

# **Mackay Byrne Group**

## ***Professionalizing your Personal Brand***

Mackay Byrne Group  
Ottawa, ON



The presenter was enthusiastic, knowledgeable, engaging and real.  
**MARCOM 2015**

Wonderful, informative day! Great presenter.  
**Centre of Excellence for Public Sector Marketing**

Good coverage of the topic from multiple perspectives!  
**The Conference Board of Canada**

Excellent mix of speaking and video, the combination made it easier to digest.  
Michael was relatable and entertaining. **MARCOM 2015**

**Michael S. Mulvey** is a trainer with Mackay Byrne Group and professor of marketing at the Telfer School of Management. Michael is often recognized for teaching excellence; his courses in marketing, consumer behaviour and MBA strategic marketing management are among the highest-rated at the University of Ottawa. He began his career at Rutgers Business School in 1996 and he has also taught at Penn State and the Bucharest School of Management.

Michael has extensive consulting experience and has conducted research for companies such as Bank of America, the Corporation for Public Broadcasting, Hilton Hotels & Resorts, Motorola, and Toyota USA. His academic research focuses on how products, brands and activities gain personal relevance to consumers. He is an active keynote speaker and seminar leader for various organizations including The Conference Board of Canada, Canadian Marketing Association, Canada Revenue Agency, and the Centre of Excellence for Public Sector Marketing. He is a go-to media expert on the topics of branding, marketing strategy, and consumer research and has shared his views in over 250 interviews in outlets such as CBC Radio One, CTV News, The Gazette, Global National, The Globe and Mail, Maclean's, Marketing Management, The New York Times, Ottawa Citizen, and Toronto Star.

Michael earned his Ph.D. in business administration, with a concentration in marketing from The Pennsylvania State University in 1997. He received his MSc in management systems from Clarkson University, and was awarded a Bachelors of Commerce in marketing from the University of Ottawa.