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EDUCATION.

University of British Columbia **Ph.D.** 07/1998 – 07/2003
Supervisor: Richard W. Pollay (Sauder School of Business); Graduated with honours;
Coursework in Commerce (Marketing and Consumer Behaviour), Sociology,
Anthropology, Human Kinetics, Health Care and Epidemiology, and Political Science.
Thesis: Tobacco Marketing and Public Policy in Canada, 1960-2002: The Role of
Sponsorship

Queen's University **M.A.** 09/1993 – 05/1995
Graduated with honours; Coursework in Political Science, Public Administration, and
Physical and Health Education
Thesis: The Federal Government Versus The Tobacco Industry: The Regulation of
Tobacco Advertising and Sport Sponsorship in Canada

University of Toronto **B.P.H.E.** 09/1989 – 05/1993
Graduated with honours; Major in Physical and Health Education, Minor in Sociology

ACADEMIC WORK EXPERIENCE.

- **Professor, Department of Marketing and Consumer Studies, Gordon S. Lang School of Business and Economics, University of Guelph (07/2019 – present)**
--Teaching assignments have included MCS 6100: Marketing Theory; MGMT 6850/
MCS 6080: Qualitative Research Methods; MCS 6120: Marketing Management; MCS
4300: Marketing and Society; and MCS 3620: Marketing Communications.
--Graduate thesis supervision includes Kevin Richards (2008-2009), Jordana King (2009-
2010), Scott McCreary (2009-2011), Joshua D'Alvise (2011-2012), Scott Connors (2012-
2013), Drew Harden (2014-2016), Khalid Khwakhuzhai (2017-2018), Rumaila Abbas
(2015-2018), and Sabrina Anderson (2019-2020).
--Research interests include brand strategy, marketing communication and advertising,
marketing and public policy, business ethics, business history, and sports and
entertainment marketing.

- **Associate Professor, Department of Marketing and Consumer Studies, Gordon S. Lang School of Business and Economics, University of Guelph (07/2009 – 06/2019)**
--Visiting scholar at the University of Sydney's Medical School (03/2013 – 06/2013) in Australia and Hanyang University's Department of Advertising and Public Relations (08/2016 – 12/2016) in South Korea while on approved research leave (i.e., sabbatical).
- **Assistant Professor, Department of Marketing and Consumer Studies, College of Management and Economics, University of Guelph (07/2007 – 06/2009)**
--Awarded tenure, effective February 9, 2009.
- **Associate Professor, Edwards School of Business (formerly College of Commerce), University of Saskatchewan (07/2003 – 06/2007)**
--Teaching assignments included COMM 204: Introduction to Marketing; COMM 200: Introduction to Agribusiness Marketing; COMM 450: Sports, Arts, and Entertainment Marketing; MBA 867: Health Policy and Politics; and MBA 809: Research Methods.
- **Visiting Associate Professor, Department of Medicine, University of California, San Francisco (UCSF) (07/2004 – 12/2004)**
Invitation from Dr. Stanton Glantz, Director, Center for Tobacco Control Research and Education
Duties: While serving as a Canada-U.S. Fulbright Scholar, several research projects were pursued in collaboration with UCSF faculty members and graduate students; contributed to the Tobacco Control Fellowship program at the Center, including a guest lecture to postdoctoral fellows about principles of marketing, as well as regular attendance and participation at the weekly Center seminars; provided detailed comments and feedback on numerous manuscripts for graduate students and postdoctoral fellows at the Center.
- **Research Assistant, Faculty of Commerce and Business Administration, University of British Columbia (05/1998 – 07/2003)**
Worked under the supervision of Dr. Richard W. Pollay
Duties: literature searches, article retrieval, preparation of advertisements for photo shoots, editing, and co-authorship of several papers. Research projects were focused on cigarette marketing and tobacco litigation.
- **Instructor, Faculty of Commerce and Business Administration, University of British Columbia (01/2002 – 04/2002)**
Duties: Instructor of *COMM 396: Introduction to Marketing*, a 4-credit course (teaching load was 4 hours per week) with 55 students enrolled.
- **Research Assistant, Centre for Community Child Health Research, University of British Columbia (05/1998 – 04/1999)**
Worked under the supervision of Dr. Chris Lovato
Duties: literature searches, article retrieval, administration of surveys, presentations, grant proposal assistance, and literature reviews.

- **Teaching Assistant and Research Assistant, School of Physical and Health Education, Queen's University (09/1993 – 05/1995)**
Worked under the supervision of Drs. Don Macintosh and Hart Cantelon
Duties: Teaching assistant for *PHED 141: Social Dimensions*, *PHED 371: Organization and Administration*, and *PHED 341: Sport and Society*. Duties included leading tutorials, teaching classes, proctoring exams, performing literature searches, editing, and marking essays, case studies and exams.

ACADEMIC AWARDS AND SCHOLARSHIPS.

Research Award from the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health with funding from the Bloomberg Initiative to Reduce Tobacco Use (2020-2023)

This award provides funding (\$60,000.00 USD) for a research project entitled, *The Marketing and Promotion of PMI's Marlboro and New Product Development in Bloomberg Priority Countries*.

College of Business and Economics (CBE) Senior Research Fellowship (2018-2021; University of Guelph)

This award recognizes significant and sustained contributions by established faculty in the College and regarded as the College's most prestigious research award. This award provides funding (\$30,000.00) for research purposes.

Research Award from the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health with funding from the Bloomberg Initiative to Reduce Tobacco Use (2016; University of Guelph)

This award provides funding (\$48,000.00 USD) for a research project entitled, *Cigarette branding, brand sharing, packaging, and the emergence of KT&G in Bloomberg Priority Countries*.

Longo Brothers Fruit Markets Inc. Research Partnership (2014-2016; University of Guelph)

This partnership provides funding (\$20,000.00) for a two-year research project entitled, *Rhetorical figures in food advertising*.

(Internal) SSHRC General Research Grant (2015; University of Guelph)

This internal research grant provides seed funding (\$5,810.00) to assist with preparing a research proposal entitled, *Brand mythology and communication of a hero identity*.

Food Institute Executive Seminar Series Award (2015; University of Guelph)

Awarded funding (\$10,000.00) to prepare a case study of Ben & Jerry's regarding the topic, *Genetically modified foods and labelling*, which was disseminated at the Food Institute of the University of Guelph's Food & Agriculture Business Seminar.

Canadian Institutes of Health Research (CIHR) Training Grant in Population Intervention for Chronic Disease Prevention (PICDP): A Pan-Canadian Program (2009-2015; University of Guelph, co-applicant)

This grant provides funding (\$1,950,000.00) to offer an interdisciplinary training experience for those enrolled in graduate and post-doctoral programs and conducting research in an area related to population interventions for chronic disease prevention. Funding is primarily targeted towards supporting research trainees through stipends, and trainees must have one or more of PICDP's 65 mentors as a supervisor or as a member of their supervisory committee. I am listed as one of the mentors. Barb Riley, from the University of Waterloo, is the principal applicant of the training grant.

Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) Research Funding, Product Development and Enhancement through Value Chains Research Program (2010-2013; University of Guelph, co-applicant)

This grant provides funding (\$155,328.00) for a project entitled, *Improving icewine innovation through evaluating innovative clusters and consumer trends & demands in Ontario's icewine industry*. Lefa Teng, from the University of Guelph, is the principal applicant.

(Internal) SSHRC General Research Grant (2011; University of Guelph)

This internal research grant provides seed funding (\$4,550.00) to assist with preparing a research proposal entitled, *Rhetorical figures and food advertising: Implications for public policy*.

U.S. National Institutes of Health (NIH)/U.S. National Cancer Institute (NCI) Research Grant (2009-2011; University of Guelph, collaborator)

This grant provides funding (\$3,000,000.00) for a project entitled, *Visual Media Influences on Adolescent Smoking Behavior*. James D. Sargent, professor of pediatrics at Dartmouth's Geisel School of Medicine, is the principal applicant.

Health Canada Federal Tobacco Control Strategy Contribution Funding (2009-2011; University of Guelph; co-applicant)

This grant provides funding (\$182,944.00) for a project entitled, *Chatterbox: Policy implications for cigarette packaging beyond light and mild*. Robert Schwartz, from the Ontario Tobacco Research Unit at the University of Toronto, is the principal applicant.

(Internal) SSHRC General Research Grant (2010; University of Guelph)

This internal research grant provides seed funding (\$3,789.00) to assist with preparing a research proposal entitled, *A policy analysis of Canada's Tobacco Act*.

Canadian Institutes of Health Research (CIHR)/Canadian Tobacco Control Research Initiative (CTCRI) Idea Grant (2009-2010; University of Guelph; co-applicant)

This grant provides funding (\$50,000.00) for a project entitled, *Cigarette pack as advertisement: Beyond light and mild*. Robert Schwartz, from the Ontario Tobacco Research Unit at the University of Toronto, is the principal applicant.

(Internal) SSHRC General Research Grant (2009; University of Guelph)

This internal research grant provides seed funding (\$1,500.00) to assist with preparing a research proposal entitled, *A case study of Matinée cigarette brand marketing*.

(Internal) SSHRC General Research Grant (2008; University of Guelph)

This internal research grant provides seed funding (\$1,250.00) to assist with preparing a research proposal entitled, *Market segmentation: A historical case study of the Canadian tobacco industry*.

Interdisciplinary Capacity Enhancement Learning Opportunities Program Grant (2008; University of Guelph)

This grant provides funding (\$3,000.00) to support my travel expenses to present at the UICC World Cancer Congress in Geneva, Switzerland.

