

**JULIA A. SAGEBIEN, Ph.D.**

2520 Beech Street  
Halifax, Nova Scotia, Canada B3L 2Y1  
902 425 5059 (h) 902 494 1812 (w) 902 494 1107 (w fax)

Aboy St. #606, Apt. #3  
San Juan, Puerto Rico, USA, 00907  
787 722 6039  
Julia.Sagebien@dal.ca

**EDUCATION**

- Ph.D.**            **LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE**,  
London, UK, 1994. Thesis: “Competitive Strategy and Economic Development. A  
Regional Case Study: Atlantic Canada”.
- M.B.A.**            **SIMMONS COLLEGE, GRADUATE SCHOOL OF MANAGEMENT**,  
Boston, MA, USA, 1981.
- M.A.**            **NAROPA UNIVERSITY**, Boulder, CO, USA, August 1978. Psychology.
- B.A.**            **HAMPSHIRE COLLEGE**, Amherst, MA. USA, January 1978.

**ACADEMIC EMPLOYMENT**

**CATEDRÁTICA UNIVERSITY OF PUERTO RICO, Escuela Graduada de Administración  
de Empresa (Graduate School of Business)**, San Juan, Puerto Rico, (July 2007-  
present). Teaching MBA and doctoral students on international business,  
international marketing, corporate social responsibility and private sector  
development.

**ASSOCIATE PROFESSOR** **DALHOUSIE UNIVERSITY, School of Business Administration**,  
Halifax, NS, 1995 to present (on leave from July 2006-present). Courses range from  
undergraduate introduction to marketing to executive level with a special focus on  
strategy, international business and communications. Recent teaching focus is on  
corporate social responsibility, private sector-led development and social venturing.

Dalhousie Student Union Teaching Excellence Award for the Faculty of  
Management, 2006.

**SENIOR FELLOW**        **CANADIAN FOUNDATION FOR THE AMERICAS (FOCAL)**  
Ottawa, (2000- 2003). Research Fellowship on Latin America related policy issues.

**ASSISTANT PROFESSOR** **SAINT MARY'S UNIVERSITY, Department of Marketing**  
Halifax, NS, 1987-1995.

**ADJUNCT**            International Development Studies.

Professor of the Year, SMU Commerce Society, 1990 and 1994.  
Honorary Gold M Award, SMU Student Association, 1990.

## NON-ACADEMIC PROFESSIONAL WORK EXPERIENCE

**SPECIAL PROJECTS MANAGER**     **DRM EQUITIES and DRM ADVISORY**, Halifax, NS, 1991-1999.  
Marketing and business strategy advisor for investment firm.

**ACCOUNT EXECUTIVE SUPERV.**     **ALTMAN AND MANLEY**, Boston, MA, Nov. 1984-May 1985.  
Managed the two largest accounts for rapidly growing advertising agency:  
Lotus Development Corporation's "Jazz" software package for the Macintosh; and  
Multigroup Health Plan.

**MARKETING FIDELITY INVESTMENTS**, Boston, MA, 1982-1984:  
**MANAGER**     **Retail Marketing:** Developed a new computer-driven interactive  
merchandising system.

**SPECIAL PROJECTS**     **Institutional Marketing:** Assistant to the divisional Vice-President.

## NEW COURSE/PROGRAM DEVELOPMENT

"Private Sector-led Development" - graduate level course developed for International Development Studies and MBA students, 2005 onwards.

"Marketing Applications" – course for undergraduate students focusing on not-for-profit marketing, social venturing and social marketing, 2005 onwards.

"Bhutanizing business education through case writing" - Case-writing workshop, Sherubtse College, Bhutan, March, 2006.

"Corporate Environmental and Social Responsibility: Beyond Apathy, Outrage and Orthodoxy"  
-MBA course, 2003-2006.

"ICE Awards Internships" - MBA course designed to place students in marketing firms and advertising agencies as assistants to executives involved in the Atlantic Canada's regional advertising awards competition, 2003 and 2004.

"International Marketing" - MBA course focused on the complexity of managerial decisions when the full scope of developing countries political economy is considered (focus on Latin America), Summer 2004.

"Advanced Marketing" distance education course for MBA in Financial Services program being conducted in partnership with the Institute of Canadian Bankers, 1996/97, revised 2000.

