

Michael W. Lever, Ph.D.

Curriculum Vitae

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Twitter twitter.com/MWLever

Marketing researcher advancing consumer behaviour and brand relationship theory. Employs innovative methods from netnography to latent class analysis to examine digital consumer engagement, brand advocacy, and service-based relationships. 20 peer-reviewed publications (including Journal of Business Research and Journal of Vacation Marketing) and over \$120,000 in funding and grants, including an SSHRC Partnership Engage Grant. Recognized as Journal of Vacation Marketing's 2024 Reviewer of the Year. Experience in academic leadership, cross-sector collaboration, and student-centred learning.

EDUCATIONAL BACKGROUND

Doctor of Philosophy in Management 2016-2020

University of Guelph, Guelph, ON

Supervised by Dr. Statia Elliot and Dr. Marion Joppe

3.52/4.00 CGPA

Research Interests: Tourist Behaviour, Digital Marketing/Social Media, Brand Advocacy

Master of Science in Management 2012-2014

University of Ottawa, Ottawa, ON

9.4/10.0 CGPA

Supervised by Dr. Michael Mulvey

Research Interests: Cross-border Behaviours, Consumer Segmentation

Bachelor of Commerce (Honours), Specialization in Marketing 2008-2010

Ontario Tech University, Oshawa, ON

Summa Cum Laude; 3.83 GPA

Business Administration Diploma, Marketing 2006-2008

Durham College, Oshawa, ON

4.06 GPA

TEACHING AND PROFESSIONAL EXPERIENCE

Assistant Professor and MHMS Program Coordinator

July 2022 – Present

Fairleigh Dickinson University (Vancouver Campus)

International School of Hospitality, Sports, and Tourism Management

Courses taught: Research Methodology II; Food & Beverage Management; Social Media in Hospitality; Revenue Management/Lodging Operations; Accounting for Hospitality Managers; Event Technologies; Entrepreneurship and You

Professor, School of Hospitality & Tourism Management
George Brown College

Fall 2020 – Spring 2022

Courses taught: Marketing Management; Global Tourism Geography and Culture, Bridging 2

Sessional Lecturer, Gordon S. Lang School of Business & Economics
University of Guelph

Fall 2019 – Spring 2022

Courses taught: Destination Management & Marketing; Advanced Lodging Management; Strategic Management

Market Research Analyst, Nielsen Company
Markham, Ontario

April 2015 – August 2016

Clients included Dr. Oetker, Tim Hortons, Revlon, and Starbucks

Teacher, Enrichment Mini-Course Program
University of Ottawa

May 5-9, 2014

Course taught: Marketing and Consumer Behaviour

POST-DOCTORAL RESEARCH

Post-Doctoral Fellowship

September 2020 – April 2022

University of Guelph (Advisor: Statia Elliot)

Topic: Shifts in social media behaviour during Covid-19

GUEST INSTRUCTOR POSITIONS

Guest Instructor, Leadership in Tourism (TRMN501)
Royal Roads University

Fall 2022 – Present

Topic: 'My Leadership Journey in Tourism and Hospitality'

Guest Instructor, Management Career Strategies (HTH 901)
Toronto Metropolitan University

Fall 2022

Topic: 'Navigating the Job Search Process After Graduation'

Guest Instructor, Responsible Tourism Policy and Planning (HTM1070)
University of Guelph

Fall 2018 – Fall 2019

Topic: 'Ecotourism and Destination Management'

Guest Instructor, Strategic Management (MGMT4000)
University of Guelph

June 2019

Topic: 'Management Theory Application and Use'

Guest Instructor, Strategic Management (MGMT4000)
University of Guelph

September 2017

Topic: 'Strategy Formulation and Implementation'

REFEREED PUBLICATIONS (ABDC Journal Ranking, where applicable, in Parentheses)

