



## DWIGHT R. HEINRICHS, M.B.A.

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### CURRICULUM VITAE

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Dwight Heinrichs is a tenured faculty member at the Hill I Levene Schools of Business. He specializes in strategic marketing, premium branding and innovation, bringing a choreographed fusion of theory and experiential application into his second, third and fourth year undergrad classes.

Dwight has designed an Introduction to Marketing MBA course for the Levene Graduate School and also taught Marketing for Managers, also EMBA Strategic Marketing. He has co-led study tours to Finland, Estonia, Germany and France, and supervised multiple grad-student capstone projects.

Borrowing a tagline from McDonalds, Dwight now has had the privilege of over 7000 business students served. He is a five-time *Professor of the Year* recipient, has served as faculty advisor for Enactus, and currently is the advisor for the Hill Business Students Society, and also, the Hill Marketing Association.

### PHILOSOPHY OF EDUCATION

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Remembering well what it was like to be a student, I continually seek to refine the classroom experience, creating an environment that exudes energy and a passion for marketing, for business and learning.

I challenge students to focus on learning as their grades will follow, to strive for excellence, to discover their strengths and interests, so they are equipped to compete alongside the best and the brightest.

It is also my desire that through my influence, students will expand their capacity for critical thinking and problem-solving, to aspire to high standards and achievement in their personal lives.

### ACADEMIC QUALIFICATIONS

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2001	M.B.A.	<b>University of Regina</b>	Canada
		<i>Business Administration – Thesis Option</i>	
1994	B. Admin.	<b>University of Regina</b>	Canada
		<i>Business Administration – Coop Education</i>	

## PROFESSIONAL DEVELOPMENT

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2024 **Digital Marketing Conference**, Sask Professional Marketing Association, Saskatoon  
 2023 **Digital Marketing Conference**, Sask Professional Marketing Association, Saskatoon  
 2014 **Global Leadership Summit**, Briercrest College, Caronport  
 2013 **MoSo – Marketing & Social Media Conference**, MoSo, Saskatoon  
 2011 **Escape the Box**, Wizard Academy, Austin  
 2010 **Leveraging Social Media 4 Marketing**, Wizard Academy, Austin  
 2009 **Keynote Speaking**, Canadian Association of Professional Speakers, Toronto  
 2008 **Case Writing Workshop**, Ivey School of Business, London (Regina)  
 2008 **Da Vinci and the 40 Answers**, Wizard Academy, Austin  
 2007 **National Teaching, Learning & Technology Conference**, McGraw-Hill Ryerson, Toronto  
 2005 **Teaching with Cases**, Ivey School of Business, London  
 2001 **Managing First Impressions**, Connect-Us Communications Canada, Toronto  
 2001 **Business Marketing Strategy**, Self Employment Consulting Inc., Toronto  
 2001 **Negotiation Essentials**, Wayne Lewis and Associates Inc., Toronto  
 2001 **Core Consulting Skills**, Essential Communications Ltd., Toronto  
 2001 **PR / Promotional Design**, Single Source Business, Toronto  
 1998 **Dale Carnegie Course**, Dale Carnegie Training®, Regina  
 1997 **Communication & Leadership**, Toastmasters Intl.™

## ACADEMIC EXPERIENCE

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2022	<b>Winter</b>	210-001/031	210-002/032	310-001	
	<b>Spring</b>	210-040/041			
	<b>Fall</b>	210-001/031	210-005/035	310-001	410-001
2023	<b>Winter</b>	Sabbatical	210-001/031		
	<b>Spring</b>	Sabbatical			
	<b>Fall</b>	210-003/033	310-001	410-001	EMBA 835
2022	<b>Winter</b>	210-001/031	210-002/032	210-003	310-001
	<b>Spring</b>	210-040/041			
	<b>Fall</b>	Sabbatical			
2021	<b>Winter</b>	210-001/031	210-002/032	210-003	310-001
	<b>Spring</b>	210-040/041			
	<b>Fall</b>	210-001/031	210-002/032	310-001	410-001
					EMBA 835

