

# Dean McKeown

316 Briarwood Dr. • Kingston, Ontario K7M8V1 • Phone: 613.634.2465  
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## CORE COMPETENCIES

**Agility:** *I thrive in a complex environment that requires nimbleness and adaptability, and can anticipate and respond to changes with quick and resourceful actions.*

**Inspiring Others:** *I motivate individuals to strive for excellence and commit to common goals and purposes. I create a sense of self-efficacy, resilience, and persistence in others. I behave as I expect.*

**Integrity:** *I treat others fairly and respectfully, and I further the standing of the organization and its relationships of trust with our members and other stakeholders.*

## Employment History

### Queen's University

**Director, Master of Management Analytics Global and Blended Programs** (March 2019 to Present)

Special Advisor, Analytics and AI Ecosystem, Smith School of Business (2018 to 2019)

Associate Director, Scotiabank Centre for Customer Analytics, Smith School of Business (2016 to March 2019)

Associate Director, Masters Programs, Smith School of Business (2013 to 2016)

Director, Office of the Vice-Provost and Dean, School of Graduate Studies (2011 to 2013)

Manager, School of Computing (2002 to 2011)

Information Technology Coordinator, School of Business (1999 to 2002)

Emergency Report Centre Coordinator (1992 to 1999)

## Key Contributions:

- Establish strategic long- and short-term directions for the Analytics and AI Ecosystem including business development, relationship management, research, academic programs and sponsorship
- Writing briefing documents, executive speeches, position papers
- Managing multimillion dollar relationships with several corporate partners
- Managing operations of a research centre at Queen's including grant management, financial responsibilities of \$300 000 per annum and communications/outreach/events/presentations/sponsorship of \$120 000 per annum
- Create and manage multiple "high profile" academic programs with gross revenues exceeding \$8 million per year
- Marketing success leading to over 4000 inquiries per year per program
- Progressive policy development with procedural alignment and program evaluation
- Strong customer-focus while maintaining core relationships with proven leadership skills
- On-Line Survey development, market research, data collection and analysis
- Working with cross-functional teams to ensure stakeholders are properly cared for

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- Social Media Administrator for Facebook and LinkedIn Groups, effectively use Facebook and Google advertising and analytics
- Developing alumni, corporate and friend relationships within strategic goals and objectives
- Organizing Special Events including alumni, special guests, government announcements

## **Adjunct Assistant Professor, COMM 105: Introduction to Business Communications**

- 100% responsibility for first year, required course for Commerce students
- Introduction to Communications including EDII, cultural intelligence, written & oral skills
- Discussion of EDII issues and incorporating them into the course curriculum

## **Education**

### **Queen's University**

Master of Public Administration (2013)

Bachelor of Arts, Honours, Political Studies (1992)

## **Research Collaborations and Papers**

Analytics in a Business Context, 2019 InsightaaS Press, ISBN: 978-0-9938652-7-5

Vision to Value: The Economics of Data

Problem solving: the right data for the right question

Developing the Analytics Business Case

## **Speaking Occasions**

September 2021	Petroleum Producers Data Management Conference
December 2018	Sun Life Annual Analytics Conference, Topic: Analytics and AI for Business
October 2018	Bank of Beijing, senior manager's visit to Toronto
October 2018	Robotic Automatic Processing Conference
September 2018	Ethics and AI Panel Moderator, Social Impact Conference
May 2018	Analytics by Design Conference, Panel Moderator
March 2018	MBA Class, Smith School of Business, Topic: Analytics and AI
March 2018	Master of Finance Workshop introducing IBM Watson and "Easy" Analytics for the financial industry
February 2018	Big Data and Analytics Conference, Toronto Topic: Monetization of Data
January 2018	V2V Community Meeting, Developing the Analytics Business Case
April 2017	SAS Global Academic Forum, Raleigh North Carolina Topic: Academic and Industry Partnerships
February 2017	SAS Canada Annual Kick Off, Toronto Ontario Topic: The Importance of Partnerships

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January 2017      MMIE Class 2 day Workshop and Analytics Simulation (Retail Operations)  
Smith, Kingston ON

September 2016      MBA Class, Smith School of Business, Kingston, ON Topic: Big Data

November 2015      TDWI, Toronto Ontario, Topic: Competing in a Data-Driven World

## Student Challenges

September, 2018      Queen's International Innovation Challenge: Smart Cities

September 2017      Queen's International Innovation Challenge: Food Security

October 2016      Queen's International Innovation Challenge

October 2015      Queen's Analytics Challenge in collaboration with IBM Canada

## Community Workshops (Administration)

AI for Executives, co-sponsored with the Vector Institute

Quarterly Community Seminars in Toronto featuring both academic and business partners discussing the future of data and analytics in a digital world

Machine Learning Speaker Series in Kingston

## Administration of Research Grants and Donations

\$4.2 Million Scotiabank donation to create the Scotiabank Centre for Customer Analytics

\$433K MITACS Research Grant

\$1.8 Million NSERC – CRD Grant

\$60K Ontario Centres of Excellence Awards

## Community Involvement

Providence Care Hospital, member of the Board of Directors, 2020 – Present

Smith School of Business EDII Alumni Taskforce

Kingston, Frontenac, Lennox and Addington United Way – Community Investment Fund Panel Chair

Queen's Senate 2015 - 2018

Non-Academic Misconduct Subcommittee 2017

Queen's Board of Trustees (plus Audit and Finance Committees) September 2003 – May 2013

## Technology Proficiency

LinkedIn Sales Navigator	SAS Enterprise Miner
Salesforce	Tableau
Zoom	
Calendly	
Microsoft Office 365 Suite	
IBM Watson Technologies	