Refereed Contributions

- Lever, M. W.** (2025). All Play and No Work: The Case of Revitalizing Career Perceptions in Canada's Tourism Industry. *Journal of Hospitality & Tourism Cases*, 21649987251314618.
- Lever, M. W.** (2024). Cutting Retention with a Knife: Managing COVID-19-Impacted Turnover within the Rooms and Culinary Departments at Fairmont Banff Springs. In Sigala, M., Fang, M., Yeark, A., Albrecht, J. N., & Vorobjovas-Pinta, O. (Eds.), *Case Based Research in Tourism, Travel, Hospitality and Events: Rethinking Theory and Practice*. Springer.
- Teng, L., Sun, C., Chen, Y., **Lever, M. W.**, & Foti, L. (2024). Partner or servant? The influence of robot role positioning on consumers' brand evaluations. *Journal of Business Research*. (A)
- Mulvey, M. S., Elliot, S., & **Lever, M. W.** (2024). Should I stay or should I go? A comparative analysis of global trends to measure staycation interest over time and place. *Tourism Analysis*. (A)
- Lever, M. W.**, Mulvey, M. S., & Elliot, S. (2024). A typology of residents' travel safety perceptions and geopolitical border hesitancy. *Journal of Vacation Marketing*, 13567667241236975. (A)
- Elliot, S. & **Lever, M. W.** (2024). You want to go where? Shifts in social media behavior during the Covid-19 pandemic. *Annals of Leisure Research*, 27(1), 152-166. (B)
- Lever, M. W.** & Elliot, S. (2023). A picture is worth a thousand shares: The case of Destination Canada's social media visual storytelling campaign. *Journal of Hospitality and Tourism Cases*, 11(1), 10-15.
- Bachman, J., Hodgins, E., & **Lever, M. W.** (2023). Rethinking resident perceptions of tourism in British Columbia, Canada. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Research Reports*, 8(2), 1.
- Lever, M. W.**, Elliot, S., & Joppe, M. (2022). Pride and promotion: Exploring relationships between national identification, destination advocacy, tourism ethnocentrism and destination image. *Journal of Vacation Marketing*, 13567667221109270. (A)
- Elliot, S. & **Lever, M. W.** (2022). Show me a story: Social media-based user-generated videos and destination brand engagement. In Editors Campos A. & Almeida S. (Ed.) *Global Perspectives on Strategic Storytelling in Destination Marketing* (230-245). IGI Global.
- Mulvey, M. S., **Lever, M. W.**, Padgett, D. (2022). Sustaining travel dreams in retirement: Guidance at the crossroads. In Editor Garcia L. (Ed.) *Well-Being in Later Life*, 65-81. Routledge.
- Lever, M. W.**, Elliot, S., & Joppe, M. (2021). Exploring destination advocacy behavior in a virtual travel community. *Journal of Travel & Tourism Marketing*, 38(5), 431-443. (A)
- Lever, M. W.** & Elliot, S. (2021). Navigating Shifts in Travel-Based Social Media Behaviours During and Beyond Covid-19. *TOURMAN 2021 Digital Conference Proceedings*.
- Shen, Y., **Lever, M. W.**, & Joppe, M. (2020). Investigating the appeal of a visitor guide: A triangulated approach. *International Journal of Contemporary Hospitality Management*, 32(4), 1539-1562. (A)

- Mulvey, M. S., **Lever, M. W.**, Elliot, S. (2020). A cross-national comparison of intra-generational variability in social media sharing. *Journal of Travel Research*, 59(7), 1204-1220. (A*)
- Lever, M. W.**, Shen, Y., & Joppe, M. (2019). Reading travel brochures: Readership typologies using eye-tracking technology. *Journal of Destination Marketing & Management*, 14, 1-13. (A)
- Shen, Y., **Lever, M. W.**, & Joppe, M. (2019). Best practices for eye-tracking studies: DOs and DON'Ts. In M. Rainoldi & M. Jooss (Eds.), *Eye Tracking in Tourism* (29-44). Springer Nature Switzerland.
- Lever, M. W.** & Abbas, R. (2018). Albania (go your own way!) to Zimbabwe (a world of wonders): A rhetorical analysis of the world's country tourism slogans. *Journal of Vacation Marketing*, 25(3), 320-333. (A)
- Lever, M. W.** & Elliot, S. (2017). The northern likes: The case of Northwest Territories' social media campaign. *Journal of Hospitality and Tourism Cases*, 7(3), 37-46.
- Mulvey, M. S., Gengler, C., & **Lever, M. W.** (2016). Perspective-taking for policy making: An analysis of Canadian cross-border shopping. *Journal of Economic and Public Policy*, 1(1), 27-39.