2020	<b>Winter</b>	210-001/031	210-002/032	310-001		
	<b>Spring</b>	210-040/041	MBA 710/840			
	<b>Fall</b>	210-001/031	210-002/032	310-001	410, GBUS 704 & EMBA 835	
2019	<b>Winter</b>	210-001/031	210-002/032	210-003/033	310-001	
	<b>Spring</b>	210-040/041	MBA 710/840			
	<b>Fall</b>	210-001	210-002	310-001	410-001	
2018	<b>Winter</b>	210-001/031	210-002/032	210-003/033	310-001	
	<b>Spring</b>	210-040/041	MBA 710			
	<b>Fall</b>	210-001	210-002	210-003/033	310-001	410-001
2017	<b>Winter</b>	210-001	210-002	310-001	310-002	EMBA 835
	<b>Spring</b>	<b>EMBA 870, Intl</b>	MBA 840			
	<b>Fall</b>	210-001	210-002	310-001	410-001	
2016	<b>Winter</b>	210-001	210-002	310-001	310-002	EMBA 835
	<b>Spring</b>	<b>EMBA 870, Intl</b>	EMBA Presentation Skills & MBA Case Analysis Workshops			
	<b>Fall</b>	210-001	210-002	310-001	310-002	410-001
2015	<b>Winter</b>	210-001	210-002	210-003	310-001	EMBA 835
	<b>S &amp; S</b>	<b>MBA 848, Intl</b>	EMBA Presentation Skills & MBA Case Analysis Workshops			
	<b>Fall</b>	210-001	210-002	310-001	310-002	410-001
2014	<b>Winter</b>	210-001	210-002	310-001	410-001	EMBA 835
	<b>S &amp; S</b>	<b>MBA 848, Intl</b>	EMBA Presentation Skills & MBA Case Analysis Workshops			
	<b>Fall</b>	210-001	210-003/033	310-001	310-002	410-001
2013	<b>Winter</b>	210-002	310-001	310-002	EMBA 835	
	<b>S &amp; S</b>	<b>MBA 848, Intl</b>	EMBA Presentation Skills Workshop			
	<b>Fall</b>	210-001	310-001	310-002	410-001	
2012	<b>Winter</b>	210-001	210-002	310-001	310-002	EMBA 835
	<b>S &amp; S</b>	MBA 848, Intl	EMBA Presentation Skills Workshop			
	<b>Fall</b>	210-001	210-002	310-001	310-002	
2011	<b>Winter</b>	210-001	210-002	310-001	310-002	EMBA 835
	<b>S &amp; S</b>		EMBA Presentation Skills Workshop			
	<b>Fall</b>	210-001	210-002	310-001	310-002	

2010	Winter	210-001	210-002	310-001	310-002
	S & S		EMBA Presentation Skills Workshop		
	Fall	210-001	210-003/033	310-001	310-002
2009	Winter	210-001	210-002	310-001	310-002
	S & S	210-060	EMBA Presentation Skills Workshop		
	Fall	210-001	210-002	310-001	310-002
2008	Winter	210-001	310-001	310-002	
	S & S	210-040	EMBA Presentation Skills Workshop		
	Fall	210-004	310-001	310-002	
2007	Winter	310-001	310-002		
	S & S	210-040/041			
	Fall	210-001	210-002	210-004	
2006	Winter	210-001	210-004	310-002	
	S & S	210-001			
	Fall	210-001	210-002	210-004	310-002
2005	Winter	210-002	210-003/033	210-004	
	S & S	210-040	210-003		
	Fall	210-002	210-004	310-002	
2004	Fall	210-001	210-002	210-003/033	

I have used innovative processes to continually refine my pedagogical approach to create a dynamic learning environment for students. Classroom lectures are augmented with cases, videos, personal examples, simulations, concept studies and teamwork – writing formal reports and delivering presentations.

I have conceptualized a proprietary “CRACK Analysis” tool to assess the strategic marketing rigor of an existing organization, as part of a larger [Marketing Analytics & Design](#) protocol. I have also developed a proprietary [Compressions of Thot](#) architecture to focus the process of idea-generation and discovery.

