

# ASAC 2024 — Abridged Pitch Competition

## The Judges

### **Stephanie Villers, Lecturer; ASAC VP Program Elect**

*University of Waterloo*

I taught as a sessional lecturer at both the undergraduate and graduate levels before joining the faculty at the University of Waterloo. I am in the process of completing my PhD in Management at the University of Guelph. I hold an MBA and BA(Hons) in Political Science from Brock University.

My service to the academic community includes ad hoc reviewing for the American Marketing Association and Academy of Management Learning and Education. I am also serving a five-year term (2021-2025) as a Marketing Divisional Officer for the Administrative Sciences Association of Canada.

Before starting my career in academia, I was the proprietor of a successful marketing consulting firm that offered digital marketing solutions to clients across an array of industries. Previous to this, I held two senior leadership positions in a Fortune 500 firm. In the more recent role, I lead a sales and marketing division and in the former, I worked in corporate and property law.

Today, I use my industry knowledge and connections to give students hands-on experience working with clients by incorporating experiential learning in the classroom.

Read [more about Stephanie](#).

### **Mark Mullaly**

*President, Interthink Consulting*

Mark is a consultant. Mark leads Interthink Consulting, a management consulting firm based in Toronto. He has spent a lot of time in project management, and arguably still does. He's been spending a lot of time in strategy, and that likely will continue. Decision making, personality, biases, innovation, change, politics, sensemaking are a few domains he considers engaging (and that he knows contain depths beyond which he has yet explored). Diving into any one of these areas is interesting. Making connections across them is fascinating. Making them meaningful to the rest of the world is his happy place.

He is a researcher and academic. He has a PhD from Bond University in strategy and decision making. He co-led the "Value of Project Management" research project, one of the largest studies in the field of project management, to investigate the value that organizations seek—and

realize—in adopting project management. For more than a decade, he was a lecturer with the School of Business at the University of Alberta, teaching the capstone fourth year course in Management Information Systems.

He has been a friend of ASAC for many years. Mark's ASAC journey started as so many do. His first ASAC conference was in Calgary in 2013, where he found himself on the fringes of a giant party where everyone seemed to know everyone else. He waded into the fray, made friends, and kept coming back; he has attended most ASAC conferences since. Mark served on the executive of the Organizational Behaviour division, finishing as chair in 2018, and was VP of Program for the 2021 Virtual Conference, hosted by Concordia University.

He also makes a mean cocktail.

### **Anna Kim, Associate Professor, Strategy & Organization**

*McGill University*

Anna Kim is Associate Professor in Management for Sustainability and Peter Brojde Faculty Scholar in Entrepreneurship at the Desautels Faculty of Management, McGill University. She holds a Ph.D. in management studies from the University of Cambridge. Prior to her academic career, Anna worked for Oxfam International and other international development agencies. Her research interests include organizing for sustainability, social entrepreneurship, and linguistic inclusiveness in organizations.

Anna's research has offered new ways of seeing and acting for sustainable development, such as a long-present perspective (Kim, Bansal, & Haugh, 2019) and scaling deep (Kim & Kim, 2022), and has been published in top-tier management journals including *Academy of Management Journal*, *Academy of Management Review*, and *Organization Science*. The research settings of her ethnographic and qualitative studies include Fairtrade-certified tea and coffee producer organizations in Kenya, Uganda, Tanzania, and Nepal, start-ups in post-industrial Detroit, digital innovation in Kenya, multilingualism in Kazakhstan, as well as fair trade social enterprises in Canada and the UK. Anna's work has been recognized by several major academic awards, including Responsible Research in Management Award, OMT Best International Paper Award, ONE-SIM Outreach Award, ONE Best Paper in Entrepreneurship and Natural Environment Award, and OMT Best Environmental & Social Practices Paper Award at the Academy of Management. Her research has also been widely featured in the media (e.g., *Forbes*, *The Globe and Mail*) and practitioner-oriented journals (e.g., *Harvard Business Review*, *Stanford Social Innovation Review*), inspiring real-world initiatives such as Scale Deep Grants in Kansas City.

Anna has developed and taught several courses on sustainability and organizational theory, including *Systems Thinking & Sustainability* (undergraduates), *Organizing for Sustainability* (PhD), and *New Paradigms for Strategic Management: Organizing in Time and Space* (PhD). She served as Desautels' inaugural Director of Sustainability in 2022 and led the BCom *Managing for Sustainability Major and Concentration Programs* (2019–22) in collaboration with

the Department of Geography and the Bieler School of Environment. Anna is the recipient of the 2023 Fetherstonhaugh Family Foundation Distinguished Teaching Award and several teaching case prizes.

Read [more about Anna](#).