

EMILY MCNAIR

EDUCATION

DEGREES

2028 <i>expected</i>	DOCTOR OF BUSINESS ADMINISTRATION Haskayne School of Business, University of Calgary, AB, Canada
2017	MASTER OF ADMINISTRATION – LEADERSHIP Hill and Levene Schools of Business, University of Regina, SK, Canada
2011	BACHELOR OF BUSINESS ADMINISTRATION – ENTREPRENEURSHIP & MARKETING Hill and Levene Schools of Business, University of Regina, SK, Canada

CERTIFICATIONS & POST-SECONDARY PROGRAMS

2023	WOMEN IN ACADEMIC LEADERSHIP Centre for Higher Education Research and Development, University of Manitoba, MB, Canada
2022 to 2023	UNIVERSITY MANAGEMENT COURSE Centre for Higher Education Research and Development, University of Manitoba, MB, Canada
2021	EQi 2.0 & EQ360 CERTIFIED FACILITATOR Multi-Health Systems Inc.
2021	FINANCE FOR NON-FINANCIAL PROFESSIONALS The Ivey Academy, Ivey School of Business, ON, Canada
2021	COACH APPROACH TO LEADERSHIP PROGRAM Edwards Executive Education, University of Saskatchewan, SK, Canada
2021	WOMEN IN LEADERSHIP: ONLINE PROGRAM FOR EMERGING LEADERS Harvard University, MS, United States
2021	4 SEASONS OF RECONCILIATION First Nations University of Canada, SK, Canada
2018	COLOURSPECTRUMS™ CERTIFIED FACILITATOR ColourSpectrums™
2015	CERTIFIED MANAGEMENT CONSULTANT CERTIFICATION Certified Management Consultants of Canada
2013	PROJECT MANAGEMENT PROFESSIONAL CERTIFICATION Project Management Institute

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SELECT PROFESSIONAL DEVELOPMENT & CONFERENCES

2025	Canadian Symposium for Academic Integrity; International Centre for Academic Integrity Annual Conference; The Uses of AI in the Classroom Workshop; Western Canada Economic Forum
2024	Business Schools Association of Canada Annual Conference; North American Case Research Association Annual Conference; International Centre for Academic Integrity Annual Conference; Investigating Dean Workshop; Helping International and At-Risk Students Workshop; Mastering Case-Based Course Design Workshop; Ivey Case Writing Workshop; NACRA Teaching with Cases Workshop
2023	AACSB Associate Deans Conference; Ivey Case Teaching Workshop; AACSB Seminar for New Associate Deans; AACSB Assessment of Learning I & II Workshops
2022	Robert's Rules of Order
2021	Positive Space Training: Inclusive Business Practices; Level 1 Violent Threat Risk Assessment
2020	Unconscious Bias
2019	Resiliency & Gratitude; Crucial Conversations
2018	Respectful Workplace
2017	Digital User Experience 3-Day Course
2016	Crisis Communications; UR Leading
2015	Fundamentals of Fundraising; Planned Giving; Building Corporate Engagement; First Aid Certification
2013	Advanced Project Management; Leadership Essentials
2012	Essentials of Management Consulting; Project Management Foundations Principles & Techniques
2011	Best Practices of Management Consulting

EMPLOYMENT EXPERIENCE

ADMINISTRATIVE POSITIONS HELD IN ACADEMIA

Jul 2023 to Present	ASSOCIATE DEAN, UNDERADUATE PROGRAMS Hill and Levene Schools of Business, University of Regina, SK, Canada
Jun to Jul 2024	INTERIM DEAN Hill and Levene Schools of Business, University of Regina, SK, Canada

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Jan 2023 to Mar 2024	CO-ACADEMIC LEAD, PROGRAM FOR CREATIVITY, INNOVATION & ENTREPRENEURSHIP (“IMAGINEUR”) Hill and Levene Schools of Business, University of Regina, SK, Canada
Jan 2021 to May 2022	FACULTY ADMINISTRATOR Hill and Levene Schools of Business, University of Regina, SK, Canada
Jan 2020 to Apr 2021	MANAGER, CENTRE FOR MANAGEMENT DEVELOPMENT Hill and Levene Schools of Business, University of Regina, SK, Canada

ACADEMIC POSITIONS HELD

Jun 2022 to Present	LECTURER MARKETING, ORGANIZATIONAL BEHAVIOUR & PROJECT MANAGEMENT (CONTRACT) Hill and Levene Schools of Business, University of Regina, SK, Canada
Jan 2018 to Apr 2021	SESSIONAL LECTURER (PER COURSE BASIS) Hill and Levene Schools of Business, University of Regina, SK, Canada

