

**Dr. Robert Mackalski**  
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## **Education**

Ph D, McGill University, 2014.  
Major: Marketing

MBA, McGill University, 1995.  
Major: Marketing

BSC, Brandon University, 1992.  
Major: Math & Economics

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor of Practice, University of Nebraska-Lincoln, Jeffrey S. Raikes School of Computer Science and Mangement. (August 2020 - Present).

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2020 - Present).

McGill University, Montreal QC, Desautels Faculty of Management. (2017 - 2020).

Director, McGill University, Dobson Centre For Entrepreneurship. (2018 - 2019).

Adjunct Professor/Visiting Professor, Queens University, Kingston, ON, Smith School of Business. (2017 - 2019).

Faculty Lecturer Marketing, McGill University, Montreal, QC, Desautels Faculty of Management. (2001 - 2016).

### **Professional**

Managing Director, Mackalski & Company Marketing, Inc., Montreal, QC. (2005 - 2020).

Co-Founder & CMO, Peachtree Network, Montreal, QC & Atlanta, GA. (1995 - 2001).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 341, Marketing, 2 courses.

RAIK 163H, Honors: Innovation Processes and Software Engineering Fundamentals, 2 courses.

RAIK 185H, Honors: Foundations of Leadership I, 1 course.

RAIK 341H, Honors: Marketing, 4 courses.

## Non-Credit Instruction

Course Administration, co-responsible for creation and administration of student exchange program, McGill University and ESPM University. (2003 - 2019).

Case coach for McGill Management International Case Competition. (2015 - 2017).

Case Coach/Advisor for students competing in case competitions, including national team winners of L'Oreal Brandstorm (2015, 2016). (2013 - 2017).

## Awards and Honors

2022-2023 Seacrest Teaching Fellow, College of Business, University of Nebraska-Lincoln. (2022).

Desautels DDSS Excellence in Teaching Award, McGill University. (2014).

Desautels DDSS Excellence in Teaching Award, McGill University. (2013).

Desautels DDSS Excellence in Teaching Award, McGill University. (2012).

Desautels DDSS Excellence in Teaching Award, McGill University. (2011).

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Desautels DDSS Excellence in Teaching Award, McGill University. (2009).

Desautels DDSS Excellence in Teaching Award, McGill University. (2008).

Desautels DDSS Excellence in Teaching Award, McGill University. (2007).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

Mackalski, R., Belisle, J.-F. (2015). Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem. *Journal of Brand Management*, 22(4), 323–339.

#### Conference Proceedings

Mackalski, R., Belisle, J.-F. (2011). *Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem*. San Francisco, CA: American Marketing Association Summer Marketing Educators' Conference.

Mackalski, R., Belisle, J.-F. (2011). *Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem*. Montreal, QC: Administrative Sciences Association of Canada.

#### Other

DiMuro, F., Mackalski, R., Nelson, C., Ducusin, M. (2023). *Saska: From Saskatchewan Icon to National and International Brand*. Ivey Business School Case W33452.

- Mackalski, R., Dellar, M., Ducusin, M. (2023). *Defeat Duchenne Canada: Scaling Up a Charitable Organization*. Ivey Business School Case W30129.
- DiMuro, F., Mackalski, R., Nelson, C., Ducusin, M. (2022). *Runza: From Nebraska Icon to National and International Brand*. Ivey Business School Case W29265.
- Dellar, M., Mackalski, R., Papastefanou, N., Ducusin, M. (2022). *Cunningham's Pub: Halle-Lujah for Wings*. Ivey Business School Case W25213.
- Mackalski, R., Duncan, M., Sinclair, J., D'Amico, A. (2020). *Dancing with the Stars: Denitsa Ikonomova*. Ivey Business School Case 9B20A067.
- Mackalski, R., Ducusin, M., Lapointe, M., E. C. (2019). *Foody Foods: Easting Life to the Fullest*. Ivey Business School Case 9B19A002.
- Britton, R., Mackalski, R., Dellar, M., Towers, M. (2018). *Intelligent Avionics: Breaking Into the Inflight Entertainment Industry*. Ivey Business School Case 9B18A067.
- Mackalski, R., Jaeger, A., Balshin, P., Ducusin, M. (2018). *Birks: The Sparkle of a Cherished Brand*. Ivey Business School Case 9B18A014.
- Mackalski, R., Ducusin, M. (2017). *Sante Au Naturel: Healthy to the Core*. Ivey Business School Case 0B17A069.
- Mackalski, R., Brown, D., Ducusin, M. (2017). *Club Sportif MAA: Staying Ahead of the Game*. Ivey Business School Case 9B17A046.
- Mackalski, R., Brown, D., Ducusin, M. (2017). *Sport MAA: 保持领先地位 (Chinese Version)*. Ivey Business School Case 9B17C046.
- Alvarez, J. B., Mackalski, R., Otazo, A. (2016). *Chili Beans: Peace, Love, and Sunglasses*. Harvard Business School Case 516-020.
- Alvarez, J. B., Mackalski, R., Loeb, A., Mazzanti, L. (2013). *Lufa Farms*. Harvard Business School Case 514-008.

