

# JOYCE EMILE EID

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## TEACHING EXPERIENCE

January 2017 to Present      **Adjunct Assistant Professor**

***Smith School of Business- Queen's University, Kingston, ON***

- COMM 131 (course instructor): an introductory marketing course that helps students uncover the core marketing concepts and how they relate to the overall functioning of a firm.
- COMM 332 (course design, development and delivery): an elective marketing research course that introduces students to the core principles of marketing research and how they can help businesses in problem solving and assessing new growth opportunities.
- Acted as a judge for Queen's Case Competition (2018) in the Maroon Stream.
- Participated in teaching triangles at the Center for Teaching and Learning at Queen's University. An initiative to develop teaching skills by observing and providing constructive feedback to other professors.

January to April 2016      **Adjunct Professor**

***IESEG School of Business, Lille, France***

- Designed, developed and delivered a graduate marketing research course entitled 'Consumer Insights in the Age of New Media'. A course that provides a practical view on how companies synchronize and measure the performance of their digital channels.
- Coached trans-disciplinary teams participating in a 'Business Strategy Game' course to help them make decisions related to marketing, operations, finance, management, R&D, internationalization, logistics, etc.
- Participated in the IESEG recruitment committee to select 2015 Bachelor students.

Mar 2012 to Dec 2014      **Formatrice D'Anglais**

***NewCom Institute, Lille, France***

- Delivered English lessons to business clients in different functional areas, all levels.

## WORKING EXPERIENCE

March 2019 to Present      **Senior Data Scientist**

***Metrika Business Intelligence Consulting, Inc.***

- Data preparation and processing
- Executing advanced statistical analysis

November 2014 to present      **Marketing Research Consultant (Freelancer)**

- Conduct research projects for leading marketing research agencies in Canada (Metrika Group and iPerceptions) and non-for-profit organizations.
- Analyze and report marketing research study results.
- Work on projects for clients operating in different industries: pharmaceutical, automotive, hospitality, tobacco, electronics, software development, etc.

Dec 2008 to Mar 2012

**Analyst / Account Manager**  
***iPerceptions, Montréal, Québec***

- Prepared analyses and presentations to track clients' web performance and provide insights on how to further improve their online experience.
- Supported clients' online marketing initiatives and recommended future research projects to measure the performance of their digital strategies.

Jan. 2007 to Dec 2008

**Research Analyst**  
***PISL Research, Montréal, Québec***

- Served as the key liaison between clients and the internal support teams, to ensure projects are carried out according to specifications and schedules.
- Designed quantitative questionnaires to measure healthcare stakeholders' perceptions of brands, communication platforms, sales force efforts, etc.
- Prepared reports and presented findings to pharmaceutical clients.

2001-2003

**Account Manager**  
***TNS- Cairo, Egypt***

- Managed qualitative marketing research studies where I designed and conducted focus groups to understand consumers' usage habits, decision making process, brand perceptions, etc.
- Interpreted results and developed recommendations for big clients such as Coca Cola and Nestle.

**INTERNSHIP**

2006

**Project Coordinator**  
***The United States Department of Commerce***

- Co-organized the 8th Annual Conference on IT Privacy and Security.
- Developed the conference promotional material to increase visibility.
- Recruited 6 participating companies and 2 sponsors.

2005-2006

**Manager/ Consultant**  
***Concordia Small Business Consulting Bureau***

- Developed business plans for starting and expanding companies to help them secure funding.
- Consulted expanding businesses on different functional areas: marketing, operations, human resources and financing activities.

**PUBLICATIONS**

- Eid, J. and Robitaille, N. 2019. "Frontenac Arch Biosphere: Seeking Campers", Smith Living Case, Queen's University, Canada

**EDUCATION EXPERIENCE**

2004-2007

**Master of Business Administration**  
***John Molson School of Business, Concordia University, Montreal, Quebec***

June 2000

**Bachelor of Art**  
***American University of Cairo, Egypt***

**LANGUAGES**

- English, French, Arabic (written and spoken).