"Managing Brand Equity" and "Marketing Strategy" - courses for Latin American executives delivered through CEGLA (international executive training agency). Delivered at Pontificia Universidad Javeriana in Cali, Colombia (1998-2000).

"Trade Team Nova Scotia Help Desk" - internship program for MBA's at the International Trade Center, Atlantic Canada Opportunities Agency, and the Province of NS. 1998-2001. Lauded by

Department of Foreign Affairs and International Trade (DFAIT) as “best practice” in student involvement with the Department.

“Marketing Strategy in Tourism” - course for managers of the Cubanacan Corporation, for program being conducted through Mt. Saint Vincent University, Summers, 94-96, Fall 97.

“Marketing Strategy” - course in conjunction with the Enterprise Forum, 1996.

Developed lecture series in advertising management in conjunction with Corporate Communications Ltd., AY 96-97.

## **PUBLICATIONS AND SCHOLARLY ACTIVITIES**

### **Research in Progress**

Sagebien, J. and Whellams, M. (2008). CSR and Development: Broken Promises or Undue Expectations? Under review *Canadian Journal of Development Studies*.

Sagebien, J., et al. (2008). Corporate Citizens-Diplomatic Envoys: The Corporate Social Responsibility Initiatives of Canadian Mining Companies in Latin America in a Broader Political-Economy Perspective. Under review by *Canadian Foreign Policy*

Sagebien, J. and Lindsay, N. (2009 Abstract accepted) Systemic causes. Systemic solutions: Increasing the impact of corporate social responsibility efforts through an understanding of its potential role as a mediating structure between multiple system actors, *International Studies Association Conference*, 2009

Several cases on international business and CSR in Puerto Rico being developed – drafts of cases on CEMEX and Toyota.

Spadoni, P. and Sagebien, J. (2008). Oh, Canada... will the Cubans stand on guard for thee? Canada-Cuba business relations in the post-Fidel era. Accepted by *Ivey Business Journal*.

Sagebien, J. Principal investigator (2008). *Development of learning materials and methodologies for the Export Development Corporation of Canada's (EDC) Environmental and Social Initiatives (ESI): CSR in mining - case studies on Barrick Pierina mine in Peru and on EDC (C \$40K)*.

Sagebien, J. Principal investigator (2008) *Both Sides Now. Corporate Social Responsibility in the Latin American Extractives Industries: An Examination of Selected Special Challenges and Best Practice Opportunities*. International Research Development Center (IDRC), Canada. (C \$ 70K)

### **Refereed and Academic Journal Articles**

- Sagebien, J. (October 2006). And the Mambo Kings will live on: Cuba after Fidel. *Policy Options*, Vol. 27 (No 8), 70-74.
- Kirk, J. and Sagebien, J. (2000). Cuba's market rapprochement: Private sector reform, public sector style. *International Journal of Public Administration*, 23(5-9).
- Sagebien, J. and Coto Ojeda, R. (2000). Piratas o socios: El impacto de la reapertura de Cuba en Puerto Rico. *Revista de Ciencias Sociales*, (9), 79-95.
- Sagebien, J. and Coto Ojeda, R. (2000). Cuba and Puerto Rico: From cold war warriors to business associates. *Cuba Briefing Series*, (No.23).
- Sagebien, J. and Tsoutouras, D. (1999). Solidarity and entrepreneurship: The political-economy of México-Cuba commercial relations at the end of the twentieth century. *Latin American Business Review*, 1(4) <http://cibs.management.dal.ca/Files/pdfs/DP-170.pdf>
- Sagebien, J. (1997). The Canadian presence in Cuba in the mid-1990s. *Cuban Studies*, (No 26).
- Kirk, J. and Sagebien, J. (1996). Cuba libre: Tropical socialism mixed with market economics: A guide for Canadians doing business in Cuba. *Business Quarterly*, 60(3), 34-42. Paper nominated for the *Deloitte & Touche Award for Best Article*.
- Van Esch, L., Sagebien, J., Melenchuck, K. (1990). To B or not to B: The B schools under attack—again?: What are the implications for educators. *Canadian Journal of Administrative Sciences*, (No.1).