NON-ACADEMIC POSITIONS HELD

Jul 2023 to Present	FOUNDER & LEADERSHIP COACH Emily McNair Coaching & Strategy <i>Leadership coaching, ColourSpectrums personality workshops, EQ-i 2.0 & ED360 assessments and workshops, leadership development workshops, custom training and workshops, keynote presentations</i>
Sep 2019 to Present	FOUNDER & MARKETING STRATEGIST Why Lime Strategy Co. <i>Marketing plan development and implementation, digital marketing strategy and implementation, communication development, website development and maintenance, digital marketing advertisement buying</i>
Nov 2018 to Dec 2019	PROJECT DIRECTOR & MARKETING MANAGER McNair Business Development Inc., Regina, SK, Canada
Jun 2017 to Nov 2018	MARKETING MANAGER – DIGITAL USER EXPERIENCE & DESIGN SaskTel, Regina, SK, Canada
Jun 2016 to Jun 2017	COMMUNICATIONS MANAGER – EXTERNAL SaskTel, Regina, SK, Canada
Nov 2015 to Jun 2016	CORPORATE ENGAGEMENT OFFICER – PRESIDENT’S OFFICE University of Regina, Regina, SK, Canada
Aug 2014 to Oct 2015	PRINCIPAL RELATIONS OFFICER University of Regina, Regina, SK, Canada

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Jan 2014 to Aug 2014	BUSINESS CONSULTANT & MARKETING MANAGER McNair Business Development Inc., Regina, SK, Canada
Jan 2013 to Dec 2013	SENIOR BUSINESS ANALYST McNair Business Development Inc., Regina, SK, Canada
Apr 2011 to May 2013	FRANCHISE MARKETING & OPERATIONS MANAGER – SASKATCHEWAN Applebee's International, Regina, SK, Canada
Sep 2010 to Apr 2011	TEACHING ASSISTANT Hill and Levene Schools of Business, University of Regina, Regina, SK, Canada <i>BUS 310 Strategic Marketing, BUS 312 Consumer Behaviour</i>
May 2010 to Dec 2012	BUSINESS ANALYST McNair Business Development Inc., Regina, SK, Canada
Sep 2007 to Apr 2010	ADMINISTRATIVE ASSISTANT McNair Business Development Inc., Regina, SK, Canada

COMPREHENSIVE LIST OF COMMITTEE & BOARD MEMBERSHIPS

University	Provost and Vice-President (Academic) Search Advisory Committee (June 2025 to Present); Director of the Centre for Teaching & Learning Selection Committee (May 2025 to Present); Provost's Working Committee on Artificial Intelligence & Academic Integrity (Jan 2025 to Present); Associate Dean Academic Committee (Jul 2023 to Present); Academic Leadership Group Committee (Jul 2023 to Present); Investigating Deans Committee (Jul 2023 to Present); Council Committee for Undergraduate Admissions & Studies (Jul 2023 to Present); Executive of Council (Winter 2023 to Present); Business Administration Dean Reappointment Committee Member (Feb 2016 to Apr 2016)
School/ Faculty	Undergraduate Programs Committee (Chair from Jul 2023 to Present; Member from Sep 2022 to Jun 2023); Accreditation Committee (Jul 2023 to Present); Dean's Executive Committee (Jan 2021 to May 2022; Jul 2023 to Present); Multiple Faculty and Staff Hiring Committees (Jan 2020 to Present); RBC Woman Executive in Residence Advisory Committee (Jan 2017 to Jul 2018)
Student Focused	JDC West Business Competition 2018 VP Logistics (Mar 2017 to Jan 2018); JDC West Business Competition Board of Directors Chair (Apr 2015 to Mar 2017); Campbell Collegiate High School Case Team Coach (Sep 2015 to Jun 2016); President of the Levene Graduate Students Association (Jun 2015 to Mar 2016); Hill JDC West Team Godparent (Mar 2014 to Jan 2015); JDC West Business Competition Board Member (Jan 2013 to Jan 2014); JDC West Business Competition 2014 External Co-Chair (Aug 2012 to Jan 2014); Hill JDC West Team Godparent (Sep 2011 to Jan 2012); Hill JDC West Entrepreneurship Team Delegate (Sep 2010 to Jan 2011)

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Community & Profession

International Centre for Academic Integrity Annual Conference Canada Day Planning Committee (Sep 2024 to Mar 2025); Saskatchewan Artificial Intelligence Community of Practice (Mar 2025 to Present); Saskatchewan Polytechnic Project Management Post-Graduate Certificate Program Advisory Committee Member (Oct 2024 to Present); Certified Management Consultants Canadian Young Professionals Committee Member (Dec 2013 to Nov 2014)

TEACHING & LEARNING CONTRIBUTIONS

CURRENT AREAS OF TEACHING

Organizational Behaviour, Strategic Marketing, Project Management, Case Analysis & Presentation

TEACHING EXPERIENCE

More than eight years of experience teaching the following courses at the Hill and Levene Schools of Business, University of Regina:

- BUS 100 Introduction to Business
- BUS 210 Introduction to Marketing
- BUS 260 Introduction to Organizational Behaviour
- BUS 310 Strategic Marketing
- BUS 317 Digital Marketing
- BUS 335AD Project Management
- BUS 414 Promotional Marketing Strategy
- BUS 435AQ Case Analysis & Presentation
- GBUS/MBA 865 Project Management

