



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

Faculty of Business Administration  
University of Regina  
Regina, Sask., Canada S4S 0A2  
T 306 585 4718 F 306 585 5361  
dwight.heinrichs@uregina.ca

### CURRICULUM VITAE

---

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 also taught Marketing for Managers in the MBA program, and, Strategic Marketing at the Executive MBA level. He has co-designed and led international study tours to Finland, Estonia, Germany and France, and, supervised multiple graduate student research projects.

Borrowing a tagline from McDonalds, Dwight now has over 6600 business students served with 149 courses delivered. He is a five-time *Professor of the Year* recipient and served as faculty advisor for Enactus, the Hill Business Students Society, and, the Hill Marketing Association.

### PHILOSOPHY OF EDUCATION

---

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 professional and personal lives.

### ACADEMIC QUALIFICATIONS

---

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

---

- 2016 Sat in on multiple sessions of the **Levene Directors Program** in conjunction with Rotman
- 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.™, Regina

## ACADEMIC EXPERIENCE

---

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>	870 – EMBA-I Intl Study Tour		840 – MBA		
	<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>	870 – EMBA-I Intl Study Tour				
	<b>Summer</b>	EMBA Presentation Skills Workshop		MBA Case Analysis Workshop		
	<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>Spring</b>	848 – MBA-I International Study Trip				
	<b>Summer</b>	EMBA Presentation Skills Workshop		MBA Case Analysis Workshop		
	<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>Spring</b>	848 – MBA-I Intl Study Trip				
	<b>Summer</b>	EMBA Presentation Skills Workshop		MBA Case Analysis Workshop		
	<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>	848 – MBA-I Intl Study Trip		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>	<i>EMBA Presentation Skills Workshop</i>			848 – MBA-I Intl Study Trip	
	<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>	<i>EMBA Presentation Skills Workshop</i>				
	<b>Fall</b>	210-001	210-002	310-001	310-002	
2010	<b>Winter</b>	210-001	210-002	310-001	310-002	
	<b>S &amp; S</b>	<i>EMBA Presentation Skills Workshop</i>				
	<b>Fall</b>	210-001	210-003/033	310-001	310-002	
2009	<b>Winter</b>	210-001	210-002	310-001	310-002	
	<b>S &amp; S</b>	210-060	<i>EMBA Presentation Skills Workshop</i>			
	<b>Fall</b>	210-001	210-002	310-001	310-002	
2008	<b>Winter</b>	210-001	310-001	310-002		
	<b>S &amp; S</b>	210-040	<i>EMBA Presentation Skills Workshop</i>			
	<b>Fall</b>	210-004	310-001	310-002		

2007	<b>Winter</b>	310-001	310-002		
	<b>S &amp; S</b>	210-040/041			
	<b>Fall</b>	210-001	210-002	210-004	
2006	<b>Winter</b>	210-001	210-004	310-002	
	<b>S &amp; S</b>	210-001			
	<b>Fall</b>	210-001	210-002	210-004	310-002
2005	<b>Winter</b>	210-002	210-003/033	210-004	
	<b>S &amp; S</b>	210-040	210-003		
	<b>Fall</b>	210-002	210-004	310-002	
2004	<b>Fall</b>	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 videos, personal examples, class debates, product sampling, and team work – writing formal reports and delivering presentations. In advanced marketing, high-level strategy is merged with analysis and problem-solving tools. Critical thinking and multidimensional strategy is internalized through an intensely competitive marketing simulation. Boardroom presentations are integrated to learn from past mistakes and make the best of new realities. Guest speakers are selectively sought out to augment a life-on-the-street perspective.

## APPLIED RESEARCH INTERESTS

---

**Innovation Discovery Modeling:** Research interests are focused on application - making sense of how intelligence, education and organization culture play into raw capacity for innovation.

Further to this, my research interests are focused on the art of selecting innovation team members, and applying their collective talent to innovation architectures that effectively propel discovery at the edge of thought.

## FACULTY DEVELOPMENT

---

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 education 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 complimentary to the other areas of excellent work performed by colleagues in the Faculty of Business.

## INITIATIVES TO ENHANCE FACULTY & STUDENT EXPERIENCE

- 2020 **Remote Learning Committee**  
Directed team research, assessing how to 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

---

Through my company, Sullivan Mercer Design (SMD), initial focus was on working with jewelry sector clients in financial distress – providing expertise in promotion, merchandising and sales-force management. SMD evolved into providing expertise as ‘manager in bankruptcy’ and liquidating companies in receivership.

This work involved securing multi-million dollar inventories and turning around a demoralized sales force, in multiple locations, with limited time. It involved work with bankers, lawyers, accountants, landlords, ad executives and suppliers. And, it required strong leadership and management in a non-turnkey setting.

SMD has transitioned focus into innovation as a competitive edge, developing a seminar series to work with clients to develop innovation as a core expertise. SMD also works with individual professionals in designing, packaging and promoting their personal brand. Luxury branding may also yet be on the near horizon.

## COMMUNITY DEVELOPMENT

---

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).

I contributed a significant allocation of time and expertise, pro bono, to re-brand and revitalize the village of Eyebrow. Visioning, strategy, change management, 'customer' experience, innovation and design are being integrated to create an ethos of 'gentrified country living'.

This afforded the opportunity to give back to my home community. I have had the privilege of collaborating with the town to save the K to 12 School from closure, also leveraging the opportunity to raise the profile of the Paul J. Hill School of Business.

## COMMENTS, MOSTLY FROM STUDENTS

---

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 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

---

*Available Upon Request*



January 20<sup>th</sup>, 2021

Dr. Gina Grandy, Dean  
Faculty of Business Administration  
University of Regina  
Regina, Sask.  
S4S 0A2

Dear Dr. Grandy,

*Re.: Annual Review*

Time continues to pass quickly since I started in my role at the Faculty of Business. And, it continues to be, by far, the most intellectually stimulating and rewarding experience in my career. The interaction with students has been most enjoyable.

My focus continues to be creating exceptional value to students, and now through the lens of remote teaching and learning. I have work incessantly to create a compelling environment for learning, to provide students with insights drawn from my evolving professional experience.

Please find attached my updated CV along with the Annual Information Form. I trust that my contribution to the Faculty of Business Administration, to the students that I have the pleasure of working with, and to the greater business community, exceeds expectations.

Sincerely,

A handwritten signature in purple ink, appearing to read 'Dwight Heinrichs', with a long horizontal flourish extending to the right.

Dwight Heinrichs

C.C. Dr. Saqib Khan