

**Greg Libitz**  
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<b>Teaching and Other Academic Activities</b>			
<b>Institution</b>	<b>Program</b>	<b>Activities</b>	<b>Dates</b>
Smith School of Business Queen's University Kingston, Canada	Master of International Business (MIB)	<p>Teach <i>International Marketing Strategy</i>. Redesigned course to feature two new, computer-based simulations and new cases written expressly for the course.</p> <p>Coach/advisor for case teams at competitions including the Nespresso Sustainability Challenge (Nestle) and the International Graduate Competition (HEC Montreal).</p>	2008 –
	Bachelor of Commerce (BCOM)	<p>Teach <i>Business Management</i> and <i>Introduction to Business</i> and <i>Introduction to Commerce</i>. Author of test bank to accompany primary textbook for Business Management and Introduction to Business.</p> <p>Teach <i>Business and Corporate Strategy</i>. Highlights include Capstone, a semester-long, computer-based strategic management simulation.</p> <p>Teaching <i>Marketing II</i>. Highlights include a summative marketing plan to support a Kickstarter launch.</p> <p>Teach <i>Marketing Communications</i>. Highlights have included participation in national experiential learning opportunity in which students develop a complete marketing communications campaign for a “real world” client.</p> <p>Teach <i>Marketing Strategy</i>. Highlights include Markstrat, the semester-long, computer-based marketing strategy simulation.</p> <p>Panelist for Smith case competitions, conferences and events including Queen's Case Competition (QCC), Intercollegiate Business Competition (ICBC), Queen's Sports Industry Conference (QSIC), Queen's Conference on the Business Environment Today (QBET), Queen's Entrepreneurs' Competition (QEC), Queen's Leadership, Excellence and Development Conference (QLEAD), Queen's Marketing Association (QMA), Queen's Summer Orientation to Academics and Resources (SOAR) and others.</p> <p>Case author for range of Smith competitions and conferences. Recent cases:  <i>What Now for Couche-Tard?</i>  <i>Competition Comes to the Canadian Shoe Business</i>  <i>SkipTheDishes and the Battle for Your Food Delivery Dollar</i>  <i>The Microsoft Challenge</i>  <i>Warby Parker and the Essilor-Luxottica Merger</i>  <i>McCormick and Company and the RB Foods Acquisition</i>  <i>Big Red Bank and the Big Jets Decision</i>  <i>Tachyon Telecom Canada (jointly with industry partner)</i>  <i>Indigo Books and Music Inc.</i>  <i>Keurig Green Mountain Inc.</i>  <i>Buffalo Wild Wings Inc.</i>  <i>Whither the Movie Theatre: Cineplex and the Streaming Challenge</i>  <i>Prada SpA</i>  <i>Starbucks Canada and the New Normal</i>  <i>The Aspiring Workforce and Canada's Labour Force Challenges</i>  <i>Abercrombie and Fitch in 2021</i>  <i>Casper</i>  <i>Allbirds</i></p>	2003 –
	Master of Business	<p>Project Advisor for <i>New Venture Project</i>, <i>Management Consulting Project</i> and <i>Global Business Project</i> in Smith MBA programs. Advise MBA</p>	1998 –

	Administration (MBA)	students on “real world” consulting and business planning projects across a range of industries and geographies.  Tutor/grader for a range of courses in the MBA programs.	
Shannon School of Business Cape Breton University Sydney, Nova Scotia	Master of Business Administration (MBA)	Teach a range of courses in locations across Canada. Courses include <b><i>Fundamentals of Marketing, Fundamentals of Marketing (Online), Fundamentals of Venture Analysis, International Business, International Marketing (Online), Research Methods, Strategic Management, and Strategic Marketing.</i></b>	2007 –
Desautels Faculty of Management McGill University Montreal, Quebec	Bachelor of Commerce (BCOM)	Taught multiple sections of <b><i>Marketing Management II</i></b> annually. Highlights included computer-based simulation (Markstrat by Stratx). Also taught <b><i>Marketing Planning</i></b> , wherein students completed marketing plans for “real world” clients in the Montreal area.	2000 – 2010
	Master of Business Administration (MBA)	Tutor/grader for a range of courses including <b><i>Advanced Business Marketing, Markets and Globalization, Marketing Management II, Marketing Planning, Winning at Brands.</i></b>	1999 –
St. Lawrence College Kingston, Ontario	Bachelor of Business Administration (BBA)	Program Coordinator for the Laurentian University BBA program. Taught a range of courses including <b><i>Advanced Marketing Planning, Business Consulting, Business Strategy and Policy I, Business Strategy and Policy II, Foundations of Management, International Business Management, International Marketing, Internship, Management Decision-Making, Management Research Methodology, Marketing Concepts, Marketing for Managers, Services Marketing.</i></b>	2007 –
	Business Administration program	Program Coordinator for Business Administration – Marketing programs. Taught a range of courses including <b><i>Canadian Business History, Canadian Business Policy, Customer Relationship Management, Direct Marketing, Introductory Marketing, Economic Issues, Entrepreneurship and Venture Development, International Marketing, Marketing Planning, Marketing Research, Money and Banking, Public Relations, Retail Strategy Development.</i></b>	2000 – 2006
<b>Consulting and Professional Activities</b>			
President, Virlis Ltd. Kingston, Ontario	Recent consulting initiatives have included <b><i>City of Cornwall Strategy/Plan, Eastern Ontario Health Unit Strategy/Plan, Township of Russell Strategy/Plan, Town of Prescott Strategy/Plan, Township of South Stormont Strategy/Plan, Community Living Stormont County Strategy/Plan</i></b> and <b><i>Cornwall Community Police Service Strategy/Plan.</i></b>  Recent training activities have focused on <b><i>Strategic Planning, Project Management, Leadership, Finance for Non-Financial Managers, Communications for Managers, Marketing for Managers</i></b> and <b><i>Customer Experience Management.</i></b>		2000 –
<b>Previous Employment</b>			
Marketing Management	Director of Marketing, Registrar & Faculty, St. Lawrence College Direct of Marketing, Terrace Investments Marketing Analyst, Lafarge Canada		1986 – 2000
<b>Education and Professional Development</b>			
Education	MBA	Schulich School of Business, York University	1986
	BA	Trent University	1984