

Business Administration - Marketing Program Staff Bios

Pam Armstrong, MBA **Marketing & Placement Coordinator, Educator**



Pam is an educator, coordinator and entrepreneur who combines social responsibility, ethics and business for the betterment of learners and the community. Pam grew up in Kingston, graduated with a Fashion and Merchandising diploma from St. Lawrence/Seneca College and went on to bootstrap an international business where she was a finalist for Entrepreneur of the Year.

Upon moving back to Kingston, Pam began working at St. Lawrence College in the School of Business and she earned her MBA from Queen's and certificate in Adult Education from Brock. To align teams, entrepreneurship, school spirit and fun she created Get Your Horns On which, over its run, collected over \$32,000 for the Business Student Initiative Fund.

Pam helped students begin a chapter of Enactus St. Lawrence College. She is proud of the team's legacy of creating real value in the community as students grown and learn. In addition to countless awards, in 2015, the team was ranked among the top four Enactus teams in Canada.

In 2018-2019, Polina Buchan and Pam developed and piloted a badging program with Shopify Open Learning. Three levels of Shopify badges give students the opportunity to develop and prove their competency with the e-commerce platform.

Pam loves working with students and often creates challenges to engage higher level learning. Students say that she has the ability to inspire the underdog and terrify the lazy; and to give a hug or push, whichever is needed. She is always eager to take students, curriculum, links to industry and process to the next level.

Pam has won the Kingston Chamber of Commerce's Leadership award for Women who Inspire, the John Dobson Fellowship Faculty Adviser of the Year the Award, the award of

Merit at St. Lawrence College, she was recognized as a Kingstonian Leading Change and she was featured in Kingston Life in a salute to teachers that inspire. Pam enjoyed five + years on the Partner's In Mission Food Bank Board of Directors. She lives with her husband on Howe Island where she enjoys big family parties with her three grown children, being active, drinking scotch, and eating popcorn.

Kathleen Wright
Professor, Marketing



Kathleen is a full-time professor at the School of Business, St. Lawrence College, in Kingston ON. She brings to the school over 20 years' experience in marketing strategy, integrated marketing communications, Customer Relationship Management (CRM) strategy and implementation and Business Intelligence (BI). She is passionate about bringing a business together through the use of strategic planning, market research, consumer knowledge and implementing solutions using the most current technologies available, to capitalize on business efficiency and effectiveness. Ultimately, maximizing the customer experience.

Kathleen is a graduate of St. Lawrence College, and holds the Chartered Marketing (CM) designation from the Canadian Marketing Association, she has returned as an enthusiastic educator, mentor and student advocate. She is constantly working to bring the students the best possible classroom experience through simulations, experiential learning and business competitions. She aims to develop curiosity, a passion for lifelong learning and critical thinking in all her students. Kathleen was recently awarded the Academic Excellence Award for her commitment to students and lifelong learning.

In her spare time, she is an avid adventurer enjoying time kayaking, mountain biking, hiking, camping, downhill skiing and horseback riding.

Polina Buchan, MBA, PMP
Professor



Polina Buchan is a marketing professional with extensive experience in brand management and strategic marketing planning. During her time as a brand manager at Procter & Gamble, she managed Canadian go-to-market strategy for Pringles, Tide, Gain, Downy, Bounce, Oral-B and Crest Whitestrips. At TD Canada Trust, Polina worked on developing a strategy for addressing the needs of students and new immigrants as banking customers. She now brings these recent experiences in brand management, marketing planning, retailing, account management, marketing communications, digital and social media, and marketing research to the classroom.

Polina has taught at Ryerson University and Centennial College, at diploma, undergraduate, post-graduate, and professional development levels.

She holds an MBA from Schulich School of Business at York University, a Certificate in Adult Learning & Development from OISE at University of Toronto, a Chartered Marketer (CM) designation, and a Project Management Professional (PMP) designation.

Frank Armstrong
Professor in Core Business: Introduction to College Communications,
Communication for Business, Introduction to Management, Professional
Effectiveness



In addition to the above courses within the School of Business, since 2008, I have taught Writing for Marketing to second-year Marketing students and first-year Advertising and Marketing Communication Management students, Public

Relations to second-year Advertising and Marketing Communication Management students, and Office Career Writing and Communications for Business to first-year Office Administration students. I have also taught communications in the skilled trades and health sciences faculties and freelance journalism for the continuing education department.

While teaching Advertising and Marketing Communication Management students, my first-year students and I developed FUSE, a mentorship initiative that provides second-year peer mentors to first-year students and professional mentors to third-year students. FUSE has helped student participants to expand their professional networks, secure prestigious placements and contracts and summer jobs, and win industry-related career positions upon graduation. The initiative is student-run and is now in its seventh year. As a college educator, cheerleader, and coach, I continually strive to provide real-life learning experiences and to connect my students to the business community, particularly future employers. I also co-founded the St. Lawrence College Mountain Bike Club (SLC MTB), which is now in its third year.

