

## TARO ABARBANEL

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## QUALIFICATIONS

- Business & marketing subject-matter expert with a focus on the current & future marketing applications of artificial intelligence & the socioeconomic, political & regulatory implications of its increased use.
- Over 1850+ students in 35 graduate & undergraduate university classes taught both online & in-person, in French & English at two top-tier Canadian universities.
- Experience: Management & entrepreneurship (12 years), marketing consulting (10 years) & university lecturing (6 years).
- Described as a passionate professor, lifelong learner, skilled marketer, natural leader & driven entrepreneur.
- Seasoned communicator with a demonstrated ability to deliver stimulating class lectures & effective business presentations, as well as fulfill various speaking roles.

## EXPERIENCE



### **PROFESSOR – Telfer School of Management (2017 – 2023)**

**Marketing Strategy (MBA5320, MBA5720, ADM4322, ADM4722):** Masters & fourth-year marketing students compete in the internationally acclaimed marketing strategy simulation, as well as develop & present local business owners with actionable & profitable marketing plans.

**Promotional Planning Practicum (ADM4725):** Fourth-year marketing students work with a sponsoring organization (i.e. Canadian Blood Services) to develop a promotional campaign by integrating learnings from all BCOM marketing courses. They compete in the Michel Cloutier Competition for prize money & bragging rights as "Telfer's Best Marketers".

**Digital Marketing (ADM4726):** Fourth-year marketing students develop a digital marketing plan for a business idea & turn it into a reality by designing/developing a website, creating & managing social media platforms & running online advertising campaigns to promote it.



### **PROFESSOR – John Molson School of Business (2018 – 2021)**

**Business Communications (COMM205):** First-year business students learn effective business communication techniques for persuasive proposal writing, responding to offensive social media comments, conducting press conferences, handling complaints, presenting recommendations to managers & more.

**Brand Management (MARK491):** Third-year marketing students learn how to analyse, create, establish, protect, position, manage (reposition, rebrand) & value brands to foster brand loyalty & increase brand equity.

**Other courses taught:** Services Marketing (ADM3322) – Personal Selling (ADM4329) – Gérer dans la nouvelle économie (ADM4712) – Systèmes et stratégies de l'entreprise numérique (ADM4777) – Introduction to Business Management (ADM1300 & ADM1100)



## EXPERIENCE

### **PROFESSOR – University of Ottawa (2017 – 2023) & Concordia University (2018 – 2021)**

- Taught 1850+ students with diverse academic, professional & ethnic backgrounds.
- Coordinated with Professors, Program Coordinators, Human Resources Administrators, IT Technicians, Publishers & simulation providers in a short timeframe to develop & deliver a high-quality education experience for graduates & undergraduates.
- Planned & developed course syllabi, readings, teaching materials, examinations, deliverables & grading rubrics.
- Conducted research & regularly reviewed journal articles & multimedia publications to initiate & facilitate stimulating classroom discussions on case studies & current affairs related to course content.
- Trained & managed 10 teaching assistants to grade student assignments & examinations objectively, uniformly & punctually.
- Maintained regular office hours & met with students to assist with & advise on academic or professional matters.
- Communicated course-related information promptly with students, such as changes to the course schedule, grade submissions, examination details, etc.
- Oversaw the development of marketing & promotional plans for various businesses (i.e. Canadian Blood Services, Pure Kitchen, Marchand Lighting & Electrical, Flirt drinks, etc.).
- Completed extensive training on MS Teams, Zoom, Brightspace, Moodle, My Faculty Center, as well as other university information systems to deliver in-person & online courses effectively.
- Guided 217 students through the swift transition to online learning mid-semester, successfully transitioning & delivering 4 courses online during the 2020 COVID-19 outbreak.
- Delivered online courses effectively using a variety of e-learning tools & technology, including delivering synchronous lectures using Zoom or MS Teams & asynchronous lectures using audio-video editing software, developing & administering online quizzes & examinations, moderating student Q&A forums, collecting & grading assignment submissions digitally, using polls, questionnaires & live chats to collect information & foster high levels of student participation semester-long, etc.



## EXPERIENCE

### **PRESIDENT & CO-FOUNDER – The Psychology Clinic (2021 – 2023)**

- Co-founded & manage a private mental health clinic that sets a new standard of care & excellence for psychology services in the Ottawa-Gatineau region.
- Managed a dynamic team of Clinical Psychologists, Neuropsychologists & Sex Therapists (**Klinicians**) that offer empirically based psychotherapy services, neuropsychological assessments, as well as sex therapy services, respectively, to Ottawa-Gatineau residents (**Klients**) suffering from anxiety, depression, & other psychological difficulties.
- Innovated by redesigning the traditional clinical psychology service model & process to eliminate customer pain points using digital automation & by providing customers with a seamless service experience as it relates to client intake, appointment scheduling, email & SMS appointment reminders, reception-less appointment sign-in, contactless invoicing & payment processing, & more.



## CONTINUED: **PRESIDENT & CO-FOUNDER – The Psychology Klinik (2021 – 2022)**

- Fostered a culture of service excellence by putting Klinician & Klient needs above all else by offering Klinicians end-to-end administration of their private practice, a highly stimulating work environment & highly satisfying work conditions, all of which ensures that the Klinik attracts & retains the best local talent, who in turn provide the best possible service to Klientes.
- Implemented & maintained management information systems that offers end-to-end encryption of digital records, teletherapy, secure messaging, etc., upholds l'Ordre des psychologues du Québec's Code of Ethics, adheres to The Privacy Act, ensures PIPEDA, HIPAA, APPIPS, Loi 25 compliance & affords Klientes a very high level of privacy & data security.
- Maximized on-premises safety & client-confidentiality using full-scale security systems, app-enabled RFID door locks, privacy walls, tinted windows, commercial grade soundproofing, separate entrances & exits for both Klientes & Klinicians, actionable security protocols, & more.
- Designed a unique spa-like service environment using ambient music that follows clinic-goers throughout the Klinik, essential oil fragrances & a sophisticated minimalist, boho, mid-century modern design to create a relaxing & safe space that favours introspection & the mental well-being of Klientes & Klinicians.