Thesis Research

- Lever, M. W.** (2020). The resident-advocacy link: Exploring the relationship between a resident's national identification and destination advocacy as mediated by tourism ethnocentrism and destination image. *University of Guelph (Doctoral Thesis)*.
- Lever, M. W.** (2014). Understanding variability in modern cross-border shopping occasions. *Université d'Ottawa/University of Ottawa (Masters Thesis)*.

Manuscripts Accepted, Submitted, or In Progress

- Xia, D. Q., Teng, L., Wang, X., Zhang, M., & **Lever, M. W.** (Submitted). Unveiling fashion brand dimensions: Impacts on consumer attitudes and purchase intentions. *European Journal of Marketing*.
- Lever, M. W.**, Roy, H., & Alaviyeh, S. (Submitted). Determining Celebrity Chef-Owned Restaurants' Guests' Attitudes and Revisit Intentions. *International Journal of Contemporary Hospitality Management*.

PRESENTATIONS (Peer Reviewed)

- Lever, M. W.**, Mulvey, M. S., McDonald, M., & Khan, A. (Forthcoming, June 2025). Assessing the Usefulness of Social Media and Generative AI in Pre-Travel Planning for Individuals with Mobility Challenges. *Travel and Tourism Research Association Conference*, Galway, Ireland.
- Lever, M. W.**, Bachman, J., & Roy, H. (Forthcoming, April 2025). Encouraging Student Engagement in Extra-Curricular Activities Through Incentivization: A Case Study. *Private Degree Granting Institutions Association*, Vancouver, British Columbia.

McDonald, M. & **Lever, M. W.** (January 2025). Ready or not, here (A)I come! Reframing the ‘generative artificial intelligence problem’ as an opportunity for learner-centred outcomes in higher education. *Hawaii International Conference on Education*, Honolulu, Hawaii.

[[Best Academic Presentation Winner](#)] **Lever, M. W.** & McDonald, M. (October 2024). From AI to “Eh”! Exploring stakeholder impacts of generative artificial intelligence within the Canadian tourism industry. *Travel and Tourism Research Association (Canada Chapter)*, Charlottetown, Prince Edward Island.

Roy, H., **Lever, M. W.**, & Das, S. (April 2024). Tourism, climate change, and adaptation: A study on British Columbia, Canada. *International Conference on Climate, Tourism and Recreation*, Kamloops, British Columbia.

Lever, M. W., Mulvey, M. S., Belanger, C., & Primossi, V. (September 2023). Crowdsourcing Insights into Travel Accessibility: A Social Listening Playbook. *Travel and Tourism Research Association Conference (Canada Chapter)*, Kingston, Ontario.

[[Best Presentation Winner](#)] Mulvey, M. S., Elliot, S., & **Lever, M. W.** (April 2023). Using Google Trends to Examine a Global Shift to Staycations. *Travel and Tourism Research Association Conference (European Chapter)*, Dijon, France.

Lever, M. W. (March 2023). Non-Economic Impacts of Health and Well-Being on Residents within the Tourism & Hospitality Industry. *Private Degree Granting Institutions Association*, Vancouver, British Columbia.

Lever, M. W. (July 2022). COVID-19 Lessons for Tourism: Navigating Crises Responses using Innovative Methods. *Travel and Tourism Research Association Conference*, Victoria, British Columbia.

Lever, M. W., Mulvey M. S., Elliot, S., & Dubreuil, M. (July 2022). Segmenting Sentiment: Categorizing Keen and Averse Travellers during the COVID-19 Pandemic. *Travel and Tourism Research Association Conference*, Victoria, British Columbia.

Lever, M. W. & Elliot, S. (October 2021). Exploring Canadians’ social media-based advocacy sentiments in a domestic travel context. *Travel and Tourism Research Association Conference (Canada Chapter)*, Virtual.

[[2nd Place Competition Winner](#)] **Lever, M. W.** & Elliot, S. (July 2021). A picture is worth a thousand shares: The case of Destination Canada’s social media visual storytelling campaign. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference*, Virtual.

Lever, M. W. & Elliot, S. (July 2021). Exploring the Increasing Impact of Social Media Video-Based User-Generated Content on Destination Brand Engagement. *International Summit Conference*, Virtual.

Lever, M. W. & Elliot, S. (May 2021). Navigating Shifts in Travel-Based Social Media Behaviours During and Beyond Covid-19. *TOURMAN International Conference*, Virtual.

