Bio Sketch

Keith is Vice President, External, holds the Purdy Crawford Chair in Aboriginal Business Studies and is an Associate Professor of Marketing. He has a long history in community and regional economic development and strategic planning, cultural tourism marketing and Aboriginal economic development.

Area(s) of Expertise

Community Economic Development
Cultural tourism marketing
Aboriginal cultural tourism
Aboriginal economic development

Current Research Activities
An examination of the Membertou Business Model and the Unama’ki Partnership Model;
Recruiting Canadian Aboriginal students to the study of business;
Development of course curriculum for Aboriginal Business Studies.

Two Key Publications
