



## Focus on Faculty

DR. DONALD SHINER,  
C.D., B.SC., MBA, PH.D.

Dr. Don Shiner has been teaching marketing in the Mount's Dept. of Business and Tourism since 1984. He is currently a tenured Associate Professor of Marketing in the Dept. of Business and Tourism.

Don completed a Bachelor Science degree at Acadia University in 1969. He followed his undergraduate degree with an MBA from Dalhousie (1980) with a specialization in International Marketing, and a Ph.D. from the University of Bradford, England (1989), focusing on the marketing planning process.

Like many Mount faculty members, Dr. Shiner did not initially set out to have a career in academia. The university is a third career for Don who served as an Army officer for ten years after graduating from Acadia, receiving a Peacekeeping Medal (UNEFME) for his efforts. He was also awarded a Canadian Decoration (CD). An experienced public speaker, he has designed and delivered marketing seminars on a wide range of topics, and he has been a keynote speaker at local, regional, national and international meetings, and conventions.

He returned to study business at Dalhousie and worked in marketing for Bell Canada International in the position of Director, Marketing and Business Development. Returning to Nova Scotia in 1984, Don joined the Business faculty at the Mount and began his doctoral studies at the University of Bradford.

Dr. Shiner is the Principal Investigator for a very important and timely project. This \$1.2 million SSHRC – CURA funded five year grant runs until the end of 2010, and focuses on understanding how the aging Baby Boomer cohort makes decisions about major purchases such as housing.

The project has surveyed over 1,700 seniors and completed 15 targeted focus groups. Coming activities include the writing of 10 case studies of innovative examples of seniors housing from around the world and an analysis of current housing policy.

Since 1989 Dr. Shiner has also been a management consultant providing consulting advice in the areas of market strategy and market planning, as well as general business strategy. He spent many years in professional marketing consulting circles, working with organizations such as KPMG Consulting and Novus Consulting. His consulting expertise spans many sectors, including transportation, fish/fish processing, not-for-profit, travel and tourism, manufacturing and fabrication, education, agribusiness and agrifood. He has also done extensive consulting for the federal, provincial, and municipal governments.

Dr. Shiner can be reached at (902) 457-5398, or via email at [donald.shiner@msvu.ca](mailto:donald.shiner@msvu.ca).