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## Benoit Duguay

Web site: <http://duguay.org/en/>

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### Summary Personal Statement

- My leadership skills have played a key role in my successes:
  - Through consensus building, provided a sense of direction to all teams I led and steered them to achieve goals and objectives set.
  - Favoured empowering employees in assuming a leadership role, making meaningful decisions, and undertaking efficient and effective actions.
  - Adapted my leadership style to the needs of people I led, some requiring more autonomy, others closer supervision.
- Throughout my career, have excelled at nurturing partnerships.
- Pride myself in having a diverse academic background, an MBA degree combined with a PhD in Communications, in which I studied theories from a variety of disciplines, sociology and psychology amongst others. Such diversity leads me to firmly believe in the advantages of interdisciplinary collaboration and multidisciplinary research.
- Invited as member of jury for the defense of Masters II Applied Philosophy (Ethics) Students at Université Paris I (Panthéon Sorbonne) since 2016.
- In 2012, was asked as external evaluator by the Ted Rogers School of Management for a five-year review of their largest undergraduate program.
- Strongly believe in the value of experiential learning, both the most efficient way of learning and students' preferred approach.
- Systematically obtained exceptional teaching evaluations.
- Supervised fourteen Masters and PhD students until graduation.
- Students praise my commitment for their needs and concerns.
- Since 2005, published five books, eleven scientific articles, a chapter in three collective books, fourteen opinion columns (plus four from students under my supervision), and two reports.
- Michel Maffesoli, Professor Emeritus (sociology) at the Sorbonne (Paris Descartes), has praised my writings, comparing them to those of renowned scholars (2013).
- First two books nominated for the Business Book Award (2006 and 2008).
- Personally, people know me as being dynamic, creative, visionary, perceptive, empathic, disciplined and persevering.
- Have consistently displayed the ability to get things done and solve problems quickly and efficiently:  
«You're the kind of person organizations send out to solve problems. Upon your intervention, problems will either disappear or be greatly diminished. »

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### Key Skills and Abilities

- Keen management and leadership expertise.
- Skilled at cultivating relationships and nurturing partnerships.
- Strong communication, convincing and political skills, which necessitate keen listening abilities.
- Experienced in media interventions.
- Solid administrative skills, including human resources and budget management.
- Ability to build and motivate highly effective teams.
- Experienced in situation analysis, strategic planning, implementing plans and actualizing objectives.
- Ability to prioritize my time has been a key to my successes in academia and business.
- Proven expertise in research, publishing, teaching, innovative pedagogy and program development.
- Experienced at promoting collaborative, multidisciplinary research.

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### Knowledge

- Speak and write English and French (mother tongue) fluently.
- Thorough understanding of technologies and innovation (published book in 2009).

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## **Academic Experience** (Business Experience in next section)

### **School of Management (ESG) – University of Quebec at Montreal (UQAM), Canada**

(June 2003 - Present)

#### ***Full Professor:***

- Elected as member of UQAM COOP's Board of Directors.
- Appointed to ESG UQAM's Academic Board and MBA review committee.
- Requested as evaluator by Ted Rogers School of Management (Ryerson University - 2012).
- Praised repeatedly for my contribution in shaping UQAM's brand image, and develop the institution's credibility and awareness, through very frequent interventions in Canadian media.
- Hosted workshop on future perspectives of shopping centers at Quebec Retail Council's annual summit (March 2016).
- Carried out mandates with organizations such as the City of Montreal and Oxford Properties.
- Supervised fourteen Masters and PhD students until graduation.
- Responsible of internships for undergraduate and graduate students in Tourism Management.
- Systematically obtained exceptional teaching evaluations.
- Since 2005, published five books, twelve scientific articles, a chapter in three collective books, fourteen opinion columns (plus four from students under my supervision), and two reports (see Annex I).
- Michel Maffesoli, Professor Emeritus (sociology) at the Sorbonne (Paris Descartes), has praised my writings, comparing them to those of renowned scholars.
- Solicited to publish an article in «Géoéconomie», a renowned peer reviewed quarterly journal based in Paris.
- Appointed as member of scientific council of «Géoéconomie» and as reviewer for Universal Journal of Management.
- Managed research budgets and teams.

#### ***Manager of Executive MBA program***, Management of Cities and Metropolises (2010-2015):

- Reviewed program and course content, and developed and implemented action plan to grow program from 7 students in 2010 to 14 in 2014,
- Supervised six professors and lecturers,

#### ***Director of communications***, International Centre for Education and Research in Tourism (CIFORT, 2008-2013):

- Negotiated partnership agreement in France to offer e-Mentoring programs,
- Conceived and implemented Communication plan (including Web 2.0).

#### ***Director of research***, LabTIC (R&D IT integration in universities, 2003-2005):

- Jointly published comparative report of IT integration within faculties,
- Jointly published article on digital divide between professors and lecturers.