Further to this, I have developed [Premium Brand Architecture](#) to make sense of category, positioning and personality ... follow-on management details. I have further developed a [Personal Brand Architecture](#), drawing upon branding facets from business and reapplying them to one’s own personal brand.

Philosophically, in all of this, my objective has been to promote independent critical thinking, to adopt qualities of resourcefulness, adaptability and resilience ... internal qualities to augment a competitive edge in the marketplace as the business world rushes into the embrace of AI interdependence.

## APPLIED RESEARCH INTERESTS

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**Intelligence Theory:** Applied research interests are focused on application - making sense of how classic constructs of intelligence and education interplay with qualities including but not limited to facility with spatial, logical, linguistic, aesthetic, inter-personal, intra-personal and kinesthetic intelligences.

Other personal qualities of interest related to innovation include curiosity, confidence, determination, imagination and collaboration ... notwithstanding rapid prototyping. At an organization cultural level, navigating stress, control and risk are intriguing, not well understood, generally not well calibrated.

Further to this, more researched is warranted in "the art of knowing" ... the practicalities of navigating the Johari Window. By extension, further research is warranted to better understand the interrelationships of ideological influences and personal biases in relation to the one's philosophical pursuit of the best answer.

## FACULTY DEVELOPMENT

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Upon becoming a part of the faculty in 2004, I was impressed with the significant achievements that had been made at the Faculty of Business Administration. I also observed opportunities to further enhance the student learning experience. The premise was that business schools should exude dynamic energy and emulate the best organizations in the art of creating value. I further observed that business schools had some of the best tools to innovate and set the standard for advanced educational learning.

To further our students' learning experience in the faculty, I elected to lend my time and expertise in premium branding and design. I have toured the facilities of Columbia (New York), Georgetown (Washington DC), Ivey (London), Segal (Vancouver) and McCombs (Austin) to benchmark other leading business faculties. And, although more is yet to be achieved, I feel that this contribution has been complementary to the other areas of excellent work performed by colleagues in the Faculty of Business.

### INITIATIVES TO ENHANCE FACULTY & STUDENT EXPERIENCE

#### 2024 **Hill Business Student Society Lounge**

Working with the BSS and Facilities Management, a New York Soft-Loft milieu was created.

#### 2023 **Hill Digital Marketing Certificate**

I interviewed multiple stakeholders to conceptualize a solution to a gap in content delivery.

#### 2022 **Levene MBA**

Undertook analysis of the underperforming MBA and developed go-forward recommendations.

#### 2020 **Space Team**

Assessed how to leverage technology for concurrent virtual and in-person classrooms.

#### 2020 **Virtual Classroom Team**

Assessed how the faculty could quickly get up to speed with remote learning, provided a report.

#### 2018 **Sourcing Replacement TV for Hill Commemorative Wall**

Sourced and worked with Facilities Management in custom fitting a new flat screen TV.

#### 2017 **Sourcing Flat Screen TVs for 5<sup>th</sup> & 6<sup>th</sup> Floor**

Went to retail shops to explore options and costs, also worked with facilities on mounting options.