Canadian Institutes of Health Research (CIHR)/Canadian Tobacco Control Research Initiative (CTCRI) Idea Grant (2007-2008; University of Guelph)

This grant provides funding (\$48,350.00) for a project entitled, *International advertising and the gender of nations: A case study of Virginia Slims advertising in the United States, Japan, and Korea.*

Young Investigator Scholarship, APACT Triennial Congress (2007; University of Guelph)

Awarded US\$1,000 for paper submission, *International advertising and the gender of nations: A case study of Virginia Slims advertising in the United States, Japan, and Korea*, to the 8th Asia Pacific Conference on Tobacco or Health.

Environmental Sciences Research Initiative (ESRI) Award (2007; University of Guelph; co-applicant)

This grant provides funding (\$10,000.00) for University of Guelph faculty to form integrative research clusters on particular research themes and to hold a workshop involving faculty and external stakeholders (university, industry, and government). The project is entitled, *Corporate social responsibility: challenges and opportunities.*

Ontario Tobacco Research Unit (OTRU) Investigator Award for Research in Tobacco Control (2006-2007; University of Saskatchewan)

This grant provides funding (\$20,000.00) for a project entitled, *A critical analysis of Export 'A' cigarette brand marketing (1970-2006).*

Canadian Institutes of Health Research (CIHR) Interdisciplinary Capacity Enhancement Seed Grant (2006-2007; University of Saskatchewan; co-investigator)

This grant provides seed funding for a project entitled, *Where there's Smoke, There's Fire: The Tobacco Industry's Challenge of Canada's Tobacco Act.*

Canadian Institutes of Health Research (CIHR)/Canadian Tobacco Control Research Initiative (CTCRI) Idea Grant (2005-2006; University of Saskatchewan)

This grant provides funding (\$34,370.00) for a project entitled, *A critical analysis of the role of intertextuality in Rothmans cigarette brand marketing (1957-2005).*

Fulbright Scholar Award (2004; University of Saskatchewan)

Awarded a research scholarship, which provided support for a six-month (July-December 2004) research term at the University of California, San Francisco (UCSF), where I collaborated with Professors Stanton Glantz and Pamela Ling. Research was largely focused on how American and Canadian tobacco companies market their products to women.

Canadian Tobacco Control Research Initiative (CTCRI) Travel Allowance Grant (2003; University of British Columbia)

This grant provides funding for the dissemination of research findings about Premiere™ and the illusion of harm reduction cigarettes. I was the sole applicant of the travel allowance grant, but presented a co-authored paper (with Professor Richard W. Pollay).

Health Canada/Canadian Institutes of Health Research (CIHR) National Health Ph.D. Fellowship (1999-2002; University of British Columbia)

This fellowship assists with the research training of highly qualified individuals wishing to pursue a public health or health care services research career in Canada in academic or institutional settings. The award of \$54,000.00 was payable over a 36-month period.

Queen's Graduate Scholarship (1994-1995; Queen's University)

Based on academic standing

Dean's Award (1994-1995; Queen's University)

Recipient must attain an academic average above 80%

Queen's Graduate Scholarship (1993-1994; Queen's University)

Based on academic standing

P.H.E. Alumni Scholarship (1993; University of Toronto)

Recipient must possess the highest academic average among fourth-year students

Fourth Year Alumni Shield (1993; University of Toronto)

In recognition of the most outstanding graduating male student

Mike Furlong Award (1992; University of Toronto)

Awarded to the third-year student who best exhibits scholarship and active participation in school activities and athletics

Undergraduate In-Course Scholarship (1992; University of Toronto)

Recipient must attain an academic average above 80%

R. Tait McKenzie Honour Society Scholar (1991; University of Toronto)

Awarded to students within the first six in academic rank

PUBLICATIONS.

Dewhirst, T., Lee, W.B., & Czaplicki, L. (in press). Philip Morris International's Formula 1 sponsorship-linked marketing: Transformation from Marlboro to Mission Winnow. *Nicotine & Tobacco Research*.

Dewhirst, T. (in press). 'Proudly Canadian' and 'no Big Tobacco affiliation': STLTH e-cigarette advertising and positioning in Canada. *Tobacco Control*.

Dewhirst, T. (in press). Lucky Strike advertising: the use of 'anaphora' as a rhetorical device to highlight 'smooth' as a cigarette product descriptor. *Tobacco Control*.

Dewhirst, T. (2023, July 23). (Your ad here) on Blue Jays uniforms. *Toronto Star*, p. IN7 [available online as "Ad patches seemed inevitable for baseball teams but where will it end?" at: [Will advertising eventually dominate MLB uniforms? \(thestar.com\)](https://www.thestar.com)].

Dewhirst, T. (2023, July 9). Airline communication fails to launch again. *Toronto Star*, p. IN7 [available online as “More than flights missing from airline industry” at: <https://www.thestar.com/opinion/contributors/2023/07/09/more-than-flights-missing-from-airline-industry.html>].

Dewhirst, T. (2023). The geopolitics of money versus morals: Location, location, location of the Formula 1 race calendar. In: S. Chadwick, P. Widdop, & M.M. Goldman (Eds.), *The Geopolitical Economy of Sport: Power, Politics, Money, and the State* (pp. 235-241). London: Routledge.

Dewhirst, T. & Lee, W.B. (2023). The shifting landscape of sponsorship within Formula 1. In: D. Sturm, S. Wagg, & D.L. Andrews (Eds.), *The History and Politics of Motor Racing: Lives in the Fast Lane* (pp. 413-441). Global Culture and Sport Series. Cham, Switzerland: Palgrave Macmillan.

Dewhirst, T. (2023, May 4). Panthers may see Canadian ticket ban backfire. *Toronto Star*, p. A14 [available online as “Panthers and Ticketmaster may see playoff ticket ban backfire” at: <https://www.thestar.com/opinion/contributors/2023/05/03/panthers-and-ticketmaster-may-see-playoff-ticket-ban-backfire.html>].

Dewhirst, T. (2023). ‘Beyond nicotine’ marketing strategies: Big Tobacco diversification into the vaping and cannabis product sector. *Tobacco Control*, 32 (3), 402-404.

Dewhirst, T. (2023, April 16). Why the NHL playoff system needs fixing. *Toronto Star*, p. IN6 [available online at: <https://www.thestar.com/opinion/contributors/2023/04/15/why-the-nhl-playoff-system-needs-fixing.html>].

Dewhirst, T. (2023). The interplay of food and tobacco product descriptors and health claims [editorial]. *Tobacco Control*, 32 (April), e130-e131.

Dewhirst, T. (2023, February 26). Gambling surge puts referees in spotlight. *Toronto Star*, p. IN6 [available online as “Referee calls that impact games has sports gamblers calling foul” at: <https://www.thestar.com/opinion/contributors/2023/02/26/referee-calls-that-impact-games-has-sports-gamblers-calling-foul.html>].

Dewhirst, T. (2023, February 11). Lights, camera, advertising at the Super Bowl. *Toronto Star*, available online at: <https://www.thestar.com/opinion/contributors/2023/02/11/lights-camera-advertising-at-the-super-bowl.html>.

Dewhirst, T. (2023, February 7). Beyoncé tour puts Ticketmaster in spotlight. *Toronto Star*, p. A12 [available online as “Is Ticketmaster synonymous with expertise or dominance?” at: <https://www.thestar.com/opinion/contributors/2023/02/07/is-ticketmaster-synonymous-with-expertise-or-dominance.html>].

Dewhirst, T. (2023, February 1). No Name price freeze ready for thaw? *Toronto Star*, p. A12 [available online as “Is the No Name price freeze ready for a thaw?” at: <https://www.thestar.com/opinion/contributors/2023/02/01/is-the-no-name-price-freeze-ready-for-a-thaw.html>].

Dewhirst, T. (2023, January/February). Don’t bet on it [invited letter to the editor]. *The Walrus*, 20 (1), p. 14 [available online at: [Letters to the Editor: January/February 2023 | The Walrus](https://www.thewalrus.ca/letters-to-the-editor/january-february-2023)].

Dewhirst, T. (2023, January 3). Indigo at 25 looks to expand beyond books. *Toronto Star*, p. A10 [available online as “Indigo at 25 looks beyond books to sell a ‘lifestyle’” at: <https://www.thestar.com/opinion/contributors/2023/01/03/indigo-at-25-looks-beyond-books-to-sell-a-lifestyle.html>].

Dewhirst, T. (2022, December 8). How brands seek to score at World Cup. *Toronto Star*, p. A18 [available online as “How brands seek to score with fans at World Cup” at: <https://www.thestar.com/opinion/contributors/2022/12/08/how-brands-seeks-to-score-with-fans-at-world-cup.html>].

Dewhirst, T. (2022, December 1). At the World Cup, this Bud’s not for you. *Toronto Star*, p. A14 [available online as “At the World Cup in Qatar, this Bud’s not for you” at: <https://www.thestar.com/opinion/contributors/2022/11/30/at-the-world-cup-in-qatar-this-buds-not-for-you.html>].

Dewhirst, T. (2022, October 25). With rising food prices, is ‘greedflation’ at work? *Toronto Star*, p. A18 [available online at: <https://www.thestar.com/opinion/contributors/2022/10/25/with-rising-food-prices-is-greedflation-at-work.html>].

Dewhirst, T. (2022, October 12). Hockey Canada offside with sponsorships. *Toronto Star*, p. A16 [available online as “How Hockey Canada became offside with sponsorships critical to its funding” at: <https://www.thestar.com/opinion/contributors/2022/10/11/how-hockey-canada-became-offside-with-sponsorships-critical-to-its-funding.html>].

Dewhirst, T. (2022, September 11). At Ticketmaster, the price isn’t right. *Toronto Star*, p. IN6 [available online at: <https://www.thestar.com/opinion/contributors/2022/09/11/at-ticketmaster-the-price-isnt-right.html>].

