

FACULTY BIO

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SIMON FORD

Academic Director, SFU
Beedie School of Business

Simon is currently the Lecturer and Academic Director of the Business Minor at the Simon Fraser University

Beedie School of Business. He teaches within the Entrepreneurship & Innovation concentration, and support students through experiential co-curricular programs. Since 2012, he has worked with the Hong Kong Polytechnic University, as a Visiting Associate Professor, delivering a 4 day course for "Technology Assessment and Technology Audit" to a class at the Department of Industrial and Systems Engineering.

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ALIA SUNDERJI

Founder, Luv the Grub

Alia is a powerhouse social entrepreneur and SFU instructor who runs Luv the Grub, a Vancouver-based social enterprise that has both an environmental and socio-economic mission. Partnering with local farmers and produce markets, Alia repurposes bumpy, bruised and misshapen fruits and vegetables as ingredients for making jams, chutneys and spreads. Fun fact: Alia graduated from the SFU Beedie School of Business 10 years ago. She has now returned to SFU, as a Social Entrepreneur and Sustainable Innovation Lecturer, teaching fourth year business students about sustainable innovations.

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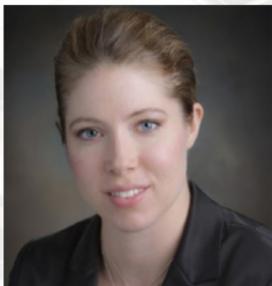
SAM THIARA

Chief Motivating Officer,
Ignite the Dream Coaching
and Consulting

Sam has spent the last 13+ years at the SFU Beedie School of Business as a lecturer, administrator and on the Alumni Association Board where he has mentored and engaged thousands of people ranging from students to alumni. Sam's passion lies within helping youth and professionals in life and career. This passion of his also extends to the community where he enjoys and participates in community development and engagement and has worked with 45+ non-profits. As a recent author and accomplished speaker, Sam has had a very rich reflective life and enjoys sharing his experiences.

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SARAH LUBIK

Director of Entrepreneurship,
Simon Fraser University

Sarah is the Co-Director of Technology Entrepreneurship@SFU, and Lecturer in Entrepreneurship & Innovations at Simon Fraser University. She also supports the development and alignment of SFU's curricular and co-curricular entrepreneurship offerings. Sarah leads the Venture Connection student incubator, with the intention to grow the program into an even more formidable resource for engaging the entrepreneurial community and supporting startups across the institution from idea to proof-of-concept. Her mission is to create skilled, empowered students capable of creating new firms, organizational change and social impact.

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SHAWN SMITH

Co-Director, Radius

Shawn is the Co-Founder and Co-Director of RADIUS, SFU's social innovation lab and venture incubator, based at the Beedie School of Business

RADIUS builds communities of practice to advance radical ideas and resilient systems in service of social, economic and environmental wellbeing. Shawn also conducts advisory work as an adjunct faculty member and has co-designed and taught Sustainable Innovation, Social Venture Accelerator, Social Entrepreneurship, Design for Social Innovation and other relevant courses. Shawn was also the recipient of the 2014 Business in Vancouver Top 40 Under 40 Award.

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JUDY ZAICHKOWSKY

Marketing Professor, SFU
Beedie School of Business

Judy's knowledge and expertise on the role of involvement in consumer research has had a major impact on the field of marketing. Zaichkowsky's

include issues relating to neuro consumer decision making, design , counterfeiting, brand imitation, trademark infringement, and gift giving. Dr. Zaichkowsky teaches and researches in a variety of countries, and serves on the review boards to many of the best journals in marketing. She is currently teaching Brand Management, Consumer Behaviour and Retailing Berlin, the Beedie field school.