharm)
3. Author of an occasional column for the Financial Post newspaper (Started May, 2006)
4. Author of a occasional column (“Renegade CEO”) in Strategy
5. Author of monthly column (“Fourthought”) in *Marketing* - March 2004 – December 2007.  
-
6. Author of Invited submission to Conference Board of Canada *Review*  
- *Can Marketing Rebuild Its Brand* (Summer 2007)
7. Author of two invited op-ed pieces for the Financial Post  
- *Brain Drain* (2000)  
- *Shareholder Rights* (2002)
8. Contributor to *Financial Times, Special Supplement on Marketing Management* (1999)
9. “The Ultimate Customer Need”, *Marketing Magazine*, (April 1988)
10. “What is Marketing Effectiveness?”, *1985 SPI Annual Conference Proceedings*, D. Swire (ed), Strategic Planning Institute, Cambridge, MA
11. Chapman, RG and Wong K B *Marketing Research in Canada: A Status Report*, Conference Board of Canada, Canadian Study No. 50, (July, 1978)
12. “Making Use of Marketing Research”, *The Canadian Business Review*, (Vol. 5, No. 4, Spring 1978)
13. “Demographic Trends in Canada”, *The Canadian Business Review*, (Vol. 4, No. 4, Spring 1977)
14. Nininger, JR, MacDonald VN and Wong K.B “Expanding the Theory of Formalized Goal Setting” *Proceedings of the Canadian Association of Administrative Sciences Conference*, Quebec City, 1976
15. Arnold S., Barnes JG and Wong K.B. “Subliminal Perception: Implications for Legislation”, in *Marketing in the 1970’s and Beyond*, B. Stidsen (ed), *Proceedings of the Canadian Association of Administrative Sciences Conference*, Edmonton Alberta 1975

16. Wong K.B. "Measuring the Propensity to Communicate: Application in Marketing", in *Marketing in the 1970's and Beyond*, B. Stidsen (ed), *Proceedings of the Canadian Association of Administrative Sciences Conference*, Edmonton Alberta 1975

A very large number of speeches have been made to civic and trade groups over the last decade. A listing is available upon request.

***Web-Related***

Various webcasts and podcasts  
for Smith Website