Dewhirst, T. (2022, September 4). ‘E.T.’ a historic movie for product placement. *Toronto Star*, p. IN6 [available online as “Who knew aliens could sell candy? Forty years later, the legacy of ‘E.T.’ includes product placement in movies” at: <https://www.thestar.com/opinion/contributors/2022/09/04/who-knew-aliens-could-sell-candy-forty-years-later-the-legacy-of-et-includes-product-placement-in-movies.html>].

Dewhirst, T. (2022). Natural American Spirit cigarettes are marketed as ‘made different’: the role of brand positioning and differentiation. *Tobacco Control*, 31 (5), 679-682.

Dewhirst, T. (2022, July 12). One way to reclaim the Canadian flag. *Toronto Star*, p. A10 [available online as “One way to reclaim the Canadian flag as a symbol of diversity and inclusiveness” at: <https://www.thestar.com/opinion/contributors/2022/07/11/one-way-to-reclaim-the-canadian-flag-as-a-symbol-of-diversity-and-inclusiveness.html>].

Dewhirst, T. (2022, June 9). Golfers may find their brands in the rough. *Toronto Star*, p. A18 [available online as “Rogue golfers may find their brands in the rough” at: <https://www.thestar.com/opinion/contributors/2022/06/08/rogue-golfers-may-find-their-brands-in-the-rough.html>].

Dewhirst, T. (2022, May 27). With ‘shrinkflation,’ less is more these days. *Toronto Star*, p. A18 [available online as “With food ‘shrinkflation,’ less is more these days” at: <https://www.thestar.com/opinion/contributors/2022/05/27/with-food-shrinkflation-less-is-more-these-days.html>].

- Dewhirst, T. (2022, April 14). Russian athletes purposely vague on invasion. *Toronto Star*, p. A18 [available online as “Alexander Ovechkin’s ‘no more war’ claims are purposely vague” at: <https://www.thestar.com/opinion/contributors/2022/04/14/alexander-ovechkins-no-more-war-claims-are-purposely-vague.html>].
- Dewhirst, T. (2022, March 28). Leafs partially get it right with new jersey design. *Toronto Star*, p. A12 [available online as “Toronto Maple Leafs partially get it right with new jersey design” at: <https://www.thestar.com/opinion/contributors/2022/03/28/toronto-maple-leafs-partially-get-it-right-with-new-jersey-design.html>].
- Dewhirst, T. (2022, February 28). Can a Trump social media platform handle the truth? *Toronto Star*, p. A10 [available online at: <https://www.thestar.com/opinion/contributors/2022/02/28/can-a-trump-social-media-platform-handle-the-truth.html>].
- Dewhirst, T. (2022, February 12). The Saturday debate: Will fans return if there’s a baseball labour stoppage? No, MLB already swings, misses with fans. *Toronto Star*, p. IN9 [available online at: <https://www.thestar.com/opinion/contributors/2022/02/12/the-saturday-debate-will-fans-return-if-theres-a-baseball-labour-stoppage.html>].
- Dewhirst, T. (2022, February 4). Washington Commanders an appropriate brand. *Toronto Star*, p. A14 [available online as “What’s in a brand and place for the Washington Commanders?” at: <https://www.thestar.com/opinion/contributors/2022/02/04/whats-in-a-brand-and-place-for-the-washington-commanders.html>].
- Dewhirst, T. (2022, January 27). Djokovic double faults on social media serves. *Toronto Star*, p. A14 [available online at: <https://www.thestar.com/opinion/contributors/2022/01/26/djokovic-double-faults-on-social-media-serves.html>].
- Dewhirst, T. (2022, January 2). Pandemic challenging essence of Starbucks’ brand. *Toronto Star*, p. IN6 [available online as “Pandemic is challenging the essence of Starbucks’ brand” at: <https://www.thestar.com/opinion/contributors/2022/01/02/pandemic-is-challenging-the-essence-of-starbucks-brand.html>].
- Dewhirst, T. (2021). Co-optation of harm reduction by Big Tobacco [editorial]. *Tobacco Control*, 30 (November), e1-e3.
- Dewhirst, T. (2021, November 24). Generation X turns 30, or 60, depending on your view. *Toronto Star*, p. A16 [available online as “A generational book, Coupland’s ‘Generation X,’ celebrates 30 years” at: <https://www.thestar.com/opinion/contributors/2021/11/23/a-generational-book-couplands-generation-x-celebrates-30-years.html>].
- Dewhirst, T. (2021, November 15). In Canada, you can’t judge a cigarette by its packaging. *Toronto Star*, p. A12 [available online as “When it comes to cigarettes, what’s in a package? Not much, if they’re sold in Canada” at: <https://www.thestar.com/opinion/contributors/2021/11/15/when-it-comes-to-cigarettes-whats-in-a-package-not-much-if-theyre-sold-in-canada.html>].
- Dewhirst, T. (2021, November 2). Facebook’s rebrand spurs ridicule, increased profit. *Toronto Star*, p. A14 [available online as “What’s in a name for Facebook becoming ‘Meta?’” at: <https://www.thestar.com/opinion/contributors/2021/11/01/whats-in-a-name-for-facebook-becoming-meta.html>].

Dewhirst, T. (2021, October 15). A big vaccine decision is ahead for kids born in 2010. *Toronto Star*, p. A16 [available online as “If a lower dosage COVID vaccine is approved for children under 12, a big decision awaits parents with kids born in 2010” at: <https://www.thestar.com/opinion/contributors/2021/10/15/if-a-lower-dosage-covid-vaccine-is-approved-for-children-under-12-a-big-decision-awaits-parents-with-kids-born-in-2010.html>].

Dewhirst, T. (2021, September 28). Sometimes freedoms need restraint for the public good. *Toronto Star*, p. A14 [available online as “Sometimes freedoms, like saying no to COVID-19 vaccines, need restraint for the public good” at: <https://www.thestar.com/opinion/contributors/2021/09/27/sometimes-freedoms-like-saying-no-to-covid-19-vaccines-need-restraint-for-the-public-good.html>].

Dewhirst, T. (2021, September 8). Looking for pandemic guidance with children under 12. *Toronto Star*, p. A14 [available online as “Looking for pandemic guidance with children under 12 years old” at: <https://www.thestar.com/opinion/contributors/2021/09/07/looking-for-pandemic-guidance-with-children-under-12-years-old.html>].

Dewhirst, T. (2021, August 2). Prepare for new Cleveland team next visit to Blue Jays. *Toronto Star*, p. A12 [available online as “The times are finally changing – it’s Cleveland’s last stand in Toronto against the Blue Jays before rebranding as the Guardians” at: <https://www.thestar.com/opinion/contributors/2021/08/02/the-times-are-finally-changing-its-clevelands-last-stand-in-toronto-against-the-blue-jays-before-rebranding-as-the-guardians.html>].

Dewhirst, T. (2021, July 20). Tensions rising between athletes, corporate sponsors. *Toronto Star*, p. A14 [available online as “Tensions rising between athletes and corporate sponsors” at: <https://www.thestar.com/opinion/contributors/2021/07/19/tensions-rising-between-athletes-and-corporate-sponsors.html>].

Dewhirst, T. (2021, July 6). NHL messaging raises question on pain management. *Toronto Star*, p. A14 [available online as “Questions about pain management during the NHL’s Stanley Cup playoffs” at: <https://www.thestar.com/opinion/contributors/2021/07/05/questions-about-pain-management-during-the-nhls-stanley-cup-playoffs.html>].

Dewhirst, T. (2021, June 9). What’s in a name for the CFL’s Edmonton Elks? *Toronto Star*, p. A14 [available online as “What’s in a name for the Edmonton Elks?” at: <https://www.thestar.com/opinion/contributors/2021/06/08/whats-in-a-name-for-the-edmonton-elks.html>].

Dewhirst, T. (2021, May 16). NHL has a history of choosing violence over safety. *Toronto Star*, p. IN6 [available online as “The NHL’s history of choosing violence over safety is now coming under fire” at: <https://www.thestar.com/opinion/contributors/2021/05/16/the-nhls-history-of-choosing-violence-over-safety-is-now-coming-under-fire.html>].

Dewhirst, T. (2021, May 2). Marketers overlooking geography during a pandemic. *Toronto Star*, p. IN6 [available online as “Ads encouraging international travel during a pandemic show marketers are overlooking geography” at: <https://www.thestar.com/opinion/contributors/2021/05/02/ads-encouraging-international-travel-during-a-pandemic-show-marketers-are-overlooking-geography.html>].

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WORK UNDER REVIEW/IN PROGRESS.

‘A jewel in our crown’: Philip Morris International’s market entry into Indonesia (with Lauren Czaplicki). Under review at *Tobacco Control*.

Diversification for profit or the public good? Drivers of cigarette company acquisition of the smokeless tobacco market (with Yogi Hendlin and Pamela M. Ling). Under review at the *Journal of Public Policy and Marketing*.

World Cup 2022, Qatar Airways, and Qatar Energy. Forthcoming chapter for *The Geopolitical Economy of Football* from Routledge (at the invitation of the book’s editors, Simon Chadwick, Paul Widdop, and Michael Goldman).

Polysemy and use of the heart symbol in food and beverage advertising (with Rumaila Abbas, Wonkyong Beth Lee, and Jonathan Schroeder). In preparation for *Journal of Business Ethics*.

Addictive and compulsive consumption as problem behavior: Evidence from the tobacco industry’s consumer research on smoking behavior (with Drew Harden and Wonkyong Beth Lee). In preparation for the *Journal of Business Ethics*.

CONFERENCE PRESENTATIONS.

Dewhirst, T. & Lee, W.B. (2023, October). Cigarette smoking, addiction, and gender: Insights from the tobacco industry’s consumer research. Working paper to be presented at the Association for Consumer Research (ACR) Conference. Seattle, WA.