Learn more at <https://klinikdepsychologie.ca>

- Worked with insurance companies, l'Ordre des psychologues du Québec, notaries, lawyers, accountants, representatives from the City of Gatineau, financial institutions, university administrators, Blue Cross, Veterans Affairs Canada, Quebec School Boards, & other third parties to operationalise The Psychology Klinik's business plan efficiently & effectively.
- Developed, designed & successfully executed an integrated marketing communications strategy, comprising of a custom interactive website, social media campaigns, Google Business profile, e-mail marketing campaigns, promotional videos, workshops for psychology professionals, & more. This organic-only marketing strategy included no paid advertising & produced the following outcomes in the first year of The Psychology Klinik's operations:
  - **Social media:** 91 posts, 52 000+ post reach, 3 146 post engagements, 440 followers, 1 563 actions, 3% clickthrough ratio.
  - **Website:** 2 400+ new users, 8 800+ page views, 1min 47sec average engagement, 368 formal service requests, 15.3% conversion ratio.
  - **Practice:** Team of 10 Klinicians, 9-month psychotherapy waitlist, 200+ active clients, 1800+ total sessions.
- Developed free & informed consent forms, service contracts, service blueprints, training guides, brochures, workshop materials, financial statements, among other forms of documentation, to educate prospective & current Klientes & Klinicians on, as well as facilitate The Psychology Klinik's service offering.
- Adapted quickly to changing COVID-19 restrictions to ensure service continuity all while increasing workplace health & safety by proposing the teletherapy session modality when appropriate, regularly cleaning the Klinik & disinfecting touch points, instituting masking protocols, providing multiple sanitation stations & arranging workspaces to respect social distancing requirements.



## EXPERIENCE

### **MARKETING STRATEGIST – Fortified Marketing (2013 – 2023)**

- Executed a \$24 000 rebranding initiative that successfully restored stakeholder trust in the homelessness division of the Government of Canada.
- Devised & implemented a \$250 000 marketing strategy for the Government of Canada that improved the efficiency & effectiveness of its marketing communications.
- Planned & developed the first online homelessness forum to facilitate the exchange of information & best practices among 4 000+ homelessness workers across Canada.
- Developed & coordinated the implementation of marketing plans & advertising campaigns for organizations in various industries from Vancouver to Montreal.
- Helped clients successfully execute tactical marketing activities, such as website design & development, creative messaging for advertisements, social media, Internet marketing, direct mail ads, e-mail marketing campaigns & more.

View portfolio pieces at [goo.gl/TNGnsd](https://goo.gl/TNGnsd)

- Created a strong network of marketing agencies & professionals, managing subcontracts with these partners to assist with the timely execution of client marketing efforts.
- Founded & organized 450+ member marketing Meetups, hosting over 40 free marketing seminars for local business owners.



## EDUCATION

### **MBA – University of Ottawa – Telfer School of Management (2016 – 2017)**

- Master of Business Administration (MBA)
- Nominated Valedictorian for the University of Ottawa's graduating Class of 2017, offering a 5-minute valedictorian address during the Fall 2017 convocation to 2000+ guests
- 9.0/10.0 cumulative grade point average (CGPA)
- Winner of the Pauline Guindon-Tassie Memorial Award for demonstrating leadership & active promotion of the Telfer brand, both inside & outside of the program
- Winner of the national MBA Diversity & Inclusion Case Competition 2017 (Ottawa, ON)
- Placed 2nd in the national MBA Games 2017 Academic Case Competition (Nanaimo, BC)
- Placed 4th in the national DeGroot MBA Case Competition (Hamilton, ON)
- Moderated the Telfer MBA Entrepreneurship Series Panel
- Fulfilled the Master of Ceremonies role during the MBA Gala



### **BCOM – University of Ottawa – Telfer School of Management (2010 – 2013)**

- Bachelor of Commerce (BCOM), Major in Marketing
- Conferred "Magna Cum Laude" (with Great Honour) graduation distinction
- 8.0/10.0 cumulative grade point average (CGPA)
- Winner of the Eugène Tassé Entrepreneurial Culture Challenge Competition
- Winner of the internationally acclaimed Markstrat marketing strategy simulation
- Placed 2nd out of 150+ students in the Business Communication Skills Presentation Competition
- Obtained & maintained the highest entry scholarship based on academic achievement
- Completed full-time studies while managing two businesses

## MEDIA, VOLUNTEERING & ACHIEVEMENTS

- Featured in the John Molson Business Review 2020 article “Interview with Taro Abarbanel–Uemura: Founder & CEO of Fortified Marketing”
- Recipient of Telfer School of Management’s Case Competition Coach of the Year Award 2019
- Case Coach – Telfer’s Strategy Case Team, placed 1st at Jeux du Commerce 2019
- Case Coach – Telfer’s Marketing Strategy Case Team, placed 2nd at Happening Marketing 2019
- Lead Judge – John Molson School of Business MBA International Case Competition 2018 & 2019
- Case Writer – Marketing Strategy – MBA Games 2018
- Judge – Strategy & Marketing Case Competitions – MBA Games 2018
- Director – Telfer School of Management’s MBA Alumni Association 2017 – 2018
- Profiled in the University of Ottawa Gazette 2017 article “Student, teacher, marketing strongman”
- Guest speaker & active marketing mentor at Invest Ottawa from 2013 – 2016