INVITED LECTURES, SEMINARS & WORKSHOPS

2018 to Present	Guest lecturer in Marketing, Human Resources, Case Analysis, Consulting, Academic Integrity
2025	“Personal Branding Workshop” (Regina Public Library)
2024	“Academic Integrity Best Practices” (University of Regina Associate Deans Academic Committee); “Academic Integrity 101 UpSkill Workshop” (Hill School of Business); “Introduction to Project Management” (University of Regina Ambassadors)
2020	“Career Spotlight Presentation: Why Marketing Is the Best” (Hill School of Business Recruitment Event)
2016	“Case Analysis Workshop” (Campbell Collegiate Business Club); “Presentation Skills Workshop” (Campbell Collegiate Business Club)
2015	“Case Analysis Workshop” (Campbell Collegiate Business Club); “Presentation Skills Workshop” (Campbell Collegiate Business Club); “Risk Management” (Canadian Association of Business Students Western Canadian Leadership Retreat)

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2014 “Case Analysis Workshop” (Campbell Collegiate Business Club); “Presentation Skills Workshop” (Campbell Collegiate Business Club)

2013 “Case Analysis Workshop” (Campbell Collegiate Business Club)

COURSE DEVELOPMENT

2023 Imagineur Module 1: “Introduction to Creativity, Innovation & Entrepreneurship,” Hill and Levene Schools of Business, University of Regina

2023 Imagineur Module 3: “Using Customers to Help Develop the Key Features of Your Offering,” Hill and Levene Schools of Business, University of Regina

2022 BUS 335AD Project Management, Hill School of Business, University of Regina

2020 EMBA Presentation Skills Workshop, Levene Graduate School of Business, University of Regina

TEACHING-RELATED SERVICE

Winter 2025 to Present Faculty Advisor of Hill JDC West Team, University of Regina

Nov 2022 to Apr 2024 Interim Academic Point Person, Centre for Experiential & Executive Learning, University of Regina

Sep 2022 to Jan 2023 Marketing & Not-for-Profit Team Coach, 2023 Hill JDC West Team, University of Regina

TEACHING AWARDS & HONOURS

2025 **EXCELLENCE IN EXPERIENTIAL LEARNING TEACHING AWARD**
University of Regina

2024 **EXCELLENCE IN EXPERIENTIAL LEARNING TEACHING AWARD**
Hill and Levene Schools of Business

2023 **NEW FACULTY TEACHING AWARD NOMINEE**
University of Regina

RESEARCH CONTRIBUTIONS

CONFERENCE PRESENTATIONS

2025 **CANADIAN PANEL ON ACADEMIC INTEGRITY**
International Centre for Academic Integrity Annual Conference, Chicago, IL, United States

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RESEARCH SUPERVISION

2022	MITACS INTERN SUPERVISOR Noah Ziolkowski, “ <i>PTRC Business & Marketing Plans</i> ”
2021	EMBA CAPSTONE PROJECT SUPERVISOR Julien Johnson (Spring 2021 Valedictorian), “ <i>Targeted Digital Advertising in the Age of Big Data and Privacy Concerns</i> ”

OTHER RESEARCH-RELATED CONTRIBUTIONS

Grandy, G.; **McNair, E.**, & Rowe, G. (2025). *Leading Boldly: Building a Sustainable Future for WESK*. Unpublished case, University of Calgary; University of Regina; Ivey School of Business.

Grandy, G.; **McNair, E.**, & Rowe, G. (2024). *The Three Sisters and Their Regrowth*. Ivey Publishing.

McNair, E. (2020). *Not-for-Profit Strategy Case: JDC West 2020*. JDC West Business Competition Inc.

McNair, E. (2019). *JDC West 2019 Not-for-Profit Strategy Case Study*. JDC West Business Competition Inc.

McNair, E. (2015). *Increasing Engagement with the Simpson Business Students’ Association*. Saskatchewan Business Teachers’ Association.

McNair, E. (2014). *Increasing Engagement with the Hill Business Students’ Society*. Hill Business Students’ Society.

McNair, A.; McNair, D., & **McNair, E.** (2015). *Brisket & Biscuits: Business Strategy Case Study*. Hill JDC West Team.

OTHER CONTRIBUTIONS

OTHER SERVICE

Jan 2020 to Nov 2022	Co-Chair of the Cheer Extravaganza Event, 108 th Grey Cup Festival
Jan to Sep 2021	President of the Board of Directors, 46Forty Condominium Corporation
Mar to Dec 2020	Lead of the RFP Committee, 46Forty Condominium Corporation
Jan to Jul 2019	Committee Member, Canadian Dance Teachers’ Association
Dec 2014 to Jan 2016	President of the Board of Directors, 46Forty Condominium Corporation
Apr to Dec 2014	Member of the Board of Directors, Saskatchewan Science Centre
Jul 2012 to Dec 2014	Director of Communications, 46Forty Condominium Corporation

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OTHER RECOGNITION

2024	CAMPBELL BUSINESS DISTINGUISHED ALUMNI AWARD Campbell Collegiate High School
2015	HILL JDC WEST DISTINGUISHED ALUMNI AWARD Hill and Levene Schools of Business