Dewhirst, T. (2023, June). The rise of brand activism: A critical perspective on the power of brands. Invited track participant at the Transformative Consumer Research Dialogical Conference. Royal Holloway, University of London, England.

Dewhirst, T., Lee, W.B., & Czaplicki, L. (2023, June). Philip Morris International’s Formula 1 sponsorship-linked marketing: Transformation from Marlboro to Mission Winnow. Paper presented at the AMA Marketing and Public Policy Conference. Arlington, VA.

Gloukhovtsev, A., Nappier Cherup, A., Baker, S., Berry, C., Shepherd, S., & Dewhirst, T. (2023, June). Transformative pedagogy for marketing education. Special session participant at the AMA Marketing and Public Policy Conference. Arlington, VA.

Dewhirst, T. & Lee, W.B. (2020, May). Happy brands and ethical implications: A case study of Newport cigarette brand marketing. Paper presented virtually at the AMA Marketing and Public Policy Conference. Marina Del Ray, CA.

Dewhirst, T. (2019, September). Packaging as marketing communication: Codes and designs offering erroneous health reassurance. Paper presented at the Society for Nicotine and Tobacco Research (SRNT) Europe 19th Annual Conference. Oslo, Norway.

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Hendlin, Y., Dewhirst, T., & Ling, P.M. (2019, June). Diversification for profit or public good? Drivers of cigarette company acquisition of the smokeless tobacco market in the United States. Paper presented at the Business & Society Research Seminar at VU Amsterdam. Amsterdam, Netherlands.

Abbas, R., Dewhirst, T., & Lee, W.B. (2019, June). The heart of the matter: An experimental investigation of purposeful polysemy in food marketing communication. Paper presented at the AMA Marketing and Public Policy Conference. Washington, DC.*

*Best Competitive Paper Award Runner-Up

Hendlin, Y., Dewhirst, T., & Ling, P.M. (2019, May). Diversification for profit or public good? Drivers of cigarette company acquisition of the smokeless tobacco market in the United States. Paper presented at the Business Ethics in the 6ix Forum at the Ted Rogers School of Management, Ryerson University. Toronto, ON.

Dewhirst, T. (2019, February). Exploring combustible cigarette innovations in a smokefree world. Discussant at the Society for Nicotine and Tobacco Research (SRNT) Annual Meeting Conference. San Francisco, CA.

Dewhirst, T. & Lee, W.B. (2018, October). The dark side of happy brands: A case study of Newport cigarette advertising. Paper presented at the 25th Annual International Vincentian Business Ethics Conference. New York, NY.

Dewhirst, T. & Lee, W.B. (2018, October). The dark side of happy brands: A case study of Newport cigarette advertising. Working paper presented at the Association for Consumer Research (ACR) Conference. Dallas, TX.

Hendlin, Y., Dewhirst, T., Kostygina, G., & Ling, P.M. (2018, August). Diversification for profit or public good? Drivers of cigarette company acquisition of the smokeless tobacco market in the United States. Paper presented at the Society for Business Ethics Annual Meeting. Chicago, IL.

Dewhirst, T. (2018, June). Adolescents, e-cigs, ad claims and e-cig health warnings. Discussant at the AMA Marketing and Public Policy Conference. Columbus, OH.

Dewhirst, T. (2018, April). The mid-century repositioning of Marlboro cigarettes. Paper presented at the 8th William A. Kern Conference in Visual Communication. Rochester, NY.

Dewhirst, T. (2018, March). Sponsorship-linked marketing: A case study of Player's cigarette brand marketing and image transfer. Paper presented at the Sport Marketing and Sponsorship Conference. San Diego, CA.

Dewhirst, T., Harden, D., & Lee, W.B. (2017, October). Compulsive consumption and problem behavior: The case of tobacco. Working paper presented at the Association for Consumer Research (ACR) Conference. San Diego, CA.

Abbas, R. & Dewhirst, T. (2017, June). Polysemy, marketing communication, and public policy: Use of the heart symbol in the food and beverage sector. Paper presented at the AMA Marketing and Public Policy Conference. Washington, DC.

Dewhirst, T. (2016, December). A policy analysis of Canada's Tobacco Act. Paper presented at the International Centre for Anti-Consumption Research (ICAR) Symposium on Anti-Consumption and Public Policy. Melbourne, Australia.

Dewhirst, T. (2016, June). Electronic cigarette promotion and undermining tobacco control policy. Paper presented at the AMA Marketing and Public Policy Conference. San Luis Obispo, CA.

Dewhirst, T. (2016, June). Tobacco marketing in Canada and target market selection. Paper presented at the Canadian Historical Association Conference. Calgary, AB.

Abbas, R. & Dewhirst, T. (2016, May). Polysemy and use of the heart symbol in food and beverage advertising. Paper presented at the Brands and Brand Relationships (BBR) Conference. Toronto, ON.

Dewhirst, T. (2016, April). Brand mythology, heroes, and the adolescent journey: A case study of Player's cigarette marketing. Paper presented at the Conference on Child and Teen Consumption. Aalborg, Denmark.

Lee, W.B., & Dewhirst, T. (2016, February). Puffery in advertising: Consumers' hope. Poster presented at the Society for Consumer Psychology Conference. Phoenix, AZ.

Dewhirst, T. & Kozinets, R. (2015, June). You, me and my ignominy: Anti-tobacco discourse and jammed culture jamming. Paper presented at the AMA Marketing and Public Policy Conference [also served as the session chair for the session entitled, "Anti-Tobacco Warnings, Packaging, and Culture Jamming"]. Washington, DC.

Dewhirst, T. (2015, March). Price and tobacco marketing strategy: Lessons from 'dark' markets and implications for the WHO Framework Convention on Tobacco Control. Paper presented at the 16th World Conference on Tobacco or Health. Abu Dhabi, United Arab Emirates.

Dewhirst, T., Lee, W.B., Fong, G.T., & Ling, P.M. (2015, March). Exporting an inherently harmful product: The marketing of Virginia Slims cigarettes in the United States, Japan, and Korea. Poster presented at the 16th World Conference on Tobacco or Health. Abu Dhabi, United Arab Emirates.

Dewhirst, T., & Lee, W.B. (2015, March). Fast cars and cigarettes: Lamborghini brand sharing and cigarette advertising in the Republic of Korea. Poster presented at the 16th World Conference on Tobacco or Health. Abu Dhabi, United Arab Emirates.

Dewhirst, T. (2014, October). Brand mythology and communication of a hero identity: A case study of Player's cigarette marketing. Working paper presented at the Association for Consumer Research (ACR) Conference. Baltimore, MD.

Dewhirst, T. & Kozinets, R. (2014, July). You, me and my ignominy: Anti-tobacco discourse and jammed culture jamming. Paper presented at the International Centre for Anti-Consumption Research (ICAR) Symposium on Anti-Consumption and Consumer Wellbeing [also served as the session chair for the session entitled, "Culture jamming and subversive behaviours"]. Kiel, Germany.

Dewhirst, T. & Lee, W.B. (2014, June). Fast cars and cigarettes: Lamborghini brand sharing and cigarette advertising in the Republic of Korea. Paper presented at the AMA Marketing and Public Policy Conference. Boston, MA.

Dewhirst, T. (2014, April). Player's cigarette brand marketing and communication of a hero identity. Paper presented at the 6th William A. Kern Conference in Visual Communication. Rochester, NY.

Dewhirst, T. (2013, October). "Slim" cigarettes and consumer inferences about product harmfulness. Working paper presented at the Association for Consumer Research (ACR) Conference. Chicago, IL.

Dewhirst, T. & Lee, W.B. (2012, July). Cigarette advertising in the Republic of Korea: A case illustration of *The One*. Paper presented at the 2012 Global Marketing Conference at Seoul. Seoul, Korea.

Dewhirst, T. & Lee, W.B. (2012, June). Social marketing and tobacco control. Paper presented at the AMA Marketing and Public Policy Conference [also served as organizer of accepted special topic session proposal entitled, "Social marketing" as well as invited discussant/attendee at roundtable session entitled, "Researching consumption addiction: Developing a theoretical framework of understanding"]. Atlanta, Georgia.

Dewhirst, T. & Lee, W.B. (2012, March). Social marketing and tobacco control. Poster presented at the 15th World Conference on Tobacco or Health. Singapore.

Dewhirst, T. & Sparks, R. (2011, November). Brand mismanagement: Rothmans cigarette marketing, 1957-2000. Paper presented at the 7th National Conference on Tobacco or Health. Toronto, Ontario.

King, J., Dewhirst, T., & McQuarrie, E.F. (2011, June). Rhetorical figures and crafty advertisers: A case study of pictorial persuasion in the food sector. Paper presented at the AMA Marketing and Public Policy Conference. Washington, DC.

O'Connor, S., Di Sante, E., Schwartz, R., Cohen, J., Lavack, A., Hammond, D., Philipneri, A., Dewhirst, T., et al. (2011, March). The cigarette pack as communication vehicle: Policy implications for tobacco control (A "Chatter Box" Project). Poster presented at the 2011 European Conference on Tobacco or Health. Amsterdam, Netherlands.

Di Sante, E., O'Connor, S., Schwartz, R., Cohen, J., Lavack, A., Hammond, D., Andrews, J., Dewhirst, T., & Tilson, M. (2011, March). Communicating luxury through cigarette packaging: A "Chatter Box" Project. Poster presented at the 2011 European Conference on Tobacco or Health. Amsterdam, Netherlands.

O'Connor, S., Schwartz, R., Di Sante, E., Andrews, J., Dewhirst, T., et al. (2011, February). Chatter box: Cigarette package design elements as a vehicle for communicating meaning about lifestyle and strength. Poster presented at the 17th Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT). Toronto, Ontario.

Dewhirst, T. & Kozinets, R. (2010, June). You, me and my ignominy: Jammed culture jamming, or the cultural resistance to consumer resistance. Paper presented at the Consumer Culture Theory Conference. Madison, Wisconsin.