### **Published Cases**

- Sagebien, J. and Tamlyn, A. *Windhorse Farm Eco-Woodshop: The Guitar Top Decision*. (2008 forthcoming) *Ivey Publishing*. Canada: University of Western Ontario.
- Sagebien, J. and Shaver, R. (2007) MacTara Ltd. and the wood products industry in Nova Scotia. *Ivey Publishing*. Canada: University of Western Ontario
- Sagebien, J. and Evans, D. (2007). Oxfam Halifax's make trade fair campaign coordinator. *Basic Marketing* Online Center for Perrault and McCarthy: McGraw Hill, Canada.
- Sagebien, J., Skinner, S., and Whesler, M. (2006). Just Us!: Coffee roasters. *Ivey Publishing*. Canada: University of Western Ontario.
- Sagebien, J. and Whellams, M. (2006). Medmira Laboratories: The U.S. OTC decision. *Ivey Publishing* Canada: University of Western Ontario.
- Howse, J. and Sagebien, J. (2006). Bai Tushum Financial Foundation, Kyrgyzstan. *Caseplace.org*. The Aspen Institute Business and Society Program.
- Sagebien, J. (2004). Scotian Pride. In H.F. Mackenzie (Eds.), *Contemporary Canadian Marketing Cases*. Canada: Pearson Education.
- Vaughan, C. and Sagebien, J. (1995). Chalagga Mussels. Berkowitz, Kerin, Rudelius and Crane, Marketing
- Sagebien, J. (1994). Made in Atlantic Canada. Farrell, Lucas and Luck Strategic Marketing Management. USA: Southwestern Publishing.
- Sagebien, J. (1991). Atlantic Canada Plus. Kotler and Turner. *Marketing Management, Canadian Edition*.
- Vaughan, C. and Sagebien, J. "Chalagga Mussels", Marketing, Berkowitz,

### **Refereed Conferences and Proceedings**

- Spadoni, P. and Sagebien, J. (March 2008). *Will you still love tomorrow? Challenges and opportunities for Canadian commercial interests in a post-Fidel Cuba*. Paper presented at A Changing Cuba in a Changing World Conference, Cuba Project and Bildner Center for Western Hemisphere Studies, New York
- Sagebien, J. (March 2008). *Corporate citizens-diplomatic envoys: An examination of the corporate social responsibility initiatives of Canadian mining companies in Latin America: Implications for Canadian foreign policy towards the region*. Paper presented at Canada and the Americas: Defining Re-Engagement, FOCAL Conference, Ottawa.
- Sagebien, J. and Whellams, M. (2006). CSR and development: Broken promises or undue expectations? *Beyond CSR: Business, Poverty and Social Justice Conference*, London, UK.
- Sagebien, J. (2005). Capacity building for sustainable development in Bhutan. *Rethinking Development Conference*, Canada.
- Colman, R. and Sagebien, J. (2004). Measuring genuine progress. *Operationalizing Gross National Happiness Conference*, Bhutan.
- Sagebien, J. and Coto Ojeda, R. (1999). Cuba and Puerto Rico: From cold war warriors to business associates. *Association for the Study of the Cuban Economy (ASCE) Conference*, Florida, (Vol 9).
- Tsoutouras, D. and Sagebien, J. (1998). México-Cuba commercial relations in the 1990's. *ASCE Conference*, Florida, (Vol 8)
- Sagebien, J. (1997). Getting to know each other better: Canadians in Cuba. *ASCE Conference*, (Vol 7).
- Sagebien, J. (1995). Atlantic Canada-greater Caribbean relations: What is the big trade picture?: What is the view from Nova Scotia? *Economic Prosperity in the Greater Caribbean: Setting the Research Agenda*, Cuba.
- Rosson, P., Sagebien, J. and Scott, M. (1994). Competing from Atlantic Canada: Barriers to export expansion. *Atlantic Schools of Business Conference*, Canada.
- Sagebien, J. (1994). The export of Canadian business education to México: Obsolete technology or customer oriented best practice. *Administrative Sciences Association of Canada Conference*, Canada.
- Sagebien, J. (1991). May you live in interesting times: An examination of the major debates in management strategy in the 1990's. *Atlantic School of Business Conference*, Canada.
- Sagebien, J. (1991). States and markets: The search for the right balance. *XVI Asamblea de CLADEA*, Perú.
- Sagebien, J. (1990). Our reputation will precede us: The importance of country of origin in product and service marketing: What are the implications for Atlantic Canada? *Atlantic School of Business Conference*, Canada.
- Clow, M., Sagebien, J., Van Esch, L. and Veltmeyer, H. (1989). Getting down to business: The need for an expanded curriculum in Atlantic Canadian business education. *Atlantic School of Business Conference*, Canada.

