

**Guest Lecture – Mark Harrison, TrojanOne
Friday, November 20th – 1pm-3pm – SOM 107**



**Mark Harrison
President & CEO, TrojanOne**

With his roots in the small Canadian town of Orillia, Ontario, Mark Harrison has become a leading expert in the Canadian sponsorship and marketing industry. He holds an MBA in Entrepreneurship and Strategic Marketing from Toronto's York University, and over 20 years of experience in marketing and brand activation. Passionate about events, sports marketing, sponsorship and promotion, Harrison founded TrojanOne Ltd. in 1994.

TrojanOne has grown nationally and works with an array of prestigious brands, including Coca-Cola, BMW, Nike, Campbell's, HSBC, and Johnson & Johnson. Several properties developed and executed by TrojanOne, under Harrison's leadership, have been recognized with top awards from industry organizations such as the Canadian Agencies Practicing Marketing Activation (CAPMA), the Marketing Agencies Association Worldwide (MAAW), and Marketing Magazine; the agency has most recently won Gold awards in the Sports category from the Sponsorship Marketing Council of Canada for the Coca-Cola Zero Leaf Fan's First Game in 2009, and previously in 2008 for Campbell's Chunky Tailgate with the Pros.

Harrison founded the Canadian Sponsorship Forum in 2005 to provide the sponsorship industry with Canadian data. Unmatched, the Canadian Sponsorship Forum has grown to become an annual event that should not be missed by anyone engaged in the sponsorship industry, bringing together the top minds to share knowledge, experiences, and some of Canadian business' greatest success stories. A main feature of the Forum since 2007, the Canadian Sponsorship Forum Landscape Study is presented annually, a primary research report garnering feedback from over 500 sponsors, agencies and properties to provide the most comprehensive information on the scope and scale of Canada's sponsorship

industry - industry size, sector spending, activation trends, evaluation practices, strategic priorities and future outlook. Harrison now actively presides as chair of the Forum.

A strong proponent of lifelong learning and teaching, Harrison seeks to share his expertise and experience both nationally and internationally. Harrison is a seasoned speaker, including speaking engagements at the Association of Fundraising Professionals Annual Congress, the Canadian Promotional Marketing Conference, the Canadian Sport Tourism Conference, the Calgary Stampede Sponsorship Summit, the CFL Sponsorship Summit, the IEG Sponsorship Conference, and the Understanding Youth Conference. In October he will be traveling to the Netherlands to speak at the International Fundraising Congress.

Harrison is a longtime member of CAPMA and the American Marketing Association; he also serves on the Circle of Champions for Big Brothers-Big Sisters Canada, the Corporate Advisory Board of Tri-Fit, and the Marketing Council of the Ontario Lung Association. A visiting Professor at Laurentian University, Harrison teaches a special topics course: *Entrepreneurship in Sport*, a course in Sports Administration, and has been published in academic journals including the *International Journal of Sport Marketing and Sponsorship* for "In-Stadium Sponsorship Evaluation of a Mega-Sponsee: The 2004 Grey Cup," and *The Sport Journal* for "Sponsorship Management: A Status Report." In 2008, Harrison was named one of the most influential decision makers in Canadian sport by *SportDecision* magazine.

Amongst his multiple endeavors, Harrison finds the time to share his passion for sport as a high school football coach. Residing in Toronto, in his spare time he enjoys watching football, jogging, and spending time with his two young sons and wife, Karen.