

**Dr. Alan C. Middleton.**  
**Executive Director, Executive Education Centre, and Assistant Professor**  
**Schulich School of Business, York University, Toronto, Canada.**

Born and educated in London, and Brighton, England, Alan graduated from the London School of Economics and Political Science, London University with a B.Sc. Honours Sociology. He subsequently earned an MBA and then a PhD. in Business Administration from the Schulich School of Business, York University in Toronto, Canada.

After working for the Universal Oil Products Company (UOP Inc.) in Chicago, USA and Esso Petroleum in Oslo, Norway, Alan commenced a career in advertising with the J. Walter Thompson (JWT) advertising agency in London, England. After four years working with such Clients as the 'Access' credit card, Dunlop, the Elida- Gibbs division of Unilever, Kodak and RHM Bakeries, Alan emigrated to Canada.

In Toronto, Alan became President and 33% owner of Amca Marketing Inc. a marketing consultancy with Clients in foodservice, packaged goods and services. Alan then joined JWT Toronto eventually becoming Vice- President/Client Services Director, managing the accounts of Bank of Montreal, Kodak, Pepsi Canada and Ralston Purina. In 1982 Alan was appointed President of Enterprise Advertising Associates, a JWT subsidiary. In his seven years there revenues and profits more than doubled and high profile accounts such as IBM, Melitta, Pitney Bowes, Samsung and Speedy Muffler won.

In 1989 he became President/CEO of JWT Japan, the third largest operation in JWT worldwide after the US and the UK. JWT Japan worked for DeBeers, Esso, Ford, Kelloggs, Kodak, Shiseido, Suntory and Unilever and added Kraft General Foods, Nestle-Macintosh, Haagen-Dazs, Sakura Bank and Sumitomo Trading while he was there.

In 1990 Alan was made Executive Vice President and a Board Director of the worldwide J. Walter Thompson Company.

Leaving JWT, Alan spent time consulting in China and Canada before commencing his Ph.D. in Business Administration specializing in marketing, at York University's Schulich School of Business. He successfully defended his dissertation on brands and private label packaged goods internationally in 1996, a research stream he has continued. Alan has taught Consumer and Organizational Buyer Behavior, International Marketing, International Strategy, Marketing Communications, Not-for-Profit Marketing and Marketing Management in the BBA and MBA programs at Schulich. He has won a number of teaching awards for this activity.

He also worked for the Schulich Executive Education Centre (SEEC) giving seminars to executives on Advertising and Promotion, International Marketing, Marketing Management, Marketing Strategy and New Product Development. From 1998 – 2001 he was Associate Director International for SEEC, and in September 2001 took over as Executive Director. SEEC is one of Canada's largest management education

organizations offering open and custom non-degree programs to over 16,000 executives a year in North America and internationally.

Alan has extensive experience in teaching internationally. He has been a visiting Professor at the Graduate School of Business, Rutgers University in New Jersey, USA where he taught Marketing Communications and Marketing Management. Additionally he has taught International Marketing in the Executive MBA programs at NIDA, Chiangmai and Yonok business schools in Thailand. He has taught International Marketing at IDEA in Buenos Aires, the leading graduate business school in Argentina, at Moscow State University and the Higher School of Economics in Moscow and Nizhny Novgorod, Russia, and at Sichuan and South-West Normal Universities in China.

Alan has done marketing consulting work, facilitated creativity/problem solving sessions and delivered executive training for a wide range of Canadian, US and global organizations.

Alan is on the ABC Life Literacy Canada Board having been its Chair 2003-2009. He is an Honorary Trustee of the Royal Ontario Museum (ROM) having served as a Trustee from 1996 – 2002, and currently serves on ROM's Marketing Committee. He is on the Board Marketing and Communications Committee at Sunnybrook Hospital, the National Board of Directors of AIESEC-Canada, and the Board of Advisors of AIESEC - York. He is Chair of Judges for the Product of the Year awards, and Chair of Judges for the Marketing Hall of Legends Inductee Committee. He is on the Marketing Performance Assessment Committee of the Ontario Tourism Marketing Partnership Corporation, serves on the Advisory Board of the Centre of Excellence in Financial Services Education at the Toronto Financial Services Alliance and the Academic and Scientific Committee of Leger Marketing. He was a Director of the Canada-Japan Society and its Vice President from 1993 – 1997. He is a co-founder of the 'Cassies', the only advertising awards in Canada to recognize business results, was a judge in the first 'Cassies' and co-edited the case book of the winners. From 2003 – 2007 he was Chair of Marketing Magazine's Editorial Board of Advisors. In the past he also served on the Ontario Ministry of Health 'Healthy Ontario.com' Advisory Council and the United Way of Greater Toronto's Marketing Committee.

He co-authored the books "*Advertising Works II*", and "*Ikonica – a Fieldguide to Canada's Brandscape*", and authored three reports for the Association of Canadian Advertisers: "*Improving the Marketing Communications Value Chain – A look at the role of Payment-By-Results Remuneration*"; "*Measuring Marketing Communications Returns- ROI or Dashboard?*" and "*Come Together – a guidebook for enhancing the value of the Client-Agency relationship in the marketing communications industry*". In 2009 his chapter "*Brand Treachery*" appeared in the book "*The Disloyal Company*".

In January 2005 he became the first inductee into the Canadian Marketing Hall of Legends in the Mentor category.

Alan is a frequent speaker at conferences in North America on subjects relating to marketing, talent development or conducting business internationally. In any spare time he has, Alan swims, plays the occasional bridge game, attends classical music, opera and theatre performances, and travels to, and reads anything to do with the sociology, culture, archaeology, anthropology and history of the pre-Columbian Americas and Pacific Asia.

**Dr. Alan Middleton, Board Chair, 2003-2009, ABC Life Literacy Canada**

Dr. Alan Middleton joined the Board of ABC Life Literacy Canada in 2001 and served on its Research Committee. He became Deputy Chair in 2002 and joined the Executive Committee, and in 2003 became Chair.

Under Alan's leadership, ABC Life Literacy Canada developed a new strategic plan and direction and significantly enhanced its role as a leader in adult and workplace literacy. ABC Life Literacy Canada also embarked on an ambitious exercise to review and refresh its governance including the revision of its by-laws. As a communications organization, ABC Life Literacy Canada benefited enormously from Alan's strategic marketing expertise. As a champion of workplace education, Alan also instituted new publications for ABC Life Literacy Canada, Canadian CEO and Training Matters, now inserted in Canadian business magazine, promoting the benefits of workplace education to employers.

ABC Life Literacy Canada is truly grateful for the wise, strategic and compassionate guidance that we have received under Alan's leadership. The organization has been transformed under his watch and is now positioned for even higher levels of achievement.