### **Academic Books & Monographs**

- Sagebien, J. (2001). The future of the Western Hemisphere: A shared vision towards 2015. *American Assembly Conference*, Costa Rica. Assisted with first draft of report.
- Kirk, J., Mckenna, P. and Sagebien, J. (1995). Back in business: Canada-Cuba relations after 50 years [Monograph]. *The Focal Papers*.

Sagebien, J. (1995). FOCAL Which future for the Americas? Four scenarios. Ottawa, Canada. Report on the CIDA sponsored Americas Regional Development Policy Framework Consultations and Scenario Building Exercise; participate in research and consultations in Ottawa and Ecuador, Jan. 1995, which resulted in the published document.

### **Chapters in Books**

Sagebien, J. (2004). Carrying the dharma en español. *Dharma, color and culture*. Parallax Press.

Sagebien, J. (1998). The view from above the 49th parallel: Canada and the re-integration of Cuba in the Americas. *Integración económica y democratización: América Latina y Cuba*. Chile: Colección de Estudios Internacionales.

### **Conference Papers**

Martin, H. and Sagebien, J. (2007). *Social entrepreneurs: The catalyst for socio-economic change*. Paper presented at the Canadian Economics Association 41st Annual Meetings, Halifax, NS.

Bernstein, J. and Sagebien, J. (2004). *Emissions trading: A North American and European perspective on the viability of the industry*. Poster session and paper presented at Emissions Marketing Association Conference, Toronto.

Sagebien, J. (1997, April). *Economic reform in Cuba in the spheres of investment, trade and credit*. Paper presented at the Business Association of Latin American Studies Conference, Rio de Janeiro, Brazil.

Sagebien, J. and Van Esch, L. (1993, January). *Private sector led development: What is the role of the business schools in the developed world?* Paper presented at the 3rd International Conference on Marketing and Development, San José, Costa Rica.

Sagebien, J. (1992, April). *Vulcanizing the balkanized: Regional development policy in Atlantic Canada in the 1990's*. Paper presented at the British Association of Canadian Studies Conference, Belfast, Northern Ireland.

Sagebien, J. (1991, November). *States and markets: The search for the right balance*. Paper presented at the Atlantic Canada Economics Association, Nova Scotia, Canada.

Revised version of paper submitted to CLADEA Conference, 1991.

Sagebien, J. (1990, October). *Competitive strategy and economic development in Atlantic Canada*. Paper presented at the Atlantic Canada Economics Association, Newfoundland, Canada.

### **Other Academic Publications**

Sagebien, J. Advanced Marketing (1996). Distance education course for *MBA in Financial Services*. Dalhousie University and the Institute of Canadian Bankers. Revised in 2000.

Kirk, J. and Sagebien, J. (1996). Cuba's market rapprochement: Private sector reform, public sector style. *CIBS Discussion Paper Series*.

Sagebien, J. (1994). Dissonant discourses: Latin America's economic liberalization in the era of U.S. industrial policy and managed trade. *CIBS Discussion Paper Series*.

### **Symposia and Workshop Organizer**

(2005, September). Co-organizer, *Corporate social responsibility in Atlantic Canadian business schools*. Presented at the Atlantic Schools of Business Conference. Halifax, Nova Scotia.

- (2000, May). Leadership committee, rapporteur and report writing team member, The American Assembly (gathering of hemispheric leaders). Costa Rica.
- (2000, March). Co-chair, FOCAL Cuba Forum. Ottawa, Canada.
- (2000, January). Canada-Cuba Relations Roundtable, DFAIT.
- (1994, October). Participant, Social Policy and Global Society Conference [workshop]. International Development Research Centre (IDRC), Ottawa, Canada.

