

RICHARD SEJEAN M.SC.
John Molson School of Business
Concordia University, Montreal, QC
richard.sejean@concordia.ca

WORK EXPERIENCE

Lecturer (August 2023 - present)
John Molson School of Business, Concordia University

Founder (April 2023 - present)
Marketing Step Inc.

Director of Marketing Strategy and Performance (Sept 2019 - April 2023)
Browns Shoes Inc.

Director of E-Commerce (April 2011 - August 2019)
Browns Shoes Inc.

Interactive Marketing Manager (Sept 2009 - April 2011)
L'Oréal Canada Inc.

Interactive Marketing Specialist (April 2007 - August 2009)
L'Oréal Canada Inc.

EDUCATION

M.Sc. in Administration (2007)
Marketing
John Molson School of Business

Honours B.Com. with Distinction (2004)
Decision Sciences and Management Information Systems
John Molson School of Business

CERTIFICATIONS

Effective Leadership (2018)
McGill Executive Institute

CMO Academy (2015)
Columbia Business School

M.SC. THESIS (ACADEMIC)

Sejean, R. (2006) A behavioral genetic and evolutionary psychology perspective on decision-making. Master's thesis, Concordia University.

REFEREED JOURNAL PUBLICATIONS (ACADEMIC)

Saad, G., Sejean, R., Greengross, G., Cherkas, L. (2020). Are identical twins more similar in their decision-making styles than their fraternal counterparts? *Journal of Business Research*, 120, 638-643.

Saad, G., Eba, A., & Sejean, R. (2009). Sex differences when searching for a mate: A process-tracing approach. *Journal of Behavioral Decision Making*, 22, 171-190.

REFEREED CONFERENCE PRESENTATIONS (ACADEMIC)

Saad, G., Sejean, R., Greengross, G., Cherkas, L. Does decision making have a genetic basis? A twins study analysis, Sixth Annual Graduate Research Exposition, John Molson School of Business, Concordia University, Montreal, Quebec, November 13, 2014.

Saad, G., Sejean, R., Greengross, G., Cherkas, L. Does decision making have a genetic basis? A twins study analysis. Association for Consumer Research Conference, Baltimore, Maryland, October 2014.

Saad, G., Sejean, R., Cherkas, L. The Genetic Underpinnings of Decision-Making Styles: A Twins Study. 10th Biennial Behavioral Decision Research in Management Conference, Santa Monica, CA, June 2006.

Saad, G., Sejean, R. A Unified Sequential Mate Selection Model. Human Behavior and Evolution Society Annual Conference, Philadelphia, Pennsylvania, June 2006.

Saad, G., Sejean, R. A Process-Tracing Interface for Studying Attribute-Based and Alternative-Based Sequential Sampling. Annual Meeting of the Psychometric Society, Montreal, Quebec, June 2006.

Saad, G., Sejean, R., Leydesdorff, L. Quantifying the Consilience of Disciplines via Scientometric Techniques: An Analysis of The Intellectual Structures of Evolutionary Psychology and Consumer Behavior. Human Behavior and Evolution Society Annual Conference, Austin, Texas, June 2005.

INVITED SPEAKER (ACADEMIC)

E-Marketing Topics. McGill MBA class taught by Dr. Nathan Yang, Montreal, Quebec, 2019.

E-Commerce: An Insider's View. McGill Fashion Business Uncovered, Montreal, Quebec, 2014.

E-Commerce Channels. JMSB Speakers Series, Montreal, Quebec, 2013.

INVITED SPEAKER (BUSINESS)

Canada's Got Talent and The Competition is Fierce: Attracting, Training, and Retaining Great E-Commerce Teams. eTail Canada, Toronto, Ontario, 2019.

Breaking Down Silos and Exploring Different Company Structures with Respect to E-Commerce. eTail Canada, Toronto, Ontario, 2018.

Your Amazon Battleplan: Inspiration and Lessons Learned. eTail Canada, Toronto, Ontario, 2018.

Revolutionizing The Retail Company of The Future. eTail Canada, Toronto, Ontario, 2017.

Footprinting Retail Experiences of The Future. eTail Canada, Toronto, Ontario, 2017.

Outsourcing Technology: A Growth Strategy for Everyone? Internet Retailer Conference and Exhibition, Chicago, Illinois, 2016.

Making the Marketer a Data Scientist. eTail Canada, Toronto, Ontario, 2016.

Automating Personalization with Trigger-based Notifications. eTail Canada, Toronto, Ontario, 2015.

Holiday Prep Boot Camp. MTL + E-COM, Montreal, Quebec, 2014.

Scaling for Success: Structuring Talent and Technology for High Growth. eTail Canada, Toronto, Ontario, 2014.

Email Strategies to Retain and Re-engage. Demandware Xchange, Las Vegas, Nevada, 2013.

You Had Me at Submit: The Light at The End of The Conversion Funnel is Customer Satisfaction. eCOMMTL, Montreal, Quebec, 2013.

Efficiently Moving Customers Through The Conversion Funnel to Drive Repeat Purchases. eTail West, Palm Springs, California, 2013.

IN THE PRESS (BUSINESS)

The Final Holiday Push. How Online Retailers Are Adjusting Their Shipping, Marketing and Technology Strategies to Capture Last-minute Holiday Sales. Internet Retailer, 2016.

Will Larger Smartphones and More Advanced Technologies Lead to More M-commerce? Internet Retailer, 2014.

Responsive Web Design Is The “Logical Way”. Internet Retailer, 2012.

Hope On The Horizon: As E-commerce Becomes More Complex, More Web Retailers Are Turning to Vendors for Technology and Services. Internet Retailer, 2012.

SKILLS

E-Marketing, E-Commerce, Business Communications, International Business, Omnichannel Retail, Strategy, Consumer Behavior, Analytics, Social Media, Search Engine Marketing, Advertising, CRM, Leadership, Branding.

LANGUAGES

English and French (fully fluent)