## Presentations Given

- Mackalski, R., Brand Brasil: Multiplas Identidades, "Perspectives on Brand Brasil," ESPM University, Sao Paulo, Brazil. (August 2014).
- Mackalski, R. (Presenter & Author), SuperReturn (North America's largest private equity conference), "The Power of Pull," Boston, MA. (June 2014).
- Mackalski, R. (Presenter & Author), Sustainable Technology Development Canada CEO Day, "Marketing Matters: You Might Not Be Doing Enough," Ottawa, ON Canada. (January 2013).
- Mackalski, R. (Presenter & Author), Belisle, J.-F. (Presenter & Author), AMA Summer Marketing Educators' Conference, "Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem," American Marketing Association, San Francisco, CA. (August 2011).
- Mackalski, R. (Presenter & Author), Belisle, J.-F. (Presenter & Author), Administrative Sciences Association of Canada, "Measuring the Short-Term Spillover Impact of a Product Recall on a Brand Ecosystem," Montreal, QC Canaa. (July 2011).

## **Media Contributions**

### **Magazine**

Notable, These are Canada's Best Brands According to Canadian Business Magazine. (November 2, 2015).

### **Newspaper**

The Guardian, What Happened to Tim Hortons? The Downfall of Canada's Brand. (July 9, 2018).

The Star, Clothing Retailer Simons to Open New Stores in Mississauga, GC, Alberta. (November 25, 2014).

National Post, Culture Club: Forgive and Forget. (February 14, 2011).

### **Other**

Sparksheet, Brand Brazil. (July 7, 2012).

Steve Jones, Brand Like A Rock Star: Lessons From Rock 'n Roll to Make Your Business Rich and Famous. (October 1, 2011).

### **Radio**

CBC Radio, Can Tim Hortons Recapture the Magic? (January 30, 2019).

### **TV**

CNBC, Tim Hortons Struggles to Capture U.S. Market. (August 2019).

## **Awards and Honors**

Nominated, Outstanding Case: Hot Topic" for Cunningham's Pub: Halle-Lujah for Wings, Ivey Publishing. (2022).

Nominated for "Outstanding Case Writer" for Club Sportif MAA: Staying Ahead of the Game, Ivey Publishing. (2018).

## **SERVICE**

### **University Service**

Course Equivalencies Transfer, Department of Marketing, Desautels Faculty of Management, McGill University. (2013 - 2018).

Guidance to faculty members on how to improve teaching performance, Desautels Faculty of Management, McGill University. (2013 - 2018).

Undergraduate Program Committee, Desautels Faculty of Management, McGill University. (2015 - 2017).

Teaching & Learning Committee, Desautels Faculty of Management, McGill University. (2013 - 2014).

Faculty Committee, Desautels Faculty of Management, McGill University. (2007 - 2009).

Ph.D. Committee, Desautels Faculty of Management, McGill University. (2007 - 2009).

### **Professional Service**

Reviewer, Ad Hoc Reviewer, Journal of Brand Management. (2013 - 2017).