

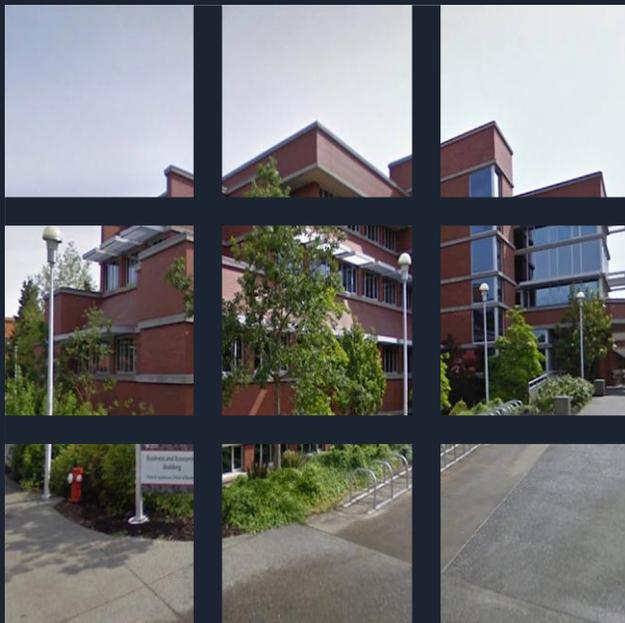


# Candidate Brief

University of Victoria

Dean, Peter B. Gustavson School of Business

November 2025



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# University of Victoria

*We acknowledge and respect the Lək̓ʷəŋən (Songhees and X̱wsep̓səm/Esquimalt) Peoples on whose territory the university stands, and the Lək̓ʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.*



The University of Victoria (UVic), established in 1963 is a public research-intensive institution located in Victoria, British Columbia, on Canada's stunning west coast.

UVic is distinguished by its deep commitment to research, innovation, and community impact. It has established itself as a leader in sustainable development, equity and inclusion, Indigenous engagement, and climate action. As part of its broader mission, UVic aligns with the United Nations' Sustainable Development Goals (SDGs), embedding them across research, teaching, operations, and partnerships.

Globally recognized, UVic ranks in the top 1% worldwide for SDG impact (Times Higher Education) and is consistently ranked among the top universities in the world for research impact and international collaboration. Its facilities include cutting-edge resources that support interdisciplinary projects across the sciences, humanities, and professional programs.

Home to more than 22,000 undergraduate and graduate students, UVic offers a dynamic and diverse academic community, supported by more than 900 full-time faculty members and over 6,000 staff. The university is recognized for its excellence in a range of fields including oceanography, earth and atmospheric sciences, environmental studies, Indigenous law, engineering, health innovation, and social justice. As a hub for discovery and innovation, UVic has filed more than 580 patents, launched over 169 start-ups, and disclosed more than 1,100 inventions. In the 2024–25 academic year alone, the university received \$199 million in research funding.

UVic is organized into nine faculties offering over 280 undergraduate and graduate programs and additional degrees and diplomas: Business, Education, Engineering & Computer Science, Fine Arts, Health, Humanities,



Law, Science, and Social Sciences, with Graduate Studies acting as a partner across faculties to support advanced degrees and scholarly development.

The university's international outlook is robust, with over 4,000 international students from 118+ countries and 300+ international partnerships. Each year, around 800 students participate in global learning opportunities through exchanges, field schools, research, and international co-ops. UVic's co-operative education program is one of the best in Canada, having placed students in over 105,000 work terms, with about 4,000 placements annually. More than half of UVic graduates - especially co-op students - receive job offers before graduation.

Equity, Diversity, and Inclusion (EDI) are core priorities at UVic, reflected in its policies, programming, and campus culture. The university actively fosters an inclusive environment where individuals of all identities and backgrounds feel valued and respected. UVic also maintains a strong and intentional focus on Indigenous engagement. Over 1,400 Indigenous students, including 200 graduate students, are part of the UVic community. Academic programs and research initiatives often involve Indigenous knowledge systems, language revitalization, and collaborative projects with Indigenous communities.

The university has a significant economic and social impact in the region. It contributes approximately \$1.8 billion annually to the Greater Victoria economy and about \$3.3 billion to British Columbia as a whole. Its innovations, partnerships, and educational services support roughly 1 in 9 jobs in the local region.

With its deep roots in community, a strong global perspective, and a bold vision for the future, UVic stands out as a forward-thinking, community-connected, and globally respected institution where innovation, sustainability, and inclusion are at the heart of everything it does.

