

# University of Manitoba Business School Foundation



## Speaker Directory Guide

Based on outcomes of the Associates' Membership Survey, members have indicated that they are interested in having more opportunities to engage with students.

To facilitate this process, the School Relations Committee is pleased to introduce a new initiative, an:

### ***Associates' Speaker Profile Handbook***

It is intended that the profile handbook would be updated and distributed annually to the faculty of the Asper School of Business, who would access the handbook via a private, password protected section of our web-site. Bookings would be coordinated by the Associates' Office.

*There are innumerable benefits to all stakeholders when Associates participate as speakers in Asper School Classrooms. Three key benefits include:*

- *Providing a value-added opportunity for members to promote their field, industry, and/or organization;*
- *Enhancing the student experience by bringing diversity of perspective and experience-based knowledge into the classroom; and*
- *Building relationships between members, students and the faculty.*

Please email [info@associatesmb.ca](mailto:info@associatesmb.ca) with the following items:

- Your photo,
- A short bio, and
- Identification of the field/industry/business topics you would be interested in speaking to
- Company logo (optional)

If your organization is interested in hosting tours, it would be appreciated if you could make note of this.

A sample profile is attached.

Your contact information would remain confidential, unless you provide specific permission to share it with faculty members.

On behalf of the School Relations Committee,  
Matthew Penner  
Program Coordinator  
[info@associatesmb.ca](mailto:info@associatesmb.ca)  
University of Manitoba Business School Foundation

***An initiative of the Associates School Relations Committee***



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## Sample Profile

	<b><i>Company</i></b>  <b><i>Name LOGO</i></b>
	<b>Jamie Doe</b> <b>President &amp; CEO</b>  <b>Company Name</b>  <b>Industry: Manufacturing</b>
<b>Topics of Interest:</b>  <ul style="list-style-type: none"><li>• Business Strategy</li><li>• Entrepreneurship</li><li>• Operations</li><li>• Lean Manufacturing</li></ul> <b><i>Facility Tours Welcome</i></b>	Jamie Doe, P.Eng., MBA has 20 years of experience as an