Lee, W.B., Fong, G.T., Dewhirst, T.L., et al. (2010, May). Cognitive, affective, and normative mediators of the Tak Nak antismoking advertising campaign: Cultural implications for social marketing. Paper presented at the 2010 AMA Marketing and Public Policy Conference. Denver, Colorado.

King, J. & Dewhirst, T. (2010, March). Rhetorical figures claiming controversial issues: A case study of food and agricultural advertising. Paper presented at the American Academy of Advertising 2010 Annual Conference. Minneapolis, Minnesota.

Dewhirst, T. & Richards, K. (2009, April). Tobacco and alcohol as consumption constellations. Poster presented at the 2009 Joint Conference of Society for Research on Nicotine and Tobacco (SRNT) and SRNT-Europe. Dublin, Ireland.

Dewhirst, T. (2008, September). Starbucks, corporate social responsibility communication, and consumer resistance. Paper presented at the 4th International Colloquium of the Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group (SIG). Atlanta, Georgia.

Lee, W., Fong, G., Zanna, M., & Dewhirst, T. (2008, July). East meets west? Regulatory focus and advertising appeals in Korea, Canada, and the United States. Paper presented at the 2008 Latin America Association for Consumer Research (ACR) Conference. São Paulo, Brazil.

Dewhirst, T. (2008, July). Cigarette product descriptors offering potential reassurance to health concerned consumers. Paper presented at the Pre-Conference Workshop on Transformative Research at the 2008 Latin America Association for Consumer Research (ACR) Conference. São Paulo, Brazil.

Dewhirst, T. & Sparks, R. (2008, June). Rothmans cigarette brand marketing (1957-2007): Intertextuality and the decline of a flagship trademark. Paper presented at the 2008 International Conference on Research in Advertising (ICORIA). Antwerp, Belgium.

Dewhirst, T. (2008, May). The marketing of smokeless tobacco as harm reduction. Invited Special Session Participant at the 2008 AMA Marketing and Public Policy Conference. Philadelphia, Pennsylvania.

Dewhirst, T. (2007, October). How the industry uses the media: The role of sponsorship. Invited presentation given at the U.S. National Conference on Tobacco or Health. Minneapolis, Minnesota.

Dewhirst, T., Lee, W., Fong, G., & Ling, P. (2007, October). International advertising and the gender of nations: A case study of Virginia Slims advertising in the United States, Japan, and Korea. Paper presented at the 8th Asia Pacific Conference on Tobacco or Health. Taipei, Taiwan.

Dewhirst, T. (2006, December). A case study of Export 'A' cigarette brand marketing (1970-2006). Paper presented at the Ontario Tobacco Control Conference. Niagara Falls, Ontario.

Dewhirst, T. (2006, July). Denormalization as a tobacco control strategy. Paper presented at the 13th World Conference on Tobacco OR Health. Washington, D.C.

Dewhirst, T. (2006, June). Rothmans cigarette brand marketing: Intertextuality and the decline of a flagship trademark. Paper presented at the INFORMS International Conference. Hong Kong.

Dewhirst, T. (2006, June). Cigarette use in movies and television shows: A review of content analysis literature. Paper presented at the 2006 AMA Marketing and Public Policy Conference [served as organizer of accepted special topic session proposal entitled, "Smoking in movies and TV shows"; also invited discussion leader of competitive paper session entitled, "Advertising and Smoking"]. Long Beach, California.

Dewhirst, T. (2006, March). Male youth, extreme sports, and the gendering of smoking: A case study of Export 'A' brand marketing in Canada. Paper presented at the American Academy of Advertising 2006 Annual Conference [Pre-conference session on "Sponsorship-Linked Marketing Communications"]. Reno, Nevada.

Dewhirst, T. (2005, June). Matinée cigarette brand marketing: A case study of 'mild' and 'slims' as product descriptors. Paper presented at the 4th National Conference on Tobacco or Health. Ottawa, Ontario.

Dewhirst, T. (2005, June). Project Tomahawk: A Premiere example of the illusion of harm reduction. Paper presented at the 4th National Conference on Tobacco or Health. Ottawa, Ontario.

Dewhirst, T. (2005, June). POP goes the power wall? Taking aim at tobacco promotional strategies utilized at retail. Paper presented at the 4th National Conference on Tobacco or Health. Ottawa, Ontario.

Dewhirst, T., Lee, W., Fong, G., & Ling, P. (2005, June). Gender, culture, and smoking: A case study of Virginia Slims advertising in the United States, Japan, and Korea. Paper presented at the 2005 American Academy of Advertising Asia-Pacific Conference. Hong Kong.

Dewhirst, T. (2005, May). Matinée cigarette brand marketing: A case study of 'mild' and 'slims' as product descriptors. Paper presented at the 2005 AMA Marketing and Public Policy Conference. Washington, D.C.

Dewhirst, T. & Davis, B. (2005, April). Brand strategy and integrated marketing communications: A case study of Player's cigarette brand marketing. Paper presented at the American Academy of Advertising 2005 Annual Conference. Houston, Texas.

Sparks, R., Dewhirst, T., Jette, S., & Schweinbenz, A. (2004, November). Historical hangovers or burning possibilities: Regulation and adaptation in global tobacco and alcohol sponsorship [paper included as part of “Global Sport Sponsorship: Problematizing the Global-Sport-Sponsorship Nexus” Symposium]. Paper presented at the Sport Marketing Association Conference. Memphis, Tennessee.

Dewhirst, T. (2004, June). The Tobacco Act faces a constitutional challenge: Are tobacco sponsorship promotions directed toward youth and a form of “lifestyle” advertising? Paper presented at the 19th Annual North American Society for Sport Management Conference. Atlanta, Georgia.

Dewhirst, T. (2004, May). Persistent lifestyle messages in the face of regulation: A content analysis study comparing traditional cigarette advertising and sponsorship promotions. Paper presented at the 2004 AMA Marketing and Public Policy Conference. Salt Lake City, Utah.

Dewhirst, T. & Lee, W.B. (2004, May). Made for a man or a woman? An exploratory comparison of Virginia Slims advertising in the United States and Korea. Paper presented at the 2004 ACR Asia-Pacific Conference. Seoul, Korea.

Pollay, R.W. & Dewhirst, T. (2004, May). A Premiere example of the illusion of harm reduction cigarettes in the 1990s. Paper presented at the Ontario Tobacco Control Conference. Toronto, Ontario.

Dewhirst, T. (2004, March). Rothmans cigarette brand marketing (1957-2003): Intertextuality and the decline of a flagship trademark. Paper presented at the American Academy of Advertising 2004 Annual Conference. Baton Rouge, Louisiana.

Pollay, R.W. & Dewhirst, T. (2003, August). Gimmicks and ruses: A Premiere example of the illusion of harm reduction. Paper presented at the 12th World Conference on Tobacco or Health. Helsinki, Finland.

Dewhirst, T. (2003, April). Tobacco sponsorship of auto racing: Tobacco brand exposure and enhanced symbolic imagery through co-sponsors’ third party advertising. Paper presented at The Second Australian Tobacco Control Conference. Melbourne, Australia.

Dewhirst, T. (2002, December). Targeting of menthol cigarettes. Paper presented at The National Conference on Tobacco and Health Disparities. Tampa, Florida.

Dewhirst, T. (2002, December). Tobacco sponsorship of auto racing: Brand exposure and enhanced imagery through co-sponsors’ advertising. Paper presented at The Third National Conference on Tobacco or Health. Ottawa, Ontario.

Dewhirst, T. & Hunter, A. (2002, May). Tobacco sponsorship of auto racing: Seeking partners for third party advertising. Paper presented at the 17th Annual North American Society for Sport Management Conference. Canmore, Alberta.

Dewhirst, T. (2001, July). ‘Fatal attraction’: A case study of Matinée fashion sponsorship. Paper presented at the 14th Annual Women’s Studies Network (UK) Association Conference. Cheltenham, England.

Dewhirst, T. (2001, May). Tobacco industry objectives for sponsoring sports events: A review of internal documents. Paper presented at the 16th Annual North American Society for Sport Management Conference. Virginia Beach, Virginia.

Dewhirst, T. & Pollay, R.W. (2001, March). Content analyses of cigarette advertising: A critical review of the literature. Paper presented at the American Academy of Advertising 2001 Annual Conference. Salt Lake City, Utah.

Dewhirst, T. (2000, December). Published Papers Placed on Display at the Health Policy Research Nexus: Conference for NHRDP Personnel Award Holders. Kingston, Ontario.

Dewhirst, T. (2000, November). 'Pushing the limits': Export 'A' sponsorship of an extreme sport series. Paper presented at the 21st Annual North American Society for the Sociology of Sport Conference. Colorado Springs, Colorado.

Dewhirst, T. & Pollay, R.W. (2000, August). Persistent tobacco-promotion messages in the face of regulation. Paper presented at the 11th World Conference on Tobacco OR Health. Chicago, Illinois.

Dewhirst, T. (2000, June). 'Blowing smoke': Emerging trends in tobacco promotion strategies. Paper presented at the 15th Annual North American Society for Sport Management Conference. Colorado Springs, Colorado.

Dewhirst, T. (2000, May). Tobacco promotions appealing to male youths in Canada: Positioning cigarettes as symbols of masculinity, independence, rebelliousness, excitement, and adventure. Paper presented at the World No Tobacco Day Forum on Tobacco Industry Documents. Ottawa, Ontario.

Dewhirst, T. & Sparks, R. (1999, November). Intertextual appeal of tobacco sponsorship in adolescent male culture: A selective review of tobacco industry documents. Paper presented at the 20th Annual North American Society for the Sociology of Sport Conference. Cleveland, Ohio.