I am a graduate of Ryerson University and I possess a Bachelor of Arts (Journalism) degree. I am also a master's degree candidate at St. Francis Xavier University. As a professional writer, I have won several awards and accolades:

Sun Media National Writing Award (2007)

National Newspaper Award nomination (2007)

Several Ontario Newspaper Award nominations

Justicia Award for Justice Reporting (1999)

I have also been a long-time volunteer with Big Brothers and have received two volunteer awards:

Ontario Volunteer Service Award for Commitment & Dedication to Big Brothers (2014)

Big Brother Harley Shaw Award for Exceptional Volunteer (2009)

Deanna E. Davies
Professor



A positive & passionate collaborator, innovator, advisor, and leader who can get the job done.

Committed to people, community and strategy.

A dedicated, positive and passionate leader committed to making a difference. Results, focus and commitment to return on investment.

Years of experience in several professional partnerships with government, private corporations, non-profit agencies, media partners, agencies, community and athletic groups throughout Canada.

Jason Brown, MBA

Professor



Jason Brown is a part-time professor and sales and marketing professional. He is passionate about business, especially entrepreneurship, and is a managing partner of a SAAS Startup based in Kingston, ON. Jason loves sharing his knowledge and experience in launching new ventures with enthusiastic students.

He has also worked for Coca-Cola Refreshments for over 12 years in various roles including sales, logistics, and operations.

Jason has extensive knowledge in Entrepreneurship, Digital Marketing, Account Management, and Brand Management. Jason holds a Master's Degree in Business Administration from Royals Roads University.

Bill A. Crowe

Professor, Marketing and Advertising & Marketing Communications



Bill A. Crowe is a marketing and entrepreneurship professor at St. Lawrence College (Kingston Campus) for 27+ years on a full-time basis. He teaches a variety of business-to-business (B2B) and business-to-consumer (B2C) courses and made the transition to teaching part-time in Fall 2017. Bill has been involved in marketing consulting for 29+ years and has completed projects in a number of industry sectors. He is a graduate of the Business Administration (Marketing) program. Bill was a contributing author to the marketing textbook entitled "Marketing Today", published by Holt, Rinehart and Winston of Canada Ltd., Toronto, in 1991. He is coauthor of a retailing textbook with Mark Siemonsen that targeted the Canadian University and College market entitled "Canadian Retailing Strategy - Challenges and Change", published by Nelson Canada, Toronto that was released in 1996. In 1996, Bill coauthored a needs analysis on behalf of the Kingston Area Economic Development Corporation and The Greater Kingston Chamber of Commerce to determine the features required for a large entertainment venue. Bill profiled retail leaders in Canada that are included in a book that was released in January 2008 – "Retailing – First Canadian Edition", published by Nelson Publishing. Bill co-authored Conversion - Triggers, Tools & Tips to Grow Business (Kendall Hunt Publishers) with Dave Dean and Mark Siemonsen.

Shannon Cone

Professor



Shannon has worked with the best and the brightest in marketing — from agencies to startups and everything in between. Over the past 10+ years she's built deep expertise in strategic planning, communication platform development,

content marketing, community building, training and analytics. She has developed countless digital media programs that have delivered tangible ROI for her clients.

Shannon's passion is sharing her marketing know-how with others so they can learn and grow. She loves that as a communications specialist she gets to share her passion with her clients and help their businesses grow. As a part-time professor Shannon has the opportunity to share her expertise with students. A true passionate educator, Shannon embraces learning technologies to deliver hands on classroom experiences both face-to-face and online.

Shannon holds an Advanced Diploma in Graphic Design Communication and is currently completing her Master's in Education at The University of Ontario Institute of Technology. Shannon joined The School of Business at St. Lawrence College in the winter of 2018, and has taught courses at Durham College in the School of Media, Art and Design as well as online courses at Herzing College, Kompass Professional Development.

Kellie Daniel



Kellie Daniel is an experienced Business Owner with a demonstrated ability in leadership, strategy, research, entrepreneurship, account management, CRM, fundraising and sales.

She graduated from the University of Toronto with an undergraduate degree in Physical Education & Health with a minor in Economics. With a desire to help build communities through the business of sport, health, and fitness, she continued her education at the University of Ottawa and received her Masters Degree in Sport Administration.

Prior to moving to Kingston 4 years ago, she taught at Algonquin College for 5 years. She, along with her husband, currently own 3 Physiotherapy Clinics (JD Physiotherapy) in Kingston and Napanee.

