



Ashwin Joshi

BAS Hons (Trent); PhD (Queen's)
Associate Professor in Marketing
Director, MBA Program, and
Co-Director, York Consulting Group

Ashwin is *Director of the MBA Program* and *Co-Director of the York Consulting Group* at the Schulich School of Business, where he is also an Associate Professor in the Marketing Area. Ashwin teaches in the BBA, MBA, Ph.D. and Kellogg-Schulich Executive MBA Programs, in addition to teaching in certificate programs for the Schulich Executive Education Center. At the MBA level, Ashwin has developed a course titled *Case Analysis and Presentation Skills* that has won many accolades from students over the years. He has coached teams at both the BBA and MBA levels to victory at national and international case competitions. Further, Ashwin holds the exclusive distinction of having received the *Seymour Schulich Excellence in Teaching Award* at both the BBA and MBA levels at the Schulich School of Business.

Ashwin's research interests are in the areas of business-to-business marketing, salesforce management, and new product development. He is a recipient of the *Best Doctoral Dissertation Award* from the *Administrative Sciences Association of Canada*. In addition, he has received *Best Paper Awards* on three separate occasions from the *American Marketing Association*. His work also appears in the *Journal of Marketing*, which is the premier journal in the marketing discipline.

Ashwin's consulting work is closely tied to his research interests. He has worked with both industrial and service firms in the areas of new product development, supplier relationship management, and salesforce management. As a board member of EIPROC (an association of South Asian Professionals) Ashwin has raised funds annually over the last four years for 15 university level entrance scholarships for students of South Asian Origin. As well, he has championed EIPROC's fund-raising initiatives for charitable causes such as the Yee Hong Medical Center (\$20,000 raised in 2002), Doctors Without Borders (\$25,000 raised in 2003), and for the Partnership in Literacy Initiative with the Nishnawbe Aski Nation (\$35,000 raised in 2004).