Lever, M. W. & Levallet, N. (June 2020). Once upon a time: Informing the dynamic capabilities literature using a temporal focus of improvisation. *Administrative Sciences Association of Canada (ASAC) Conference*, Virtual.

Lever, M. W. & Elliot, S. (June 2020). DMO 2.0: Exploring residents' national identification relationship to destination advocacy through social media. *Travel and Tourism Research Association Conference (Canada Chapter)*, Victoria, British Columbia. (Conference Cancelled due to Covid-19)

[Best Student Presentation Winner] **Lever, M. W.** & Elliot, S. (September 2019). Residents as Destination Advocates: A Netnographic Exploration of Resident-Generated Advocacy through a Facebook Travel Group. *Video format presented at Travel and Tourism Research Association Conference (Canada Chapter)*, Saskatoon, Saskatchewan.

Lever, M. W. (May 2019). Image Across Disciplines: Bridging Organizational and Destination Image Within the Tourism Industry. *Sole-author paper presented at Administrative Sciences Association of Canada (ASAC) Conference*, Niagara Falls, Ontario.

Lever, M. W., Mulvey, M. S., Elliot, S. (September 2018). Keep Exploring, Sharing, and Tweeting: Connecting Millennials, Social Media and Canada's Brand. *Paper presented at the Travel and Tourism Research Association Conference (Canada Chapter)*, Halifax, Nova Scotia.

Lever, M. W. (2018). Redefining image in a connected world: The influence of social media in shaping the perceived online image of tourist destinations. *TOURMAN International Conference*, Thessaloniki, Greece (Declined due to conference timing)

Shen, Ye (Sandy), **Lever, M. W.**, & Joppe, M. (September 2018). Improving the Appeal of Ads in a Visitor Guide through Eye-Tracking, Surveys, and In-Depth Interviews. *Paper presented at the Travel and Tourism Research Association Conference (Canada Chapter)*, Halifax, Nova Scotia.

[Best Paper Winner] **Lever, M. W.**, Shen, Ye (Sandy), & Joppe, M. (June 2018). Using Eye-Tracking Technology to Segment Tourism Brochure Reading Typologies. *Paper presented at the Travel and Tourism Research Association International Conference*, Miami, Florida.

[Best Poster Winner] Shen, Ye (Sandy), **Lever, M. W.**, & Joppe, M. (June 2018). Determining visitor guide appeal using eye-tracking and in-depth interviews: The case of Ottawa, Canada. *Poster presented at the Travel and Tourism Research Association International Conference*, Miami, Florida.

Shen, Y., **Lever, M. W.**, & Joppe, M. (April 2018). Using Eye-Tracking Technology to Improve Travel Brochure Design. *Presented at the 2018 Spotlight on Graduate Research in Tourism & Hospitality*, Guelph, Ontario.

Lever, M. W., Mulvey, M. S., & Elliot, S. (2017). From Hashtags to Shopping Bags: Measuring the Rise of eWOM Through Social Media and Its Impact on Travelers' Shopping Patterns. *Poster presented at the Travel and Tourism Research Association International Conference*, Quebec City, Quebec.

Mulvey, M. S. & **Lever, M. W.** (2017). Discerning Differences in Cross-border Shopping Occasions. *Paper presented at the Travel and Tourism Research Association Conference (International Chapter)*, Quebec City, Quebec.

Lever, M. W. (2014). Understanding Variability in Modern Cross-Border Shopping Occasions. *Paper presented at the Travel and Tourism Research Association Conference (Canada Chapter)*, Yellowknife, Northwest Territories.

REVIEWS

Editorial Board Member Journal of Vacation Marketing <i>Named 2024 Journal of Vacation Marketing Reviewer of the Year</i>	March 2024 – Present
Editorial Board Member Journal of Travel Research	Fall 2019 - Present
Invited Reviewer Journal of Hospitality and Tourism Management	Spring 2024 - Present
Invited Reviewer Journal of Destination Marketing & Management	Spring 2024 - Present
Invited Reviewer Journal of Travel & Tourism Marketing	Spring 2024 - Present
Invited Reviewer Journal of Vacation Marketing	Summer 2019 – Spring 2024
Invited Reviewer Tourism Management Perspectives	Summer 2021
Invited Reviewer Administrative Sciences Association of Canada	Winter 2020
Invited Reviewer TTRA Canada	Fall 2018