- 2016 **Hill Pin & Ring Posters**  
Undertook the relocation, framing and mounting along with LED spot lighting.
- 2015 **Re-Design of Faculty of Business Sessional Instructor Office**  
Prepared a design concept, presented it to stakeholders, then managed its execution.
- 2012 **Paul J. Hill Commemorative Wall – Phase II**  
Enhanced the visual impact with inclusion of a HD flat screen TV with high traffic area relocation
- 2011 **Kenneth Levene Classroom (ED 514)**  
Designed block painting theme and installed world clocks to elevate professional aesthetics
- 2008 **Paul J. Hill Commemorative Wall**  
Interviewed client, created concept-design, wrote script and co-managed installation for unveiling
- 2008 **Business Students Society Executive Lounge**  
Designed concept and coordinated install of paint, cabinets, counter, plants, fixtures and artwork
- 2008 **Faculty of Business Podium**  
Sourced and arranged delivery of podium (designed and coordinated installation of faculty logos)
- 2008 **Kenneth Levene Graduate School of Business Brand**  
Collaborated with the Dean and external firm in the design of a brand identity / graphics package
- 2008 **Faculty of Business Common Area (Floors 5 & 6)**  
Performed concept-development for expanded roll-out of high-impact physical space (standby)
- 2007 **Faculty of Business Dean Portrait Collection**  
Undertook portrait commission of faculty deans, featured in ultra-rare medium of photo-graphite
- 2007 **Dean's Boardroom School of Business**  
Removed tack-boards, coordinated painting, and, re-featured the faculty's collection of wall art
- 2007 **Sound System (Faculty Lounge & Business Centre)**  
Researched options and coordinated installation (ambient music for EMBA students and clients)
- 2007 **Executive Case Room (ED558)**  
Co-designed and co-managed drawings and remodeling of space (selected leather furnishings)
- 2007 **Centre for Management Development Offices**  
Created designed-concept and co-managed development (worked closely with Physical Plant)
- 2007 **Paul J. Hill School of Business Brand**  
Collaborated with the Dean and external firm in design of graphics package and promo brochure
- 2006 **Common Area Paint Treatments**  
Selected color accent (Café Ole) and coordinated painting of hallway pillars and feature walls
- 2006 **Centre for Management Development Brand**  
Collaborated with Centre manager and external firm in design and developing a brand identity
- 2006 **Levene Commemorative (Home Office)**  
Created concept design and managed production, to be featured in donor's private office space
- 2006 **Student Career Centre**  
Coordinated feasibility study of Business Faculty Career Centre, benchmarking industry (standby)

- 2005    **Student Photo Database**  
           Researched legal and technical issues with recommendations as per request by dean
- 2005    **Digital Ticker-Tape**  
           Researched, sourced suppliers, prices with recommendations as per request by dean (standby)
- 2005    **Video Conferencing**  
           Researched, sourced suppliers, prices with recommendations as per request by dean (standby)
- 2005    **Technology Center (ED514)**  
           Developed complete concept-design with international theme as per request by dean (standby)
- 2005    **Kenneth Levene Commemorative Wall**  
           Interviewed client in home, created concept-design and co-managed production and installation
- 2005    **B & W Architectural Photo Collection**  
           Photographed and digitally re-mastered for lounge, boardroom, website and promotion materials
- 2004    **Boardroom (ED 560)**  
           Designed and co-managed remodeling of space and accent themes (stainless, maple & soft grey)
- 2004    **Faculty Lounge**  
           Designed and co-managed remodeling of space and concept development of the mobile island

## BUSINESS EXPERIENCE

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I started off life as a farm kid, learning to drive a tractor at the age of five. I actively undertook fieldwork by the age of eight, also equipment maintenance and working with a herd of beef cattle. I also worked for a neighbor farmer during high school. Farming was initially my intended career direction following graduation.

Upon working a summer for Pro-Ag International as a setup mechanic, I was given the opportunity to take on the role of shop foreman. I chose rather to get into the jewelry industry and started store management in my early twenties ... hiring, firing, promotion, managing financials, inventory-control, also, purchasing.

Given an open mandate, I undertook design of showcase displays, hired an appraiser to serve all locations in the chain, managed an onsite goldsmith and developed an inventory control mechanism to ensure top sellers were constantly in stock, quickly managing one of the tightest operations in the company.

Following my undergrad, through my company, I sub-contracted with a Toronto Marketing Firm that specialized in jewelry retail consulting. This work involved business analysis, providing expertise in sales, merchandising and promotion ... also as a "manager in bankruptcy" under a receiver.

This latter work involved securing million-dollar inventories and re-invigorating demoralized employees. It further involved working with owners, landlords, banks, lawyers, ad executives, also, suppliers. This work required strong leadership, organizational skills, problem-solving and resilience.