For more information about UVic, please visit:

- [UVic Website](#)
- [Distinctly UVic | A Strategy for the University of Victoria](#)
- [University Plans](#)



# Peter B. Gustavson School of Business

The [Peter B. Gustavson School of Business](#) at UVic -ranked among the top business schools in Canada and recognized globally - offers a high-touch, values-driven learning model with strong employment outcomes, and research and partnerships which deliver real world-results for business and community. Known for embracing thinking beyond convention, fostering transformational learning, and inspiring bold ambition in all its pursuits, Gustavson is more than a business school; it's a launchpad for responsible, curious leaders who want to make tomorrow's world better.

The School's vision, '*Together we transform lives*', is reflected in its academic philosophy, which is built around [four pillars](#), that inform curriculum, research, and community engagement, reflecting Gustavson's mission to transform lives through business education:

- **Integrative – bridging across boundaries**

We synthesize across silos. We bring together multiple forms of knowledge and expertise so that decisions about challenges and opportunities are more effective.

- **Innovative – advancing meaningful solutions**

We reframe the problem. We are curious, creative and confident enough to try something new, yet wise enough to do so with clear purpose.

- **Regenerative – having positive impact**

We make things better. We create knowledge and practices that improve environmental, social and economic outcomes, enhancing the living systems we operate within.

- **Inclusive – belonging through understanding**

We embrace diverse communities. We engage with people across the world to ensure that our work remains relevant – geographically, culturally and experientially.

The Peter B. Gustavson School of Business is among the top 1% of business schools worldwide accredited by both AACSB and EQUIS. The School is also a signatory to the UN Principles for Responsible Management Education (PRME) and is committed to advancing the United Nations Sustainable Development Goals (SDGs) across teaching, research, and operations.

Home to over 2,000 students, more than 100 faculty and staff, and over 8,800 alumni shaping industries and communities around the world, Gustavson is a leader in program innovation and a prominent contributor to research and community engagement, particularly in its areas of expertise: International Business, Entrepreneurship, Service Management, and Sustainability. Its broad portfolio of programs include a distinctive Bachelor of Commerce (BCom) with mandatory co-operative education, a Master of Business Administration (MBA) in Sustainable Innovation, a Master of Global Business (MGB) featuring international study residencies, a Master in Management (MM), the pioneering MBA in Advancing Reconciliation, the two-year part-time MBA for TELUS program, a PhD in Management and Organization, and executive and



professional education programs. The MBA ranks #1 in Canada and #9 globally for sustainability (Corporate Knights 2024), and the MGB ranks #1 in Canada and #3 in North America (FT 2023 MiM).

The School enjoys a collaborative and interdisciplinary research culture that addresses critical global challenges. Research strengths include sustainable business, social innovation, Indigenous entrepreneurship, impact investing, and responsible management. Its centres and initiatives - including the [Centre for Regenerative Futures](#) and [Impact Investing Hub](#) - position it as a leader in advancing scholarship and practice in business for good. Faculty and students are also deeply engaged in community outreach, through initiatives like the Volunteer Income Tax Program and the [Applied Portfolio Management Program](#), which provide hands-on learning while serving the broader public.

Gustavson enjoys excellent employment outcomes, with over 80% of graduates employed within three months of graduation, and a vast experiential learning network including 800 co-op placements and partnerships with 100+ leading universities around the world.

With a dynamic, collegial culture and a reputation for innovation and impact, the Gustavson School of Business is uniquely positioned to shape the future of business education. The next Dean will have the opportunity to lead a thriving and ambitious school that is redefining how business can contribute to a better world - locally, nationally, and globally.



# The Opportunity

The Peter B. Gustavson School of Business at the University of Victoria seeks an inspiring, open and collaborative academic leader to serve as its next Dean. Reporting to the Vice-President Academic and Provost, the Dean will lead the evolution of Gustavson's strategic direction while reinvigorating our distinct values of people, purpose, passion and adventure in support of its mission: **Together we transform lives.**

Rooted in four enduring pillars, **Integrative, Innovative, Regenerative, and Inclusive**, Gustavson is celebrated for our growing research impact, world-class experiential learning programs, commitment to diversity, and focus on purpose-driven education. The next Dean will unite and inspire faculty members, staff, students, and the external community. They will lead with vision and integrity to grow our school's impact through strategic external engagement, research and teaching excellence, and consultative leadership.

As a member of the University's senior leadership team, the Dean works in collaboration with other Deans, academic leaders, senior administrators and staff, the Deans Advisory Council, Gustavson School of Business Executive Education Inc., Gustavson Advisory Board, faculty, students, alumni, donors and partners to implement and to proactively advance UVic's Strategic Plan and objectives. The Dean will play a national leadership role in shaping business education in Canada.

