

**Dr. John-Kurt Pliniussen (*plin-u-son*)**  
BA (Hons), MA, MPA, PhD, PMgr., CAM.

John was raised in Copenhagen, Denmark, and educated in Denmark, England, Canada, and the United States. He is multi-lingual, and after moving to Canada, worked in Calgary, Toronto, London, Halifax, and St. John's. He now resides in Kingston, Ontario, and is the resident expert in eMarketing, Innovation, and Sales at Queen's School of Business where he specializes in helping organizations evaluate and enhance their performance. He was also Director of Queen's Consulting, Canada's longest-established and premier consulting program, where he coached managers and their teams how to best innovate via the Internet.

During his career, JP has worked or consulted for Fortune 100 companies, some of Canada's fastest growing SMEs, most Federal and Provincial Ministries, and numerous agencies and NPOs. In the media, Dr. Pliniussen is currently the nation's most-interviewed expert on Internet marketing and trends. Prior to becoming an educator, he worked in both Business2Business and Business2Consumer sales, MIS, and finance. Now he teaches in Queen's top-rated Accelerated MBA and the BComm programs. He is currently creating Canada's first Centre for Sales Excellence to be housed in a Canadian university business school.

John was lead consultant for [www.hotbanana.com](http://www.hotbanana.com), was a Program Director with Shad International [www.shad.ca](http://www.shad.ca), and was Chairman of Bayway Community Investment Corporation.

Dr. Pliniussen earned his honours business degree from the Ivey Business School at Western, a MA in Administration from Goddard, a MPA in public management from Queen's, and his PhD in Information Systems and Strategy from the University of Bath, in England. While he worked in industry, he also attained his Certified Administrative Manager's and his Professional Manager's designations. JP is currently finishing a new management reader related to sales innovations entitled, Sales Salsa.