CBE Knowledge Exchange Chairs

We are looking to create a series of unique Knowledge Exchange Chairs. Unlike traditional research Chairs, these positions would target senior industry experts in a variety of fields who could bring emerging issues to the classroom. For this initiative, $1,200,000 per chair needs to be raised.

**Impact Statement:**
Maintaining strong ties to the community and its professionals advances both the university and the community. Collaborations between the two can inspire academic innovation through experiential education, helping students develop strong career pathways and opportunities post-graduation. Finally, it opens up a line of dialogue and support for community initiatives and needs, seeking to keep top talent in the area.

Faculty and students will benefit from direct exposure to current issues and better connections to industry, enhancing both reputation and opportunity. Furthermore, the Chairs will serve as a key differentiator for our programs, enhancing our market awareness, profile and student recruitment.

**Goals:**
These niche industry Chairs will provide undergraduates and graduates with exceptional insights into evolving business models, access to information, consumer intelligence, social media and the application of technology in the real world. They will provide a vital link between the classroom and the community for students and the university.

We are looking to create Chairs for professionals in the following industries:

- Real Estate
- Finance
- Lodging
- Food Services
- Marketing
- Entrepreneurship
- Public Sector Governance

Learn more at alumni.uoguelph.ca/givingpriorities or contact alumni@uoguelph.ca