Tim Derksen

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EDUCATION

Alberta School of Business, University of Alberta, Edmonton, AB
PhD Student, Projected completion 2025
- Advisor: Dr. Kyle B. Murray

Rotman School of Management, University of Toronto, Toronto, ON
MBA, 2016
- Sports Director of the Graduate Business Council, VP of Finance for the Sports Business club, and Director of Entrepreneurship for the Entrepreneurship and Venture Capital Association
- Member of the Varsity Rugby Team

University of British Columbia, Vancouver, BC
Bachelor of Applied Science, 2010
Specialization in Mining Engineering
- Member of UBC's Varsity Rugby team, 2007-2010

Springbank Air Training College, Calgary, AB
Private Pilot's License, 2005

RESEARCH INTERESTS
- Loneliness, Disconnection, Compensatory consumption, Privacy, Choice architecture, Retail interface

PUBLICATIONS
- Orazi, D., Mah, K., Derksen, T. & Murray, K. B. "Consumer Escapism: Scale Development, Validation, and Physiological Associations." *Journal of Business Research, 160*.
- Derksen, T. & Murray, K. B. "*Interface Designs for Adaptive Consumer Behavior and Retail Contexts,*" in *Precision Retailing*, Ed. Dubé, L., Cohen, M., Yang, N. & Monla, B., forthcoming.

SELECTED WORK IN PROGRESS
- Derksen, T., Murray, K. B., Orazi, D. C., & Seenivasan, S. "Four Paws Are Better Than None: Negative Life Events and Loneliness Increase Repeated Compensatory Consumption" (In review: *Journal of Retailing*)
- Murray, K. B. & Derksen, T. "*The Constructed Value of Personal Information*" (In development)
- Waisman, R., Derksen, T. & Häubl, G. "Downstream Choice Architecture: A Scoping Review" (In progress)

CONFERENCE PRESENTATIONS
- Murray, K. B. & **Derksen, T.** (2023) "The Constructed Value of Personal Information," Southern Ontario Behavioral Decision Research Conference. Toronto, ON.
- **Derksen, T.**, Murray, K. B., Orazi, D. C. & Seenivasan, S. (2022) "Connecting to the Inhuman: Loneliness Induces Anthropomorphism and Spending on Companion Animals." *Business Research Conference*, Alberta School of Business, Edmonton, Canada.
- Murray, K. B. & **Derksen, T.** (2022) "The Constructed Value of Personal Information," *Society for Consumer Psychology,* Virtual.
- Murray, K. B. & **Derksen, T.** (2021) "The Constructed Value of Personal Information," *Business Research Conference*, Alberta School of Business, Edmonton, Canada.
- Murray, K. B. & **Derksen**, **T.** (2021) "The Transparency Paradox: Asking for Personal Information Increases Consumers' Value of It," *Association of Consumer Research,* Virtual.

ACADEMIC AWARDS & HONOURS

- Best Poster Presentation, Technology and Society Track, Society for Consumer Psychology (2022)
- PhD Program Scholarship, School of Business, University of Alberta
- Alexander Kinghorn Fellowship awarded to top 10% of First-Year MBA Class
- Mary Jane Felker Fellowship awarded to an outstanding student who has made significant contributions to the Rotman community
- Resource Capital Funds Award for incoming students with a background in resources industries
- Winner of Venture Capital International Competition at Rotman, 2014
- Thunderbird Rugby Award for Varsity Team Rugby Players at UBC
- McDougall United Church Award
- Alexander Rutherford Provincial Scholarship to recognize academic achievement at the senior high school level

RELEVANT COURSEWORK
- Research Methodology in Marketing, Kangkang Wang
- Marketing Models, Paul Messinger
- Human Judgment and Decision Making, John Pracejus
- Experimental Design for Behavioural Science, Gerald Häubl
- Psychological Research I, Sandra Wiebe
- Psychological Research II, John Lind
- Advanced Cultural and Experimental Social Psychology I, Jeff Schimel
- Consumer Behaviour, Gerald Häubl
- Consumer Constructed Value, Kyle Murray
- Memory and Cognition, Peter Dixon
- Marketing Theory, Robert Fisher
- Individual Research, Noah Castelo

TEACHING EXPERIENCE

Instructor, Marketing 301: Intro to Marketing, 2022
- Presented the introductory information to students regarding fundamental concepts of marketing
- Gave direct instruction and review to students during office hours for concepts taught in class
- Tested the knowledge and skills gained in students through exams and assignments

Rotman Scholar, 2016
- Offered one-on-one tutoring sessions for first-year MBA students in the courses of Managerial Accounting and Managing Customer Value
- Organized lesson reviews and presentations for additional teaching sessions
- Led strategy sessions with students for campaigns in marketing strategy (MarkStrat) simulations

PROFESSIONAL EXPERIENCE

Director of Operations, Toronto, ON
Green Gruff, 2019-2020
- Built new operations processes for ordering and fulfillment at a start-up
- Reviewed the regulations of 50 states for legality of an edge product (CBD pet food)
- Sourced vendor opportunities to service scale up and productivity maximization
- Contacted potential customers for feedback and information on needs

Consultant. Toronto, ON
TBD Exceptional. 2018-2019
- Analyzed the medical aesthetics devices market for client to determine product catalog opportunities and projected additional yearly net income at $2.5M for new products

- Developed an organization transformation strategy for client in increasing employee engagement and increasing annual revenues from $5M to 10M
- Modeled the financial benefits for client of purchase of additional $2M in property and product opportunities which would result in NPV of $8M

NARL Refining LP, Come By Chance, NL
Senior Strategy Analyst, 2016-2017
- Researched academic literature and government regulations to build understanding of proposed carbon pricing regulations in the province of NL
- Modeled the effects of differing options for regulation implementation and presented results to senior leadership
- Led internal and external awareness campaigns surrounding the implementation of carbon pricing and limiting refinery expenses to less than $5M over a 5-year period
- Modeled the economic value of new product line at a feasibility level that was projected to earn more than $3M
- Managed hedging schedules to remove market risk from inventories

Knix Wear, Toronto, ON
Business Analyst, 2015
- Created e-commerce pricing strategies for women's intimate apparel lines that increased average basket size from 3 products to 3.3
- Developed wholesale minimum order quantities to cut costs of shipping by 40-60%
- Modeled financial benefits of new marketing efforts and worked with a team developing execution plans of marketing strategies

Norwest Corporation, Vancouver, BC
Mining Engineer EIT, 2013-2014
- Created budgets to assess cost versus design optimization scenarios to assist client in decision making process for waste dump reclamation requirement in New Mexico
- Analyzed public and employee safety in design suites to minimize the risk to client of slope failure, and cost and legal ramifications

Canadian Natural Resources Limited, Calgary, AB
Mining Engineer EIT, 2010-2013
- Forecasted monthly operating costs for an open-pit oil sands operation that were reviewed by senior management against actual costs to better predict future budgets
- Improved interface and ability to better recognize costs by updating logic of budgeting model spreadsheets
- Successfully surveyed and processed geomatics data of the open-pit mine site operations using Trimble hardware and provided construction design parameters to mining operations team

EXTRACURRICULAR ACTIVITIES

- Long-time competitor in men's rugby (2005 U21 Nationals, 2006 Super League)
- Captained numerous rugby teams and helped mentor younger players through both coaching and playing
- Frequent traveler having visited numerous countries within North and South America, Asia, and Europe
- Strong interest in music becoming a multi-instrumentalist playing both the guitar and African drum
- Avid reader frequently reading many books, magazines, and journal articles
- Programming in R, Python, JS, React, HTML, and CSS