This is a rare opportunity to lead a globally connected, purpose-driven business school. As a non-departmentalized faculty, Gustavson's flat structure fosters generative, cross-disciplinary collaboration and innovation. As Gustavson enters its 35th year, the School is positioned well for the next stage of its evolution, building on its entrepreneurial roots and its aspirations to transform lives. As Dean, you will have the opportunity to expand the Gustavson's broader impact and shape the future of integrative, innovative, regenerative, and inclusive management research and education.

## STRATEGIC PRIORITIES

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The Dean will provide visionary leadership across three core priority areas: **Culture and People**, **Revenue Growth and External Engagement**, and **Research and Teaching Excellence**.

### 1. Culture and People

- Foster a collegial, inclusive and transparent culture, built on trust and empathy.
- Promote interdisciplinary and generative collaboration.
- Ensure faculty, staff and students feel valued, respected and heard, through consultative decision-making.
- Advance equity, diversity, and inclusion across recruitment, scholarship, pedagogy, and governance.
- Move beyond cosmetic approaches to Indigenization and decolonization by embedding meaningful change in institutional practices.



- Encourage and support leadership and professional development across the School by mentoring emerging academic and administrative leaders.

## 2. Revenue Growth and External Engagement

- Lead an ambitious and entrepreneurial advancement and engagement strategy to increase the school's resources, reputation, and brand.
- Build authentic, high value relationships with alumni, donors, business and government leaders, and Indigenous and community partners.
- Elevate Gustavson's brand through promotion of thought leadership and strategic outreach to engaged funders who recognize potential for applied impact.
- Leverage partnerships, executive education, and co-operative education to generate impact, resources and opportunities.

## 3. Research and Teaching Excellence

- Strengthen Gustavson's reputation for impactful, inter-disciplinary faculty and doctoral student research that addresses societal, business and organizational challenges.
- Foster a highly sought after student experience based on teaching excellence, student engagement, experiential learning and demonstrated commitment to student well-being.
- Champion the PhD program as a core pillar of Gustavson's research culture and global reputation as a thought leader in regeneration, reconciliation, cross-cultural management and ethical business.
- Support Gustavson's global accreditations with international institutions like AACSB, EQUIS and PRME and enhance our ranking as one of the top business schools in Canada.



# The Individual

The successful candidate will bring outstanding academic qualifications, a record of scholarly achievement and excellence, administrative experience, and leadership as well as a passion for advancing business education.

*While the Search Committee recognizes that no one candidate is likely to meet the following qualifications in equal measure, they are preferred and will be used in the assessment of candidates for the position:*

## CORE QUALIFICATIONS

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- PhD or equivalent in a discipline relevant to business and management.
- Strong proof of scholarship and teaching excellence, in accordance with appointment as full professor.
- Evidence of significant leadership experience in a business school setting that has encompassed: strategy development, implementation and tracking; budget planning and resource allocation; human resource decisions; accreditation; managing administrative staff; and supporting an inclusive work environment and culture.
- Demonstrated success in fundraising, partnership development, and revenue generation through industry, government and philanthropy.
- Demonstrated commitment to upholding collegial governance, advancing equity, diversity and inclusion, and promoting Indigenization and reconciliation
- Evidence of commitment to doctoral education, including mentoring and supervising PhD students and fostering an environment that supports doctoral student success and research excellence.

## LEADERSHIP ATTRIBUTES

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- Visionary and strategic, with a talent for inspiring, appreciating and bridging differences and uniting others around shared goals and shared understanding.
- Approachable, thoughtful, calm, active listener, open to feedback
- Relationship and results oriented.
- Decisive, collaborative, collegial and adept in complex academic environments.
- Fair, ethical, transparent and egalitarian.



# Additional Information

## HOW TO APPLY

Consideration of candidates will begin immediately, and review of applications will begin on December 19, 2025 and continue until the position is filled.

The anticipated start date is July 1, 2026, though timing may be negotiated based on the successful candidate's circumstances.

To apply, please submit a comprehensive resume along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria.

The preferred method of application is online at: <https://careers.odgers.com/en-ca/30809>

If you require accommodations to participate in the recruitment process, please inform Odgers.

## YOUR PERSONAL INFORMATION

At Odgers, we have always respected the privacy and the confidentiality of the personal information provided to us in context with our executive search assignments. This has been a fundamental value in building trust with our candidates and clients. We are committed to keeping your information secure and managing it in accordance with our legal responsibilities wherever we operate in the world, including the Personal Information Protection and Electronic Documents Act ("PIPEDA") in Canada.

