

## Professor Bio

### Dr. Tim Silk Marketing & Behavioural Sciences Division

---



Professor Silk specializes in brand management and new product development and works with organizations to identify market opportunities and bring new products to market. He is an award-winning teacher and researcher and has served as an advisor on consumer behavior, brand strategy, disruptive innovation, product development, and pricing to organizations such as Brand Finance, Best Buy, L'Oréal, McKesson, Miller Brewing, and Visa. He is passionate about bringing innovations to market and has helped organizations form successful ventures in wearable technology, hardware, software, healthcare, online retailing and financial services.

His research has been published in the premier marketing journals *Journal of Consumer Research* and *Journal of Consumer Psychology* and featured in news media such as *CBC News*, *CBS News*, *Fortune*, *Globe & Mail*, and *U.S. News & World Report*.

He is a strong advocate of using consumer behavior research to inform public policy and has advised on policy formation at government organizations including the Competition Bureau of Canada, U.S. Federal Trade Commission, U.S. Department of Energy and U.S. Government Accountability Office.

Before becoming a professor, Dr. Silk worked as a product manager in the beverage industry and as an account manager in the advertising industry. In his free time he enjoys hiking and skiing with his family.

#### Advisory & Consulting:

Association of Neighborhood Houses  
A&W Restaurants  
BDO Consulting  
Bell Canada  
Beijing TV  
Best Buy  
Brand Finance  
Canadian Dental Association  
Chinese Academy of Sciences Holdings  
CMS Inmar  
COLAS  
Competition Bureau of Canada  
Continuing Legal Education Society of BC  
Future Shop  
G&F Financial Group  
Hardlines Industry Association  
Inc. Magazine  
Industrial and Commercial Bank of China  
Interior Health Authority

Ipsos Research  
L'Oréal  
Manitoba Telecom  
McKesson  
Northwestel  
Open Road Auto Group  
O'Sole Mio Foods  
Provincial Health Services Authority  
Recon Instruments  
SAB Miller Brewing  
Taymor Industries  
Tervita Environmental  
Translink Public Transportation Authority  
U.S. Department of Energy  
U.S. Federal Trade Commission  
U.S. Government Accountability Office  
Velux  
Visa  
Worksafe BC