



DWIGHT R. HEINRICHS, M.B.A.

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CURRICULUM VITAE

Dwight R. Heinrichs is a tenured faculty member at the Hill Levene School of Business. He specializes in strategic marketing, premium branding and innovation, bringing a choreographed fusion of theory and experiential learning into his theoretical, strategic- and consulting-level undergrad classes.

He has designed an Intro to Marketing MBA course for the Hill Levene Graduate School, has taught a more advanced Strategic Marketing condensed grad class plus a Marketing for Managers EMBA course, working with a variety of clients including a manufacturer of robotic ag tractors, solving interesting problems.

He has co-led graduate study tours to Finland, Estonia, Germany and France ... observed the manufacture of cruise ships in Finland such as the *Oasis of the Seas*, toured the German Leica camera company in Wetzlar, also toured an Audi factory floor and saw an R8 super-car start for the first time in Heilbronn.

He brings a passion for portrait art & urban photography, smooth jazz & singing Sinatra, has a Blackbelt in karate, has enjoyed world cities including New York, Paris and Berlin, and rides a Harley. He is equally driven by effectiveness and great design ... thinking at the edge of thought!

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

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 align strengths, interests and opportunity in this age of AI ... to be better equipped to navigate the future.

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 lives.

ACADEMIC QUALIFICATIONS

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

PROFESSIONAL DEVELOPMENT

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

2025	Winter	210-001/031	210-002/032	310-001	
	Spring	210-401/431/491			
	Fall	210-001/031	210-004-034	310-001	
2024	Winter	210-001/031	210-002/032	310-001	
	Spring	210-040/041			
	Fall	210-001/031	210-005/035	310-001	410-001

2023	Winter	Sabbatical	210-001/031			
	Spring	Sabbatical				
	Fall	210-003/033	310-001	410-001	EMBA 835	
2022	Winter	210-001/031	210-002/032	210-003	310-001	
	Spring	210-040/041				
	Fall	Sabbatical				
2021	Winter	210-001/031	210-002/032	210-003	310-001	
	Spring	210-040/041				
	Fall	210-001/031	210-002/032	310-001	410-001	EMBA 835
2020	Winter	210-001/031	210-002/032	310-001		
	Spring	210-040/041	MBA 710/840			
	Fall	210-001/031	210-002/032	310-001	410, GBUS 704 & EMBA 835	
2019	Winter	210-001/031	210-002/032	210-003/033	310-001	
	Spring	210-040/041	MBA 710/840			
	Fall	210-001	210-002	310-001	410-001	
2018	Winter	210-001/031	210-002/032	210-003/033	310-001	
	Spring	210-040/041	MBA 710			
	Fall	210-001	210-002	210-003/033	310-001	410-001
2017	Winter	210-001	210-002	310-001	310-002	EMBA 835
	Spring	EMBA 870, Intl	MBA 840			
	Fall	210-001	210-002	310-001	410-001	
2016	Winter	210-001	210-002	310-001	310-002	EMBA 835
	Spring	EMBA 870, Intl	EMBA Presentation Skills & MBA Case Analysis Workshops			
	Fall	210-001	210-002	310-001	310-002	410-001
2015	Winter	210-001	210-002	210-003	310-001	EMBA 835
	S & S	MBA 848, Intl	EMBA Presentation Skills & MBA Case Analysis Workshops			
	Fall	210-001	210-002	310-001	310-002	410-001
2014	Winter	210-001	210-002	310-001	410-001	EMBA 835
	S & S	MBA 848, Intl	EMBA Presentation Skills & MBA Case Analysis Workshops			
	Fall	210-001	210-003/033	310-001	310-002	410-001

2013	Winter	210-002	310-001	310-002	EMBA 835	
	S & S	MBA 848, Intl	EMBA Presentation Skills Workshop			
	Fall	210-001	310-001	310-002	410-001	
2012	Winter	210-001	210-002	310-001	310-002	EMBA 835
	S & S	MBA 848, Intl	EMBA Presentation Skills Workshop			
	Fall	210-001	210-002	310-001	310-002	
2011	Winter	210-001	210-002	310-001	310-002	EMBA 835
	S & S		EMBA Presentation Skills Workshop			
	Fall	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 / dependence.

APPLIED RESEARCH INTERESTS

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 one’s philosophical pursuit of “the best answer”.

Making sense of AI-AGI-ASI is a current focus. There is a plausible likelihood this will prove to be humanity’s most poignant creation. Past inventions look to be simplistic metaphors to understand the complexity and implications of infusing hyper-fast synthetic cognition in direct competition with “the humans”.

On a lighter note, the infusion of aesthetics & design across all facets of life, with intention, is an intriguing way to add to quality of life as humans ... also to work productivity. My working theory is most humans and consumers do so in an ad hoc manner, with an “off the corner of the desk” approach.

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 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 Certificate & Diploma**
I interviewed multiple stakeholders to conceptualize a solution to a gap in content delivery.
- 2022 **Macro Competitive Strategy**
Developed a concept study for a U of R positioning strategy to leverage unique attributes.
- 2022 **Levene MBA Strategy**
Undertook analysis of the underperforming MBA, 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 5th & 6th 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

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

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

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!

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.

I have so much appreciation for you Dwight, you have changed the way that I think about marketing, businesses, and people as a whole for the better and I am forever grateful to have taken this class!

PROFESSIONAL REFERENCES

Available Upon Request