For more information on your rights and to find out more about how we process your personal data, a copy of our Privacy Policy is available for your review on our [website](#).

By providing us with a copy of your resume and any subsequent personal information directly or from third parties on your behalf such as references, you understand that it has been furnished with your consent for the purpose of possible disclosure to our client, who has agreed to comply with our Privacy Policy. We will not disclose your personal information to clients without your prior knowledge and consent.

## DIVERSITY, EQUITY, AND INCLUSION

University of Victoria is an equal opportunity employer. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, upon request, accommodation will be provided by both Odgers and University of Victoria throughout the recruitment, selection and/or assessment process to applicants with disabilities.

UVic is committed to upholding the values of equity, diversity, inclusion and [human rights](#) in our living, learning and work environments. In pursuit of our values, we seek members who are eager to actively participate in that shared responsibility. We actively encourage applications from members of [historically and systemically marginalized groups](#). Read UVic's [full equity statement](#).

Odgers is deeply committed to diversity, equity, and inclusion in all the work that we do. As part of our efforts to better understand our ability to reach as broad a pool of candidates as possible for our searches, our DEI team would like to encourage you to take a moment and access our [Self-Declaration Form](#).



# Appendix A: Search Committee

- Elizabeth Croft Vice-President Academic and Provost (Chair)
- Francois Bastien Associate Professor; Associate Dean, Indigenous; Academic Director, MBA in Advancing Reconciliation, Peter B. Gustavson School of Business
- Rick Cotton Associate Professor, Peter B. Gustavson School of Business
- Saul Klein Professor and Former Dean, Peter B. Gustavson School of Business
- Linda Shi Associate Professor, Peter B. Gustavson School of Business
- Christian Van Buskirk Associate Teaching Professor; Academic Director, Master in Management Program, Peter B. Gustavson School of Business
- Liana Victorino Associate Professor, Peter B. Gustavson School of Business
- Bruna Brito Graduate Student, Peter B. Gustavson School of Business
- Genevieve Thompson Assistant Director, Undergraduate Programs, Peter B. Gustavson School of Business
- Shari Wierenga Manager, Accreditation, Data and Rankings, Peter B. Gustavson School of Business
- Peter Gustavson Member, Board of Advisors; Founder and CEO, Gustavson Capital Corporation
- Freya Kodar Dean, Faculty of Law



# Appendix B: Victoria, British Columbia



Victoria, the capital city of British Columbia and one of Canada's most picturesque and livable cities is situated on the traditional territories of the Lək̓ʷəŋən (Songhees and Esquimalt) Peoples. Located on the southern tip of Vancouver Island, Victoria combines the natural beauty of the West Coast with the sophistication of a historic and culturally rich urban centre. It offers a unique blend of old-world charm and modern innovation, making it a truly exceptional place to live and work.

With a mild coastal climate, natural beauty, and a strong sense of community, Victoria offers a welcoming environment for individuals and families alike. Residents enjoy close proximity to the Pacific Ocean and mountain ranges, with countless opportunities for hiking, cycling, sailing, kayaking, golfing, and exploring the island's many beaches, parks, and trails. The city is home to landmarks such as Beacon Hill Park, the Inner Harbour, and the world-renowned Butchart Gardens, as well as easy access to regional and wilderness destinations including the Gulf Islands and Pacific Rim National Park.

Victoria has a population of approximately 400,000 in the metropolitan area and offers the amenities of a larger city while maintaining a strong sense of community. It boasts a vibrant arts and culture scene, with institutions such as the Royal BC Museum, the Art Gallery of Greater Victoria, and the Belfry Theatre, as well as a full calendar of festivals and events including the Victoria Symphony Splash, TD JazzFest, Fringe Festival, and Victoria Film Festival. The culinary scene is thriving, supported by local farms, vineyards, and a strong focus on sustainability and farm-to-table practices.

Victoria has a growing reputation as a centre for innovation in clean tech, marine sciences, tourism, and software development. The city offers excellent public and independent schools, healthcare facilities, and postsecondary institutions. The city is also deeply engaged in reconciliation and works closely with local First Nations on cultural, social, and environmental initiatives.

Victoria is easily accessible by air and sea, with direct flights to major Canadian cities and the U.S. West Coast, and ferry links to Vancouver and Washington State. Its unique blend of natural beauty, cultural vibrancy, and quality of life makes it an inspiring location for professionals who are passionate about meaningful work in an exceptional environment.



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