### **Reviewer, Discussant, Track Chair**

- Sagebien, J. (2007). Reviewer, *Journal of Corporate Citizenship*.
- Sagebien, J. (2007, May). Reviewer, CSR track, ASAC Conference 2007. Ottawa, Canada.
- Sagebien, J. (2006, November). Rapporteur, Is corporate citizenship making a difference? Presented at the International Academic Symposium, Ghana. Hosted by the United Nations Global Compact and the UNISA African Center for Corporate Citizenship.
- <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=19517>
- Sagebien, J. (2006, November). Workshop Chair, Listening to the voices of the micro creditors. Presented at the Microcredit Summit, Nova Scotia, Canada.
- Sagebien, J. (2005, August). Discussant, Baklanoff, E. and Jones, L. Reconstructing 'constructive engagement': Canada's economic relations with Cuba, 1993-2003. Presented at the Association for the Study of the Cuba Economy Conference, Miami.
- Sagebien, J. (2005). Reviewer, *Canadian Journal of Development Studies*.
- Sagebien, J. (2001, July). Reviewer, *Canadian Journal of Administrative Sciences*, Marketing Track.
- Sagebien, J. (2001, June). Chair and conference advisor, *Best business practices for foreign investment in Cuba*. Presented at the National Policy Association (USA) and FOCAL, Montreal, Canada.
- Sagebien, J. (1999, September). Chair, *International economic issues panel*. Presented at The Cuban Economy: Problems, Policies and Perspectives, Ottawa, Canada.
- Sagebien, J. (1999). Moderator, session with Minister Sergio Marchi. Nova Scotia, Canada.
- Sagebien, J. (1999). Co-chair, Atlantic School of Business Conference, Marketing Track. Canada.
- Sagebien, J. (1998, September). Moderator and discussant, *Cuba in international perspective: Re-integration into world society*. The Economic Dimension. Rapporteur, The Cuba Project. New York, USA.
- Sagebien, J. (1998). Co-chair, Atlantic School of Business Conference, Marketing Track. Canada.
- Sagebien, J. (1996, October). Discussant, Panel on Cuba. Presented at the Canadian Association of Latin American and Caribbean Studies Conference (CALACS), Toronto, USA.
- Sagebien, J. (1994). Reviewer, Atlantic Schools of Business Conference, Marketing Track. Nova Scotia, Canada.
- Sagebien, J. (1993). Reviewer, special issues of *Journal of Macromarketing* and *Journal of Business Research*. Based on works presented at the 3rd International Conference on Marketing and Development, San José, Costa Rica.
- Sagebien, J. (1993). Conference organizer, 2nd and 3rd International Conference on Marketing and Development. India and Costa Rica.

- Sagebien, J. (1993, January). Chair, special session on *The role of the business schools in private sector led development*. Presented at the 3rd International Conference on Marketing and Development, San José, Costa Rica.
- Sagebien, J. (1993, January). Reviewer, 3rd International Conference on Marketing and Development. San José, Costa Rica.
- Sagebien, J. (1991). Reviewer, Atlantic Schools Business Conference, Marketing Section.
- Sagebien, J. (1991). Chair, *Entorno*. Presented at the XVI Asamblea de CLADEA.
- Sagebien, J. (1990-1991). Journal editor, *North American Business Journal*. Greeley, Colorado.
- Sagebien, J. (1990). Reviewer, *Canadian Journal of Administrative Sciences*.

