Scott Beattie Professorship in Marketing

FOR APPROVAL

Recommended: That the Scott Beattie Professorship in Marketing be established, with academic appointment in the Richard Ivey School of Business, with the terms of reference outlined below.

Donor & Funding: E. Scott Beattie has committed an expendable gift of $1,000,000 in support of a professorship, the new Ivey building and Ivey's highest priority needs. $350,000 of the Donor's generous gift will support the Scott Beattie Professorship in Marketing for a five-year term appointment.

Effective Date: July 1, 2013

Purpose: The holder of the Scott Beattie Professorship in Marketing will contribute significant expertise to the examination of marketing, by conducting academic research and developing case studies and/or teaching material. Funding may also support a post-doctoral and/or PhD student to assist the faculty member, subject to approval by the Dean of Ivey.

This expendable professorship will have academic appointment in the Richard Ivey School of Business. The candidate will be a full-time faculty member with significant expertise in the area of marketing. Through research and teaching conducted by the holder of the Professorship, the School will distinguish itself within Canada as a primary source of relevant, applied research in marketing, and help develop the next generation of business leaders.

The professorship is focused on the exploration of marketing with global impact, innovation in marketing and the globalizing effect of social media through the lens of consumer behaviour. Other areas of study that could be explored include marketing management, competitive analysis, and brand management.

Criteria: Appointment to the Scott Beattie Professorship in Marketing will be conducted in accordance with the relevant policies and procedures of the University based on the recommendation of a representative of the Dean's office of the Ivey Business School (also being the Chair of the Selection Committee).

The appointment of the Scott Beattie Professorship in Marketing will be for five years, at which time the Professorship will cease to exist.

Reporting: The University, through the Richard Ivey School of Business, will report annually to the Donor regarding the progress and advancement of the Professor's work.

Background: E. Scott Beattie is Chair, President and Chief Executive Officer of Elizabeth Arden, Inc. Additionally, Mr. Beattie has been involved in the financing, management and development of a number of private and publicly traded businesses in the consumer product, financial services, information technology, and retailing sectors through Bedford Capital, a Toronto-based private equity firm he co-founded in 1989.

Mr. Beattie has made philanthropy fundamental to the culture of Elizabeth Arden. The company supports a wide range of charitable, humanitarian and educational causes including Look Good…. Feel Better, The World Heart Federation's Go Red for Women Campaign, Make a Wish Foundation, PENCIL (Public Education Needs Civic Involvement in Learning) in NYC public schools, the Fashion Institute of Technology, Save the Children and other endeavours.

Mr. Beattie is a Western alumnus, holding an HBA and an MBA from the Richard Ivey School of Business. Mr. Beattie joined the Ivey Advisory Board in 2002 and the Leadership Council at Ivey in 2012.