Kellie's passion for making a lasting difference in people's lives has allowed her to work and volunteer in the areas of business, health, professional sport, fitness, non-profit and education in Canada and around the world over the past 15+ years. Throughout this time, she has been recognized for her ability to exceed the client, customer, employee, and student experience. In her spare time, she enjoys volunteering at the school of her 3 children, yoga, strength training, and travelling.

Rebecca Darling, MBA

Part-Time Faculty



Rebecca Darling is passionate about teaching business at St. Lawrence College, School of Business. Rebecca completed her MBA in Community Economic Development (CED) at Cape Breton University (Kingston cohort) and is a graduate of the Art Institute of Atlanta. Rebecca brings extensive marketing and sales management experience with companies such as Christian Dior and MaxFactor in the U.S.

Her experience includes working at Kingston Economic Development Corporation as a Business Development Officer with a focus on small/medium enterprises (SMEs) and not-for-profit organizations. As a BDO, she also managed the Kingston Government of Ontario Summer Company youth entrepreneurship program for five years reinforcing her passion for youth opportunities in the areas of innovation, technology and entrepreneurship. She continues to coach new venture start-up companies.

Rebecca is an active volunteer in the business community as a member of the Greater Kingston Chamber of Commerce Board of Directors and Chair of the Kingston Business Achievement Awards Chamber committee.

Julie Fossitt



A passionate advocate for access to arts, culture and heritage for everyone, Julie Fossitt has dedicated her career to marketing and promoting culture. She has held marketing positions at the National Arts Centre and the Victoria Symphony and is currently the Manager, cultural marketing for the City of Kingston. Julie not only leads staff to promote more than 50 dance, theatre, comedy, family, and music presentations annually, she works intimately with the community engagement group to promote educational programs for audiences of the [Grand OnStage](#) program. In 2015 Julie was awarded the John Hobday Award in Arts Management by the [Canada Council](#) for the Arts and in 2016 she earned both her Certificate in Cultural Planning from the University of British Columbia and her Masters Certificate in Marketing Communications Leadership from the Schulich School of Business. Julie is part of the 2018-19 Cultural Leadership cohort at the Banff Centre for Arts and Creativity.

You can find out more about Julie on social media @juliefossitt and at JulieFossitt.ca

Kate Kristiansen **Professor**



Independent Marketing Consultant | Marketing Professor at St. Lawrence College | Freelance Writer

Cathy Lemmon
Professor



Cathy Lemmon has been involved in international education at Queen's University since 1996 and is a senior instructor for the Socio-cultural Competency Training Program (SCT / Excell in Australia). She has delivered cultural adjustment workshops to international students and to internationally-trained professionals - helping newcomers adapt to their new environment while maintaining their own cultural identity - and recently developed a series of on-line culture learning modules for study abroad students. Cathy has presented workshops on her work at both the Canadian Bureau for International Education (CBIE) and the Ontario Association of International Education (OAIE) annual conferences, and taught the SCT Facilitator Course at the International Educators Training Program from 2010- 2014. She completed her Certificate in Intercultural Studies from UBC in 2007 and embarked on her own "study abroad" sojourn in 2009 to personally experience the cultural adaption process. Cathy loves working with students and sharing her passion for intercultural communication with them, helping them to "Be the change they wish to see in the world." Ghandi.

In her spare time she teaches the Learn to Skate and Power Skating programs on Wolfe Island and has, on occasion, been known to drag a bunch of international students down to Market Square for their introduction to a truly Canadian winter pastime!

Gord Stencell
Professor, Accounting, Marketing, and Office Administration



Gord Stencell's passion is helping people make decisions and win jobs meaningful to their futures. He is driven to prepare students transitioning to the workforce so they may avoid the cost and stress of prolonged job searches.

After completing an undergraduate degree in business, Gord began his career as a headhunter in Toronto. Later, he studied career counselling, and is currently Supervisor, Career Services with Morneau Shepell, Canada's largest Employee and Family Assistance Program.

Gord joined St. Lawrence College in the School of Business as a Professor, Career Strategies (2009) teaching in the Accounting, Marketing and Office Administration programs.

Joanne Thompson
Professor



Joanne is a part-time educator at the School of Business, St. Lawrence College, in Kingston ON.

With two concurrent career paths: Business Professional and Personal Coach, she brings extensive experience in sales, marketing and communications. Joanne has contributed as a Business Development Professional with TD Bank, CIBC & ADP Canada. As a

coaching professional she has helped people of all stages and ages to reach their business, health & wellness and career goals.

She is passionate about motivating people to uncover their best and has focused several years of her career developing a high performance career coaching team and motivating 100's of students to uncover their best fit career options, helping them to build personal marketing, communication, and job search strategies that work.

Joanne studied Business Management at the University of Toronto and holds several professional coaching and personal assessment certifications. In her spare time, Joanne enjoys fitness and has a passion for fashion and interior design.