Dewhirst, T. (1999, November). 'Out of the ashes': An illustration of how tobacco sponsorship enables the exploitation of legislation loopholes. Paper presented at the 20th Annual North American Society for the Sociology of Sport Conference. Cleveland, Ohio.

Dewhirst, T. (1999, July). 'Know the competitor': Identifying and closing legislation loopholes exploited by Canadian tobacco manufacturers. Poster presentation at the 5th Annual Innovations in Social Marketing Conference. Montreal, Quebec.

Dewhirst, T. (1998, July). Smoke & ashes: The regulation of tobacco sport sponsorships in Canada. Paper presented at the International Sociology of Sport Association Conference (held in conjunction with the 14th World Congress of Sociology). Montreal, Quebec.

Dewhirst, T. (1998, May). Smoke & ashes: The regulation of tobacco sport sponsorships in Canada. Paper presented at the 17th Annual Advertising and Consumer Psychology Conference. Portland, Oregon.

INVITED GUEST LECTURES/ADDITIONAL PRESENTATIONS.

Dewhirst, T. (2023, May). An introduction to marketing, branding, and positioning. Invited presentation for the Arrell Food Institute's Net-Zero Food Systems Challenge, University of Guelph.

Dewhirst, T., Lee, W.B., & Czaplicki, L. (2022, November). Philip Morris International's Formula 1 sponsorship-linked marketing: Transformation from Marlboro to Mission Winnow. Invited research seminar presentation at the School of Business and Management, Royal Holloway, University of London.

Dewhirst, T. (2021, December). Advertising, promotion, and sponsorship of tobacco products. Invited speaker for the African Legal Fellowship Program in tobacco control law and policy, webinar organized by the International Legal Consortium at Campaign for Tobacco-Free Kids.

Dewhirst, T. (2021, August). Advertising, promotion, and sponsorship of tobacco products. Invited speaker for the Global Legal Fellowship Program in tobacco control law and policy, webinar organized by the International Legal Consortium at Campaign for Tobacco-Free Kids.

Dewhirst, T. (2021, May). Life in the heroic and innovative lane: Formula 1 sponsorship by Marlboro and Mission Winnow. Invited speaker at the Institute for Global Tobacco Control (IGTC) Innovations in Tobacco Control seminar series at Johns Hopkins University. Baltimore, MD.

Dewhirst, T. (2020, December). Invited panelist for webinar on "Tobacco Retail Availability and Industry Incentive Programs," co-organized by the Ontario Tobacco Research Unit (OTRU) and Physicians for a Smoke-Free Canada.

Dewhirst, T. (2020, June). "Industry Advertising" session where I was asked to speak about "Big Tobacco's history and tactics employed to attract youth to their products and explain how these similar techniques are utilized by the vaping industry today." Invited speaker at the Maryland Tobacco Control Conference on "Navigating the Changing Landscape: The Future of Tobacco Control in Maryland," organized by the Maryland Department of Public Health and the University of Maryland's Carey School of Law. Baltimore, MD.

Dewhirst, T. (2019, October). Marketing of tobacco products. Guest lecture for "Tobacco and Health: From Cells to Society," which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2019, September). Addressing area-level disparities in prices of tobacco and vaping products in Ontario and Québec. Invited stakeholder dialogue participant at the McMaster Health Forum (McMaster University). Hamilton, ON.

Dewhirst, T. (2019, January). What is research with impact? Invited panel member for the College of Business and Economics (CBE) Research Colloquium (University of Guelph).

Dewhirst, T. (2018, November). Marketing of tobacco products. Guest lecture for "Tobacco and Health: From Cells to Society," which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2018, March). Package size matters: Tobacco packaging, retail merchandising, and its influence on trial and impulse sales. Invited presentation at the Smoke-Free Ontario Scientific Advisory Group and Ontario Tobacco Research Network Meeting (Dalla Lana School of Public Health, University of Toronto). Toronto, ON.

Dewhirst, T. (2018, February). Tobacco marketing. Guest lecture for MCS 4300: Marketing and Society (University of Guelph). Guelph, ON.

Dewhirst, T. (2017, November). Marketing of tobacco products. Guest lecture for “Tobacco and Health: From Cells to Society,” which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2017, May). Principles of tobacco branding. Invited speaker at the Institute for Global Tobacco Control (IGTC) Innovations in Tobacco Control seminar series at Johns Hopkins University. Baltimore, MD.

Dewhirst, T. (2017, April). Rhetorical figures and crafty advertisers: A case study of pictorial persuasion in the food and beverage sector. Invited presentation at Health Canada’s Office of Nutrition Policy and Promotion. Ottawa, ON.

Dewhirst, T. (2016, November). Tobacco marketing in Korea: Implications for health communication. Invited speaker at the Korean Health Communication Association Conference. Seoul, Korea.

Dewhirst, T. (2016, November). Standardization and adaptation in international markets. Guest lecture for “APR 1032: International Communication,” which is offered through the Department of Advertising and Public Relations (Hanyang University). Ansan, Korea.

Dewhirst, T. (2016, March). The retail environment: Implications for enforcement of tobacco control policy. Invited speaker at Central East Tobacco Control Area Network Tobacco Enforcement Manager Meeting. Richmond Hill, ON.

Dewhirst, T. (2016, February). Shedding light on tobacco industry activity in a “dark market.” Invited speaker at the 2016 Program Training and Consultation Centre (a resource centre of the Smoke-Free Ontario Strategy) Knowledge Exchange Forum on “Utilizing Media and Communications to Promote Quit Attempts” [sponsored by Public Health Ontario]. Toronto, ON.

Dewhirst, T. (2015, November). Marketing of tobacco products. Guest lecture for “Tobacco and Health: From Cells to Society,” which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2015, June). Genetically modified foods and labelling: A case study of Ben & Jerry’s. Invited speaker at the Food Institute of the University of Guelph’s Food and Agriculture Business Seminar. Guelph, ON.

Dewhirst, T. (2015, May). Tobacco marketing in Canada and target market selection. Invited speaker at symposium on Historical Reflections on Evidence Produced in the *Blais-Létourneau* Trials. Auberge du Vieux Port, Montreal, QC.

Dewhirst, T. (2014, December). You, me and my ignominy: Anti-tobacco discourse and jammed culture jamming. Invited speaker at faculty seminar series, School of Business, University of Western Sydney. Parramatta, NSW, Australia.

Dewhirst, T. (2014, December). Tobacco retail reform: The next step for tobacco control. Invited speaker for session organized by Cancer Council NSW, Australia at the 2014 World Cancer Congress. Melbourne, Australia.

Dewhirst, T. (2014, November). Marketing of tobacco products. Guest lecture for “Tobacco and Health: From Cells to Society,” which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2014, March). Signs, messages, and meaning: An introduction to interpretive research. Guest lecture for “MCS 6080: Qualitative Research Methods” (University of Guelph).

Dewhirst, T. (2013, November). Mixed methods at work and some insights from my research. Guest lecture for “MGMT 6820: Theory of Management” (University of Guelph).

Dewhirst, T. (2013, November). Marketing of tobacco products. Guest lecture for “Tobacco and Health: From Cells to Society,” which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2013, November). Research methods workshop. Panelist for CIHR Training Program in Population Intervention for Chronic Disease Prevention: A Pan-Canadian Program (PICDP), 5th Annual Meeting. Mississauga, ON.

Dewhirst, T. (2013, November). Career transitions. Guest speaker for CIHR Training Program in Population Intervention for Chronic Disease Prevention: A Pan-Canadian Program (PICDP), 5th Annual Meeting. Mississauga, ON.

Dewhirst, T. (2013, May). Health, marketing, and public policy: The case of tobacco in Canada. Invited as inaugural keynote speaker for the “Conversations in Business and Health Series” at the University of Sydney Business School. Sydney, Australia.

Dewhirst, T. (2013, May). Sponsorship-linked marketing and image transfer: The role of product/consumption constellations. Invited speaker at brown bag seminar series, University of Sydney Business School. Sydney, Australia.

Dewhirst, T. (2013, February). Culture-jamming: Creating a smokefree social movement. Keynote address for ASPIRE 2025. Wellington, New Zealand.

Dewhirst, T. & Lee, W.B. (2013, February). Social marketing. Invited workshop speaker at the University of Otago—Wellington Public Health Summer School. Wellington, New Zealand.

Dewhirst, T. (2012, November). Marketing of tobacco products. Guest lecture for “Tobacco and Health: From Cells to Society,” which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2012, November). Tobacco marketing and target market selection: Ethical implications. Invited presentation at DAN Management and Organizational Studies, Western University. London, ON.

Dewhirst, T. (2012, May). Tobacco marketing and target market selection: Ethical implications. Invited speaker at the Queen's School of Business Conference on Morality and Ethics in Consumer Decision Making. Kingston, ON.

Dewhirst, T. (2011, November). Marketing of tobacco products. Guest lecture for "Tobacco and Health: From Cells to Society," which is offered through the Graduate Department of the Dalla Lana School of Public Health (University of Toronto).

Dewhirst, T. (2011, September). Personality and lifestyles. Guest lectures for "MOS 3321F (Section 001 and 002): Consumer Behaviour" (University of Western Ontario).

Dewhirst, T. (2010, February). Tobacco promotion and public policy in Canada. Invited speaker at faculty seminar series, Faculty of Business and IT, University of Ontario Institute of Technology (UOIT). Oshawa, ON.

Dewhirst, T. (2010, January). Tobacco promotion and public policy in Canada. Invited speaker at the Norris Cotton Cancer Center, Dartmouth Medical School. Lebanon, New Hampshire.

Dewhirst, T. (2009, January). A Canadian case study of reducing smoking in young people. Invited speaker at workshop entitled, "A Review of Young People and Smoking in England." London, England.