### **Other Scholarly Presentations**

- Keen, J., Liebenberg, L., Sagebien, J. (2008). *Innovations in Private Higher Education: a case study of South Africa's CIDA (Community and Individual Development Association) City Campus*. Growing Inclusive Markets Conference, Dalhousie University, June 2008.
- Sagebien, J. (2005, November). *The fragility of a nation: The strength of its national project: GNH and Bhutan*. Paper presented at the Developing Leaders for a Sustainable Global Society Conference, New York.
- Sagebien, J. (1998, April). *Canada's Cuba policy framework and Cuba's process of reform: Is doing our best enough?* Paper presented at the Cuba Project, New York.
- Sagebien, J. (1998, March). *Waiting for Godot: Canadian business in Cuba, the U.S. embargo and the Castro regime*. Paper presented at the CALACS Conference, Vancouver.
- Sagebien, J. (1998, March). *Economic syncretism: The nature of Cuban reform*. Paper presented at the CALACS Conference, Vancouver.
- Sagebien, J. (1997, May). *The re-introduction of market forces in Cuba: Genetic material for a mixed economy or just a vaccine against capitalism?* Paper presented at the New Waves in the Caribbean Foundation Conference, Puerto Rico.
- Sagebien, J. (1997, March). *Canada-Cuba relations*. Paper presented at the CUNY Cuba Project and the Canadian Consulate, New York.
- Sagebien, J. (1996, August). *Helms-Burton: Checkmate or challenge for Canadian firms doing business in Cuba*. Paper presented at the Association for the Study of the Cuban Economy Conference, Miami.
- Sagebien, J. (1996, May). *Foreign trade and investment in Cuba after February 24, 1996: Life between a rock and a hard place*. Paper presented at the Helms-Burton and International Business: Legal and Commercial Implications, Ottawa, Canada. Sponsored by FOCAL and the Center for International Policy (USA).
- Sagebien, J. (1996). Canadian investment in Cuba: Scope opportunities and challenges. *Foreign investment in Cuba: Past, present and future*. Washington, DC: Oceana Publications Inc.
- Sagebien, J. (1995, December). *Atlantic Canada-greater Caribbean relations: What is the big trade picture? What is the view from Nova Scotia?* Paper presented at the Economic Prosperity in the Greater Caribbean: Setting the Research Agenda, Havana, Cuba. Sponsored by FOCAL and University of Havana.
- Sagebien, J. (1995, October). *Cuba: The good, the bad and the ugly*. Paper presented at the North American Policy Group, Halifax, Canada.

- Sagebien, J. (1995, October). *Making hay while sun shines Canadian trade and investment in Cuba before the end of the U.S. embargo*. Paper presented at the Strategic Management Society Conference, Mexico City.
- Sagebien, J. (1995, May). *While the cat is away the mice will play: Canadian trade and investment in Cuba before the end of the U.S. embargo*. Paper presented at the Business and Investment in a Free and Democratic Cuba Conference, Puerto Rico.
- Sagebien, J. (1995, April). *Cuba from Canada's perspective: The role of the public and private sectors in the transition to a mixed economy*. Paper presented at the Business Association of Latin American Studies Conference, Washington, D.C.
- Sagebien, J. (1995, January). *Vision and practicality*. Paper presented at the Americas Regional Development Policy Framework Consultations. Paper responding to questionnaire.
- Kirk, J. and Sagebien, J. (1994, November). *Canada's growing commercial relations with Cuba: Profitable partnerships and policy challenges*. Paper presented at the Canadian Senate Standing Committee on Foreign Affairs, Ottawa, Canada.
- Sagebien, J. (1994, November). *The training of the merchant-statesperson: Atlantic Canadian business schools at the edge of the world*. Paper presented at the Global Efficiency, Regional Integrity and Cultural Identity in Atlantic Canada Conference, Nova Scotia, Canada.
- Sagebien, J. (1994, May). *Open minds for open markets: The education of Latin American elites and the long-term success of economic reform: Is there a role for Canadian business schools?* Paper presented at the Conference on Hemispheric Trade Liberalization: Assessing the Opportunities, New Brunswick, Canada.
- Sagebien, J. (1994, April). *Competitive strategy and economic development: The case of Nova Scotia*. Paper presented to the Atlantic Association of Applied Economists, Nova Scotia, Canada.
- Sagebien, J. (1994, March). *Integración global: Enfoque hacia el futuro*. Paper presented at the IV Semana de Mercadotecnia Internacional, México.
- Sagebien, J. (1993, January). *Las escuelas de administración comercial, el sector privado y el desarrollo económico nacional: Las implicaciones del NAFTA*. Paper presented at the Instituto Tecnológico Autónomo de México, México City.
- Sagebien, J. (1992, March). *Is what is good for the goose, also good enough for the gander? An examination of economic, industrial and trade policy in the developed and in the developing world*. Paper presented at the IDS Speakers Series, Halifax, Nova Scotia.
- Sagebien, J. (1991, November). *La promoción de los mercados abiertos y la protección del consumidor*. Paper presented at the III Congreso de la Asociación de Dirigentes de Ventas y Mercadotecnia, Perú.