TRAINING/CERTIFICATION

FoodSafe Level 1 Certification (Province of British Columbia)	Fall 2024
FSS Working Grants/Research Admin 1 – RCR (CITI Program)	Fall 2024
CITI Conflicts of Interest – Stage 1 (CITI Program)	Fall 2024
FSS Social, Behavioral & Educational Research 1 – Basic Course (CITI Program)	Fall 2024
Generative AI: Prompt Engineering Basics (IBM Business Group)	Summer 2024
Certification in Advanced Hospitality and Tourism Analytics (STR)	Spring 2024
Certification in Hotel Industry Analytics (STR)	Spring 2023
Brazilian Portuguese Language Certificate (Universidade Estadual Paulista)	Fall 2021
Indigenous Canada Course Certificate (University of Alberta)	July 2021
HOTS Simulation Instructor Training Certification	January 2021
Accessible Service Provision Certification	April 2019
Course Design (Responsible Tourism Policy and Planning)	Summer 2018

Tourism Management at UNESCO World Heritage Sites Certification	Winter 2018
Making Education Accessible Certification	March 2017

OTHER ACADEMIC AND PROFESSIONAL EXPERIENCE

President , Executive Board of Directors Travel and Tourism Research Association (Canada Chapter)	January 2025 – Present
1st Vice President , Executive Board of Directors Travel and Tourism Research Association (Canada Chapter)	January 2024 – December 2024
2nd Vice President , Executive Board of Directors Travel and Tourism Research Association (Canada Chapter)	January 2023 – December 2023
Teaching Assistant / Seminar Leader , Strategic Management (MGMT 4000) University of Guelph	2016 – 2020
Teaching Assistant , Global Business Today (Online Course) (BUS 6450) University of Guelph	Winter 2020
Teaching Assistant , Sustainable Value Creation (BUS*6600) University of Guelph	Summer 2019
Teaching Assistant , Politics of Organizations (LEAD*6720) University of Guelph	Summer 2018
Marker , Entrepreneurial Mind University of Ottawa	Winter 2014
Marker , Introduction to Marketing University of Ottawa	Fall 2012 - Spring 2014
Teaching Assistant , Consumer Behaviour University of Ottawa	Fall 2012 – Summer 2014
Marker / Research Assistant , Marketing Communications Dalhousie University	Fall 2011
Teaching Assistant , Marketing I & Marketing II University of Ontario Institute of Technology	2010-2011
Research Assistant University of Ontario Institute of Technology Involved in several studies involving various topics in psychology	2008-2010

TEACHING & RESEARCH FUNDING AND GRANTS

Co-Principle Investigator, Student-Assisted Research Grant (\$20,000) Summer 2023
Destination British Columbia

In collaboration with Destination B.C., this grant helped fund two part-time research assistants for Summer 2023 to analyze and report an industry-wide Diversity, Equity, Inclusion, and Accessibility survey. I provided guidance and research support throughout.

Co-Principle Investigator, SSHRC Partnership Engage Grant (\$24,741) June 2021
Social Sciences and Humanities Research Council (SSHRC)

In collaboration with Destination Canada, this grant focused on rebuilding trust in Canadian travel by focusing on Canadian residents' roles as tourism advocates to bolster the vital work the national destination management organization is doing.

Gordon S. Lang Experiential Learning Fund (\$7,950) Winter 2021
University of Guelph

This funding helped to embed active learning into the Advanced Lodging Management course at the University of Guelph by incorporating hotel simulation software into the course design. The software allowed students to create and manage a fictional hotel business that competed with other students' hotels in the class. Feedback was positive.

Board of Graduate Studies Research Scholarship (\$2,000) Winter 2019
University of Guelph

I was nominated and selected for this award due to my demonstrated academic excellence in my program.

Ontario Graduate Scholarship (\$15,000) Fall 2018
University of Guelph

Merit-based scholarship received for high academic performance.

Elizabeth Upton Memorial Travel Grant (\$1,000) Fall 2018
University of Guelph

Offered to students interested in engaging in tourism-related activities. After expressing my desire to present at TTRA Canada in Nova Scotia by making a 1,900km road trip from Ontario, I was selected for the award.

CBE Graduate Excellence Scholarship (\$10,000) Summer 2018
University of Guelph

Recognized for excelling academically and to help support the remainder of my graduate research program.