### **HEC Montreal Business School, Canada**

(Sept 1990 - June 2003)

#### ***Lecturer:***

- Obtained exceptional teaching evaluations.
- Coordinated 10 groups of undergraduate Marketing Management course.
- Led winning teams of «International Marketplace Competition» (computerized business simulation) against several large universities from Canada and the United States (Fall 2001).

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## **Business Experience**

### **Consulting Manager – DCI CONSULTING INC., Montreal, Canada**

(June 1993 - June 2003)

- Performed two years Vice-President mandate with software start-up:
  - Performed opportunity analysis, prepared and implemented business plan,
  - Negotiated with clients/partners/investors (Canada/US).
- Prepared business plans for high technology businesses.
- Performed surveys to develop and position new products.

### **Product Manager – IST GROUP, Montreal, Canada**

(Jan 1991 - June 1993)

- Managed communications and marketed products of Business Unit specialized in business continuity (data security and recovery services).
- Surpassed unit's sales and profit objectives during the early 1990s recession.
- Coordinated business development efforts in partnership with Comdisco, a multinational corporation.
- Negotiated and closed financially complex contracts with several new accounts.

### **Account Manager, distributors – DATA GENERAL, Montreal, Canada**

(Jan 1988 - Jan 1991)

- Recruited and developed network of Value Added Retailers (VARs).
- Organized seminars and trade shows jointly with VAR network.
- In agreement with Data General, was hired as VP Marketing and sales by a VAR:
  - « You may come back whenever you want » - Data General's Director of personnel,
  - Prepared and implemented Business Plan,
  - Recruited, trained and managed sales force,
  - Accompanied Canadian commercial mission abroad,
  - Solicited by Canadian consul in Boston to address business community.

### **Account Manager, Large Accounts – CONTROL DATA CORPORATION, Montreal, Canada**

(Sept 1986 - Jan 1988)

- Coordinated implementation of large scale data processing systems, on budget and on time.
- Coordinated international multi-disciplinary team of some thirty people to submit \$50M proposal to Quebec government.
- Surpassed sales and profit objectives, and respected client budgets and deadlines.
- Increased profit margin of the higher education market.
- Negotiated and closed financially complex contracts with several new accounts.
- Recovered major account lost by another representative.

### **Director Market Research/Acting VP Marketing – SODARCAN, Montreal, Canada**

(Sept 1984 - Sept 1986)

- Prepared triennial Strategic Plan at the request of senior management.
- Managed expenses of marketing department within allocated budget.
- Designed and implemented information systems to manage budget and activities.
- Advised senior management about a change in corporate identity.
- Performed surveys on corporate image and customer service.

### **Consultant – Montreal, Canada**

(Part-time until 1980 during university studies, then full-time until employed by Sodarcán in 1984)

- Advised businesses in the choice of data management systems.
- Supervised implementation of data management systems.
- Prepared business plans for high technology businesses.
- Performed surveys to develop and position new products.

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## University Education

- Doctorate (PhD) in Communication (2000), University of Quebec at Montreal (UQAM) – Canada, Thesis: *L'image de soi et la consommation: La nature compensatoire des produits* (Self-image and consumption: The compensatory nature of products).
- Master of Business Administration (MBA - 1980), Concordia University – Canada.

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## Personal Achievements

- Michel Maffesoli, Professor Emeritus (sociology) at the Sorbonne (Paris Descartes), has praised my writings, comparing them to those of renowned scholars (2013).
- First two books nominated for the Business Book Award (2006 and 2008).
- Supervised winning teams of the International Marketplace Competition (2001).
- Thesis awarded with distinction (2000):
  - «It is not difficult for me to recognize the great value of this thesis, one of three or four best I have read in a thirty year career. » — Dr. Roger Tessier, President of Jury.
  - «It has been a long since I've had the opportunity to read such a well-structured and articulated thesis. The entire thought process follows a logic that is undeniable from the beginning to the end. » — Dr. René L'Écuyer, External Member of Jury.
- Achieved 2nd degree black belt Shotokan JKA karate (2000).
- Masters' (MBA) dissertation awarded with distinction (1980).
- Obtained private pilot licence (1980) and night flying qualification (1982).

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## Volunteer Work

- Carried out mandates with organizations such as the City of Montreal and Oxford Properties.
- Member of the Board of Directors FQK (Fédération Québécoise de Karaté, a not-for-profit organization promoting karate in Quebec – 1998 to 2003).
- Member of the Board of Directors CQIP St-Jean (Centre Québécois pour l'informatisation de la production - a not-for-profit organization promoting the use of IT in manufacturing - 1986 to 1988).

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## References and Testimonials

- Upon request, I will provide the names of several referees in academia and business
- You may also find very favourable testimonials of my achievements on this Web page:  
[http://duguay.org/en/html\\_en/duguay\\_testimonials\\_en.html](http://duguay.org/en/html_en/duguay_testimonials_en.html)