#### **Editorial Board Work, Research Project Advisory**

- (2008-2008) *Economy, efficiency, effectiveness and quality (EEEC) in Cuba*. Canadian International Development Agency (CIDA). Dalhousie University. Development project.
- (2005). The Business Ethics Research Network Project. Member of network SSHRC. Funded by York University.
- (1999-2003). Advisory group, Cuba Project. (\$500,000 Ford Foundation, IDRC Funded Research Forum), FOCAL.
- (1998-1999). Editorial board, *Canadian Journal of Latin American and Caribbean Studies*.

## **External Grants**

- (2008) IDRC (\$70K)
- (2007) EDC case writing funding (\$40)
- (2006) IDRC Travel Grant.
- (2000) Georgetown University, Cuba Project.
- (1999) Senior Fellow, Canadian Foundation for the Americas (FOCAL).
- (1998) Canadian Foundation for the Americas (FOCAL).
- (1991-1993) Doctoral Fellowship, Social Sciences and Humanities Research Council (SSHRC).

## **Non-academic Publications/Unpublished Manuscripts**

- Right Associates (1995). *Review of personnel policies for expatriate employees and survey of best practice in the international human resources management*. Unpublished manuscript. Consultant for General Motors.
- DRM Advisory (1994). *Creating value for export: Success factors, challenges and obstacles in the development of twenty innovative export firms in Nova Scotia and Prince Edward Island*. Unpublished manuscript. Consultant for Industry Canada.
- Voluntary Planning. (1993). *Strategic review*. Unpublished manuscript.
- Voluntary Planning. (1993). *Report on the community re-visits*. Unpublished manuscript.
- Voluntary Planning. (1993). *Progress report on the implementation of the economic strategy: Year one*. Unpublished manuscript.
- DRM Advisory (1993). *Environmental information market identification study*. Unpublished manuscript. Consultant for Metals Economics Group.
- DRM Advisory (1992). *Marketing strategy*. Featured in *Innovations Magazine* and the *Nova Scotia Business Journal*.  
Consultant for Precision Biologicals.
- DRM Advisory (1992). *Developing a strategic direction*. Unpublished manuscript. Consultant for Dynamic Learning.
- Bond, M. (1990, October) *Strategies and options for the Atlantic economy in the 1990's*. Research Assistant, paper presented at the APEC Conference, Newfoundland, Canada.
- Temporal Spatial Research (1989). *Halifax defense complex marketing strategy*. Unpublished manuscript. Consultant for Canadian Park Services.
- DPA Group (1988). *Discovery Center feasibility study*. Unpublished manuscript. Consultant/.
- Sagebien, J. (1987). *Preliminary market entry plan*. Unpublished manuscript. Consultant for Kinro Sake.
- DPA Group (1987). *Tourism development strategy*. Unpublished manuscript. Consultant for Cheticamp Planning Area.
- Sagebien, J. (1987). *Marketing plan for Prograph*. Unpublished manuscript. Consultant/Philip Rosson for The Gunakara Sun Systems. Product won 1990 MAC Product of the Year Award.

## **Additional Consulting Experience – clients include:**

- (1998) Brooklyn North - brand strategy for HTML Pro product series.

- (1997) InNOVAcorp - corporate and client marketing strategy and executive training.
- (1994-1997) Cubanacan - training for tourism executives.
- (1991) Cuba Growth Fund - economic consulting.
- (1988) Enterprise PEI - training for Cuba trade mission.
- (1984) The Cambridge Group - financial service marketing, Boston, MA.
- (1985) Kurzweil Music Systems - international sales strategy, Boston, MA.
- (1981) Young and Rubicam - intern for US Hispanic markets, NY, NY.

**Other**

Board member, Precision Biologic, Nova Scotia, Canada. (1997-present)

Board member, Nova Scotia International Tattoo. (1997-1999)

Liaison to Spanish/Portuguese-speaking countries, Shambhala International. (2001-2004)

Have participated in a number of Canadian International Development Agency, Department of Foreign Affairs and International Trade and FOCAL consultations on Latin America.

Have given numerous newspaper, radio and television interviews.

Fluent in Spanish and working knowledge of French and Portuguese.

Have traveled extensively throughout Latin America, United States, Canada and Europe.