Ontario Graduate Scholarship (\$15,000) Fall 2016
University of Guelph

Merit-based scholarship received for high academic performance.

Destination Canada Research Grant (\$10,000) Summer 2017
University of Guelph

Awarded funding for a project proposal titled "Keep Exploring, Sharing and Tweeting: Connecting

Millennials, Social Media and Destination Canada's Brand" from Destination Canada, following a competitive application process. This research has informed my PhD dissertation and several additional publications since.

Ontario Graduate Scholarship (\$15,000) Fall 2013

University of Ottawa

Merit-based scholarship received for high academic performance.

Excellence Scholarship Fall 2012

University of Ottawa

Merit-based scholarship received for high academic performance.

HONOURS AND AWARDS

D.F. Forster Doctoral Medal (Nomination) May 2021

University of Guelph

Distinguished Dissertation Award (Nomination) April 2021

CAGS/ProQuest

Teaching Assistant Award of Excellence Fall 2019

University of Guelph

Graduate Research Star Award Ceremony February 26, 2014

University of Ottawa

SMRF Supervision Award Fall 2013

University of Ottawa

University of Ontario President's List Winter 2009 – Winter 2010

University of Ontario Institute of Technology

HSBC Bank of Canada Award January 2009 and March 2010

University of Ontario Institute of Technology

Paul Vessey Donor Award March 2010

University of Ontario Institute of Technology

Greater Oshawa Chamber of Commerce Award January 2009

University of Ontario Institute of Technology

Durham College Honour Roll Fall 2006 – Winter 2008

Durham College

UNIVERSITY SERVICE

Instructor, MHMS Writing Boot Camp (Vancouver)

Spring 2024 – Present

The Writing Boot Camp is a two-day intensive program for each new cohort in the spring and fall semesters. The course gives a crash course and refresher on information search strategies using FDU and industry-relevant resources, academic integrity, and APA formatting and referencing. Students conclude the boot camp by pledging their promise to adhere to FDU's academic integrity policy. Each student is presented with a certificate of completion at the end.

Member, FDU (Vancouver) Directors & Coordinators Committee August 2024 – Present
Monthly meetings to review topics related to student enrollment data, FDUV policies, strategic planning, task force committee creation, academic considerations, and more.

Faculty Advisor, The Hospitality Society (Vancouver) Fall 2023 – Present
Tasked with promoting extra-curricular activities, including the Welcome Back Pizza Party at the start of the semester. New this year and led by me was the FDU Vancouver Campus-Wide Holiday Party and Game Night, which welcomed over 60 students and staff to The Rec Room in Burnaby, BC, for an evening of food, arcade games, billiards, and socializing. The event was supported with a \$4,000 grant from FDU.

Faculty Advisor, Research & Creativity Committee (Vancouver) Fall 2022 – Present
This committee seeks to enhance the presence of research and creative work being done by students in ISHSTM, particularly those of MHMS students. Examples of past successful collaborations include the bi-annual Research Seminar Series, faculty/student academic research co-authorship opportunities (with two students currently participating), and inclusion of students at upcoming conferences (e.g., two MHMS students were invited to the BC Tourism Industry Association Conference in Victoria, BC, this past year).

Member, Educational Planning Committee (All ISHSTM Campuses) 2022 – Present
I contribute to discussion topics, vote on proposals, and attend monthly meetings.

Chair, Educational Planning Committee (All ISHSTM Campuses) 2023 – 2024
Responsible for setting up monthly meetings for faculty across Vancouver and New Jersey campuses, requesting materials for discussion, ensuring compliance, offering support in completing paperwork when requested, creating meeting agendas, facilitating meetings and discussions, managing member voting, and maintaining/updating online folders.

Member, Academic Affairs Committee 2022 – 2024
This committee represents all faculty on the campus in all departments, schools, and colleges. It includes most or all full-time faculty and any participating adjunct faculty.

Student Representative, PhD Programs Committee January 2019 – April 2020
University of Guelph
Worked as the sole student representative on a committee of administrators and faculty members across the PhD programs in the business department. Tasks included attending meetings, liaising with students, and offering input on student perspectives.

Volunteer, START International Student Orientation Summer 2018
University of Guelph
Helped to welcome international students arriving in Canada to begin their studies. Tasks in this

role included providing guidance on banking products and clothing needs, giving directions, and joining the students on an organized campus walk.