Dewhirst, T. (2008, August). Tobacco marketing strategies and effective policy interventions. Invited speaker at the UICC World Cancer Congress. Geneva, Switzerland.

Dewhirst, T. & Janzen, P. (2007, March). A crystal-clear message with impact. Invited workshop leader at "Canada's Next Top Ad Exec" [hosted by DeGroote School of Business; in partnership with Mitsubishi Motor Sales of Canada]. Hamilton, ON.

Dewhirst, T. (2007, March). The representation of youth and tobacco use in the media, 1950-2006. Invited presentation at The Changing Portrayal of American Youth in Popular Media Conference [organized by the Annenberg Public Policy Center at the University of Pennsylvania]. Rancho Mirage, California.

Dewhirst, T. (2007, February). Invited leader of Sponsorship-Linked Marketing Workshop [organized by Business Advisory Services, College of Commerce, University of Saskatchewan]. Saskatoon, SK.

Dewhirst, T. (2007, January). Tobacco promotion and marketing: Coping with the moving regulatory frontier. Invited presentation at Health Canada's Compendium Report on Smoking and Health in Canada Conference. Ottawa, ON.

Dewhirst, T. (2006, November). Misleading cigarette product descriptors: Reassuring concerned smokers. Invited presentation at New Zealand Parliamentary Breakfast. Wellington, New Zealand.

Dewhirst, T. (2006, September). Elaboration of a template for a protocol on cross-border advertising, promotion and sponsorship: Canada's experience. Invited presentation at the WHO Framework Convention on Tobacco Control first meeting of the expert group for the elaboration of a template for a protocol on cross-border advertising, promotion and sponsorship. World Health Organization Headquarters, Geneva, Switzerland.

- Dewhirst, T. (2005, May). Tobacco sponsorship and public policy. Invited lecture at the University of California, San Francisco for a graduate course entitled, "Tobacco Control Policy Issues." San Francisco, California.
- Dewhirst, T. (2004, November). Marketing 101: Key principles applied to the tobacco industry. Invited lecture to the American Legacy Fellows at the University of California, San Francisco. San Francisco, California.
- Dewhirst, T. (2004, November). Project Tomahawk – Marketing aspects. Invited speaker at Tobacco Industry Secret Science Research Symposium [hosted by Physicians for a Smoke-Free Canada]. Gatineau, Quebec.
- Dewhirst, T. (2004, November). Matinée cigarette brand marketing: Positioned as a "health" cigarette. Invited speaker at Tobacco Industry Secret Science Research Symposium [hosted by Physicians for a Smoke-Free Canada]. Gatineau, Quebec.
- Dewhirst, T. (2004, March). Big tobacco, sponsorship, and universities. Plenary speaker for University of Alberta Wellness Week [organized by the University of Alberta Students' Union]. Edmonton, Alberta.
- Dewhirst, T. (2001, October). Tobacco advertising and sponsorship in Canada: How the tobacco industry is targeting "you"th. Plenary speaker at Tobacco: Targeting the Truth Conference [organized by the South Fraser Health Region]. White Rock, British Columbia.
- Dewhirst, T. (2001, September). 'Learning from the competitor': A review of tobacco industry promotional strategies and developing counter-messages. Presentation given at the Lower Mainland HeartSmart Kids Workshop [hosted by the Heart and Stroke Foundation of B.C. & Yukon]. Vancouver, British Columbia.
- Dewhirst, T. (2001, February). Tobacco advertising and sponsorship in Canada. Presentation given to Students (Grade 8-12) at New Westminister Secondary School. Vancouver, British Columbia.
- Dewhirst, T. (2000, November). Tobacco sponsorship of sports events. Guest lecture for HKIN 161: Social and Managerial Aspects of Leisure and Sport (University of British Columbia).
- Dewhirst, T. (1999, July). 'Know the competitor': Identifying and closing legislation loopholes exploited by Canadian tobacco manufacturers. Paper Presentation at a tobacco-marketing mini-seminar [hosted by Health Canada, arranged by Physicians for a Smoke-Free Canada]. Ottawa, Ontario.
- Dewhirst, T. (1998, October). Smoke & ashes: The regulation of tobacco sport sponsorships in Canada. Paper Presented at the Green College Member Speaker Series. Vancouver, British Columbia.
- Pollay, R.W. & Dewhirst, T. (1998, October). Cigarette sponsorship of public and non-profit organizations. Guest lecture for COMM 460: Public and Nonprofit Marketing Management (University of British Columbia).

Dewhirst, T. (1998, July). Smoke & ashes: The regulation of tobacco sport sponsorships in Canada. Paper Presented at the Centre for Community Child Health Research Ideas in Progress Meeting. Vancouver, British Columbia.

WORKSHOP/MEETING INVITATIONS.

Public Health Agency of Canada (PHAC) Event on Promoting the Health of Youth in Canada. Ottawa, Ontario (March 4, 2010).

Pan-Canadian Resource Network Interdisciplinary Capacity Enhancement (ICE) Program Summer Learning Forum. Saskatoon, Saskatchewan (June 21-22, 2007).

World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC): Second meeting of the expert group for the elaboration of a template for a protocol on cross-border advertising, promotion and sponsorship. Agra, India (November 16-18, 2006).

3rd Annual Invitational Symposium for Research to Inform Tobacco Control, hosted by the Canadian Tobacco Control Research Initiative (CTCRI). Toronto, Ontario (November 13-15, 2006).

World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC): First meeting of the Protocol template elaboration expert group on cross-border advertising, promotion and sponsorship. Geneva, Switzerland (September 13-15, 2006).

2nd Annual Invitational Symposium for Research to Inform Tobacco Control, hosted by the Canadian Tobacco Control Research Initiative (CTCRI). Toronto, Ontario (November 9-11, 2005).

Building a Research Community: The 1st Invitational Meeting of Tobacco Control Investigators and Trainees, hosted by the Canadian Tobacco Control Research Initiative (CTCRI). Toronto, Ontario (December 2-3, 2004).

Harm Reduction Summit, hosted by the California Tobacco Control Section. Sacramento, California (September 8-9, 2004).

CIHR-Institute of Gender and Health, 2nd Annual National Research Award Recipient Symposia and 2nd Annual Workshop for New Investigators in Gender and Health Research. Edmonton, Alberta (October 20-21, 2003).

Exposed and Disclosed Symposium. Vancouver, British Columbia (March 10-11, 2003).

CIHR-Institute of Population and Public Health Summer Institute. Talisman Mountain Resort, Ontario (June 9-11, 2002).

Canadian Tobacco Control Research Summit. Ottawa, Ontario (April 19-21, 2002).

Teenaged Girls and Smoking: A Research Agenda. Vancouver, British Columbia (November 29-December 1, 2001).

MEDIA INTERVIEWS.

Interviewed on *The Big Story* podcast (2023)

Topic: Sports betting and the proposed changes to Ontario's iGaming advertising regulations

Interviewed and featured in *The Globe and Mail* (2023)

Topic: Sports betting advertising

Interviewed live by Scott Thompson on 900 CHML Hamilton (2023)

Topic: Sports betting advertising

Interviewed and featured in *The Globe and Mail* (2023)

Topic: Shrinkflation (applied to the ice cream sector)

Interviewed and featured in *GuelphToday* (2023)

Topic: Sports betting

Interviewed live by Daryl McIntyre on 630 CHED Edmonton (2023)

Topic: Ticketmaster and announced Beyoncé world tour

Interviewed live by Daryl McIntyre on 630 CHED Edmonton (2022)

Topic: Controversies in advertising (Balenciaga and Netflix 'Pepsi, Where's My Jet?')

Interviewed live by J'lyn Nye on 630 CHED and 770 CHQR Edmonton (2022)

Topic: Ticketmaster and the Taylor Swift debacle

Interviewed and featured in *Toronto Star* (2022)

Topic: Shrinkflation

Interviewed live by Brian Bourke on 570 News Kitchener (2021)

Topic: Marketing, and public policy pandemic guidance concerning vaccination decisions for kids born in 2010

Interviewed live by Brian Bourke on 570 News Kitchener (2021)

Topic: Marketing, and public policy pandemic guidance, concerning those under 12 years old

Interviewed and featured in the (New Brunswick) *Telegraph-Journal* (2020)

Topic: Political party campaign slogans used in the New Brunswick general election

Interviewed and featured in *CBC News* (2019)

Topic: Feature story entitled, "The road to vaping"

Interviewed and featured in *The Score* (2019)

Topic: Cannabidiol (CBD) advertising and partnerships in sports

Interviewed by *Canadian Press* and featured in *The Globe and Mail*, among others (2018)

Topic: Humboldt tragedy, funding campaigns, and how problems arise with the sale of unauthorized merchandise

Interviewed and featured in *The Globe and Mail* (2017)

Topic: Philip Morris International, harm reduction, and new product development

Interviewed and featured on *CBC Radio* (2015)

Topic: Advertising on National Hockey League (NHL) jerseys

Interviewed and featured in *La Presse* (2015)

Topic: Electronic cigarette advertising

Interviewed and featured in *CTV News* (2015)

Topic: Super Bowl ads

Interviewed and featured in *CBC News* (2013)

Topic: Cigarette ads reappear in magazines read by Canadian teens

Interviewed and featured in *National Post* (2013)

Topic: Economic impact of legalizing marijuana in Canada (implications for the tobacco industry)

Interviewed and featured in *The Guelph Mercury* (2012)

Topic: Smoking in public places

Interviewed live on “The Gary Doyle Show,” 570 News Kitchener (2011)

Topic: Political branding and elections

Interviewed and featured in *The Guelph Mercury* (2011)

Topic: Canadian political parties and branding

Interviewed on “The War Room,” NHL Home Ice, XM Satellite Radio 204/Sirius 208 (2011)

Topic: National Hockey League (NHL) teams and branding

Interviewed and featured in *The Globe and Mail* [Canadian Press] (2009)

Topic: Government advertising in Canada

Interviewed and featured in *The Globe and Mail* (2008)

Topic: Fruit-flavoured cigarillos popularity with teens

Interviewed live on “Breakfast TV” at TV One Studio; National Television Program in New Zealand (November 23, 2006)

Topic: “Light” and “mild” as misleading cigarette product descriptors

Interviewed and featured in *National Post*, *Ottawa Citizen*, and *Dominion Post* articles (2006)

Topics: “Sports marketing” (Olympic sponsorship), “tobacco marketing and public policy”, and “misleading cigarette product descriptors”

Interviewed live on *CBC Newsworld*, “Newsworld Saturday” National Television Program (July 3, 2004)

Topic: Smoking in movies can influence teens to start

Interviewed by Tony Wilson on 3RRR, 102.7 FM, Melbourne, Australia (April 23, 2003)

Topic: Discussed my address at the 2nd Australian Tobacco Control Conference

Interviewed by Scott Roberts on Mountain FM, based in Whistler, B.C. (March 24, 2000)

Topic: Du Maurier contest (limited to smokers)

Interviewed by Peter Royce on “Redeye”—Co-op Radio, CFRO, 102.7 FM (October 16, 1999)
Topic: Sport sponsorship by tobacco manufacturers

MANUSCRIPT/GRANT REVIEW, EVALUATION, & EDITORIAL POSITIONS.