It was routine to fly into Toronto on a few days' notice, dealing with utilities threatening to cut services, owners enduring emotional stress, and one-off events such as an armed robbery with sawed-off shotguns. The aim was to pay off secured creditors, so clients' homes were cleared.

I also took on a contract to re-conceptualize, design and build a not-for-profit boutique in Regina ... Ten Thousand Villages. This involved market research visits to stores in Edmonton, Winnipeg and Minneapolis, refocusing the muddled brand to one of a near-premium sensibility.

## COMMUNITY DEVELOPMENT

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As a representative of the Faculty of Business, I have contributed time and expertise to a variety of local businesses and organizations (e.g. Mini of Regina, Regina Regional Economic Development, Regina Warehouse District and CGA Canada, and more recently, Dallas Valley Ranch Camp).

I contributed a significant allocation of time and expertise, pro bono, to re-brand and revitalize the village of Eyebrow in Saskatchewan. Visioning, strategy, change management, “customer” experience, innovation and design were integrated to create an ethos of ‘gentrified country living’.

This afforded the opportunity to give back to my home community, through the collaboration with the town, saving the K to 12 School from closure. As an extension of this I have worked with a couple dozen client organizations in my 410 Advanced Strategic Marketing course.

## COMMENTS FROM STUDENTS

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You are a brilliant, brilliant man and the BSS is very lucky to have you as a mentor. I am very lucky to have you as a mentor.

Thank you for the semester Dwight! You're a fun prof and huge part of our business faculty. You also taught me to love jazz while studying!

I am so glad I got to know you more during this trip. You are not only a great prof but a wonderful human being too. Thank you for being you.

Thank you for putting in time to help us in our case competition over the past few months. We are very thankful for your guidance.

I have done course 210 business under Dwight Heinrichs. He has very excellent method of teaching. I enjoyed his class with great interest and Dwight is very good nature and best professor for me ever.

Thank you for a great semester, I thoroughly enjoyed working with you and getting to know you! Your positive view on life and the wealth of knowledge you have acquired have been invaluable to observe.

Thank you so much for being a repeated reference for me! I am so grateful for your kind acts! I look forward to seeing you soon!

Thank you for being an amazing prof and mentor. You have been someone that I can talk to, bounce ideas off and ask questions. To when I don't understand a concept. Thank you!

You're a cool dude. Thanks for being an awesome prof!

Enactus Regina would like to thank you for the time you have given to our team. We appreciate your support and hope to see you at many more endeavors.

A special thank-you to you for creating an exceptional Hill Commemorative display. Your work on this was very much appreciated.

Your outlook and approach to business and life intrigues me and encourages me to be the person who looks outside the box. You are truly an inspirational leader.



Thank you so much for all of your guidance, wisdom and assistance in the past couple years. Your help with crafting my resume was excellent, I believe it really sets me apart from others now.

Hope you had fun in Munich. Just wanna say thank you for your help in organizing and guiding us in our Europe study tour. It was a great trip.

Dwight, your vision for the Centre has helped to make the Centre what it is today and has provided us with a luxurious work environment! Future clients will be lucky to benefit from your creativity.

It was a pleasure to be in the class with and learn from you. You are an incredible person and professor.

Thank you very much for another fantastic semester. You have inspired me in so many ways and look forward to my future and would enjoy staying in touch!!

This has been an awesome class. It was the first class I've had where everyone talked and participated and no one was really shy. I feel like I learned a great deal in this class.

I really loved this class and am sad it's come to an end so soon! It was a pleasure learning from you. You have had a large impact on my marketing abilities and the skill I have learned over the last 3.5 years.

You are one of few professors that puts emphasis on applying the concepts you teach to real world examples and I have really enjoyed that.

I want to let you know that I found your courses the most engaging and insightful during my degree. I am excited to start my career and utilize the skills that I have developed over the last few years.

I always feel thankful that you are such a patient and professional instructor that can bring up my interest in marketing. I really like your teaching style!

Thank you for the quintessential Dwight experience that has become a rite of passage for business graduates at the U of R.

## PROFESSIONAL REFERENCES

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*Available Upon Request*