Master of Ceremonies, Graduate Research Spotlight Event

May 2018

University of Guelph

Invited to help promote the event to other graduate students, keep the event on the correct timing, and lead the discussions during the Q&A period.

MSc Ambassador, MSc in Management Program

February 2014 – August 2014

University of Ottawa

Tasked with ensuring a communication link between students and faculty in the program. Specific tasks included arranging monthly information sessions, organizing off-campus events, and meeting with faculty to determine their needs.

President, Master of Science in Management Student Association

2013 – 2014

University of Ottawa

A student-led organization co-founded by myself and others in the 2013 cohort to provide student support and post-employment opportunities, and manage an association Facebook group to share relevant information.

Member, Graduate Research Programs Committee

Fall 2013 – Spring 2014

University of Ottawa

Ensures program quality meets the standards set by the Senate as part of the Institutional Quality Assurance Process (IQAP) and the School's accrediting bodies (AACSB, EQUIS).

President/Founder, Better Community Club

2009 - 2010

University of Ontario Institute of Technology

Focused on environmental conservation and positive student/community relationship.

President, Project Management Club

2007 - 2008

University of Ontario Institute of Technology

Club co-founder. Organized and managed a 'Masquerade Ball' event as the first campus initiative.

INDUSTRY SERVICE

Executive Member, Travel & Tourism Research Assoc. (Canada Chapter)

2020 – Present

As President this year, I oversee the board and lead all meetings, manage all aspects of Chapter membership, and act as association liaison for the chapter. Unofficially, I have taken an event management role for this year's conference in PEI. Duties include building the TTRA Canada main website, managing TTRA Canada's Facebook page, maintaining email communication with members and delegates, selecting and populating the Cvent event platform, building the Speaker Resource Center, handling registrations and pricing, managing all aspects of the academic abstract submission and review process (including for students), working with Chapter sponsors, selecting and confirming vendors, commissioning original artwork for our conference logo, designing various digital promotional materials, and more.

Member, Int'l Council on Hotel, Restaurant, and Institutional Education 2020 – Present

ICHRIE allows members to advance in tourism and hospitality by gaining professional and institutional growth through various opportunities. In my case, I have had the opportunity to present multiple case studies (including solo-authored) to the Journal of Hospitality & Tourism Cases, as well as attend and present my research at their conference.

Member, Travel & Tourism Research Association 2014 – Present

I have been a member of TTRA International since 2014, when I attended and presented at my first research conference. Since then, my membership has allowed me to participate in the association across various roles, including additional conference presentations, attending several workshops and seminars, and, since 2020, being a member of the Canadian chapter's Board of Directors.

POST-SECONDARY COURSES TAUGHT

** indicates new course development*

Fairleigh Dickinson University (Vancouver Campus)

HRTM 7754 Social Media in Hospitality (3 cr)*	Spring 2024 – Present
HRTM 7746 Entrepreneurship and You (3 cr)*	Fall 2024 – Present
HRTM 7752 Research Methodology II (3 cr)	Fall 2022 – Present
HRTM 3203 Food and Beverage Management (3 cr)*	Fall 2022 – Fall 2024
HRTM 3207 Lodging Operations / Revenue Management*	Spring 2023 – Spring 2024
HRTM 4240 Event Technologies* (3 cr)	Fall 2023
HRTM 2211 Accounting for Hospitality Managers*	Spring 2023
HRTM 7715 Special Project	Fall 2022

University of Guelph, Guelph, ON, Canada

HTM 4060 Advanced Lodging Management (0.5 cr)*	Winter 2020 – Winter 2022
MGMT 4000 Strategic Management (0.5 cr)*	Summer 2019 – Winter 2022
HTM 3160 Destination Management and Marketing (0.5 cr)	Fall 2019 – Fall 2021

George Brown College, Toronto, ON, Canada

HOST 2137 Bridging 2 (42 credit hours)	Summer 2021
MARK 1201 Marketing Management (42 credit hours)	Winter 2021
HOST 1089 Global Tourism Geography and Cultures* (42 credit hours)	Fall 2020

NON-UNIVERSITY EXTRA-CURRICULAR ACTIVITIES

Language Learning Student (Portuguese)	July 2017 – Present
Private Tutoring	

Volunteer	2016 - 2021
Guelph Tool Library	