Canadian Institutes of Health Research (CIHR) College of Reviewers (2017 -)

Editorial Review Board, *Journal of Public Policy and Marketing* (2012 -)

*Recipient of Outstanding Reviewer Award (2021)

*Guest editor, with Michael S.W. Lee and Helene Cherrier, of *Journal of Public Policy and Marketing* Fall 2018 special issue on “Anti-Consumption”

Associate Editor, Product Marketing and Promotion, *Tobacco Control* (2009 -)

Ad Hoc Reviewer, *Tobacco Control* (2001 -)*

*Awarded certificate of appreciation for providing journal with reviews that were judged to be among the best they receive

Ad Hoc Reviewer, Addiction, American Journal of Preventive Medicine, American Journal of Public Health, BMJ Innovations, Business History, Canadian Journal of Administrative Sciences, Canadian Public Administration, Canadian Public Policy, European Journal of Marketing, Health Education & Behavior, International Journal of Environmental Research and Public Health, Journal of Advertising, Journal of Business Research, Journal of Communication Inquiry, Journal of Epidemiology and Community Health, Journal of Sport Management, New Zealand Medical Journal, Pediatrics, Qualitative Health Research, SAGE Open, Social Science and Medicine, Sport Marketing Quarterly, Substance Use and Misuse, and Tobacco Induced Diseases

Ad Hoc Reviewer, Academy of Marketing Science (AMS) Conference, American Academy of Advertising (AAA) Asia-Pacific Conference, Association for Consumer Research (ACR) Asia-Pacific Conference, Consumer Behavior Track of the American Marketing Association (AMA) Summer Educators’ Conference, Royal Bank International Research Seminar, (Canadian) National Conference on Tobacco or Health, Transformative Consumer Research Track of the Australian and New Zealand Marketing Academy Conference (ANZMAC), Brands and Brand Relationships Conference (BBR), Conference on Historical Analysis and Research in Marketing (CHARM)

External Reviewer for Sports Marketing (2nd edition) by Fetchko, Roy, and Clow (Publisher: Routledge)

Reviewer for The SAGE Handbook of Social Marketing by Hastings, Bryant, and Angus

Invited Reviewer of the U.S. National Cancer Institute’s Smoking and Tobacco Control Monograph No. 19, Use of the Media to Promote and Discourage Tobacco Use

Reviewer for The Changing Portrayal of Adolescents in the Media since 1950 by Jamieson and Romer

External Reviewer for Modern Marketing Research: Step By Step, First Canadian Edition (Publisher: Pearson Education Canada)

Reviewer, Wellcome Trust Medical Humanities Research Fellowship application, U.K. (2012)

External Referee and Assessor, regarding a candidate's application for promotion to Associate Professor (2012)

External Peer Reviewer, Surgeon General's Report on *Preventing Tobacco Use Among Young People* (2010-2011)

Reviewer, U.S. National Cancer Institute grant applications regarding "State and Community Tobacco Control Policy and Media Research" (2010)

Judge for Canada's Next Top Ad Exec competition [organized by McMaster University's DeGroote School of Business; in partnership with Mitsubishi Motor Sales of Canada (2007, 2008), Volkswagen (2009), and Chevrolet (2010)].

Editorial Advisory Board, *Tobacco Control* (2006-2008)

Government Grant Reviewer for Research Grants Council, Hong Kong (2005-2008)

Principles of Marketing Editorial Review Board, Principles of Marketing (7th Canadian Edition) by Kotler, Armstrong, and Cunningham (2006)

Scientific Peer Review Panel Member for Canadian Tobacco Control Research Initiative (CTCRI)/Canadian Institutes of Health Research (CIHR) Research Grants (2004-2005)

External Reviewer, Canadian Institutes of Health Research (CIHR) funding application (2001)

SCHOLARLY-COMMITTEE MEMBERSHIP.

University of Guelph Cannabis Advisory, University of Guelph (2019 –)

Board of Trustees, Vice-Chair, Art Gallery of Guelph (2014 –)

Lang Chair Search Committee, Department of Marketing and Consumer Studies, LANG School of Business and Economics, University of Guelph (2021)

Tenure and Promotion Committee, LANG School of Business and Economics, University of Guelph (2018-2020)

Coordinator, LANG School of Business and Economics Research Colloquium, University of Guelph (2018-2020)

LANG School of Business and Economics Awards Committee, University of Guelph (2018-2020)

BComm Program Committee, College of Business and Economics, University of Guelph (2017)

University Tenure and Promotion Appeals Committee, College of Business and Economics representative, University of Guelph (2015-2017)

Research Advisory Council, College of Business and Economics, University of Guelph (2014-2016)

Invited Mentor of Canadian Institutes of Health Research (CIHR) Strategic Training Program in Tobacco Research (STPTR) (2006 – 2015)

Ph.D. Admissions Committee, College of Management and Economics, University of Guelph (2011-2012)

Chair Search Committee, Department of Marketing and Consumer Studies, College of Management and Economics, University of Guelph (2010-2011)

Tenure and Promotion Committee, Department of Marketing and Consumer Studies, University of Guelph (2009-2011)

M.Sc. and G.Dip. Admissions Committee, Department of Marketing and Consumer Studies, University of Guelph (2009-2011)

M.Sc. Program Curriculum Committee, Department of Marketing and Consumer Studies, University of Guelph (2010)

Tenure and Promotion Guidelines Committee, Department of Marketing and Consumer Studies, University of Guelph (2008-2009)

MCS 6120 Committee, Department of Marketing and Consumer Studies, University of Guelph (2008-2009)

Mapping the Marketing Curriculum Committee, Department of Marketing and Consumer Studies, University of Guelph (2007-2009)

Planning and Local Advisory Committee for Pan-Canadian Resource Network Interdisciplinary Capacity Enhancement (ICE) Program Summer Learning Forum (2006-2007)

Undergraduate Curriculum Committee, College of Commerce, University of Saskatchewan (2006-2007)

American Marketing Association (AMA) Marketing and Public Policy Conference 2006 Program Committee (2005-2006)

Undergraduate Studies Committee, College of Commerce, University of Saskatchewan (2005-2006)

Library Committee, College of Commerce, University of Saskatchewan (2004-2005)

Teaching Effectiveness Committee, College of Commerce, University of Saskatchewan (2003-2004)

St. John's College Membership Committee, University of British Columbia (2001-2003)

Green College Policy and Planning Committee, University of British Columbia (2000-2001)

Green College Membership Committee, University of British Columbia (1999-2000)

Secretary for the P.H.E.U.A., University of Toronto (1992-1993)

SOCIETY MEMBERSHIP.

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Research on Nicotine and Tobacco (SRNT)
- Invited Investigator of the Ontario Tobacco Research Unit (OTRU)

GRADUATE COURSEWORK.

Ph.D. (University of British Columbia, 1998 – 2003)

- **Marketing Management in Public and Non-profit Organizations**
Instructor: Charles Weinberg (Marketing)
- **Buyer Behaviour**
Instructor: Peter Darke (Marketing)
- **Basic Social Psychology for Business Applications**
Instructor: Dale Griffin (Marketing)
- **Social Psychology Theories Applicable to Adolescent Risk-taking Behaviour**
Instructor: Jim Frankish (Health Promotion)
- **Organizational Research Methods**
Instructor: Craig Pinder (Organizational Behaviour)
- **Directed Study in Business Administration (Content Analysis of Advertisements)**
Instructor: Richard Pollay (Marketing)
- **Qualitative Methods in Anthropology**
Instructor: Janice Graham (Anthropology)
- **Research Design and Techniques—Quantitative**
Instructor: David Tindall (Sociology)
- **Sport, Leisure and Consumer Culture**
Instructor: Robert Sparks (Leisure and Sport Management)
- **Sociology of Culture and Knowledge (Risk Society)**
Instructor: Richard Ericson (Sociology, Law)
- **Public Policy Analysis**
Instructor: Kathryn Harrison (Political Science)

M.A. (Queen's University, 1993 – 1995)

- **Politics of Regulation**
Instructor: John Meisel (Political Science)
- **Health and Public Policy in Canada**
Instructor: David Mowat (Public Administration, Community Health and Epidemiology)
- **Political Economy of Canadian Sport**
Instructor: Rob Beamish (Physical and Health Education)
- **Sport and Public Policy**
Instructor: Hart Cantelon (Physical and Health Education)

Last CV Update: 15 September 2023