# Bibliography Prof. Benoît Séguin

Benoît Séguin is an Associate Professor in sport management, specializing in sport marketing. He obtained his Ph.D. in 2003 from the University of Strasbourg in France. His doctorate research was funded by the International Olympic Committee and examined the issue of ambush marketing and its impact on the Olympic brand. He has also conducted research for Sport Canada and published case studies on best practices for National Sport Organizations and Sponsorship in Canada. Prior to coming to the University of Ottawa, Mr. Séguin was an Assistant Professor at Laurentian University's School of Sports Administration (SPAD) program (1995-2002). He also worked as Marketing Director for two national sport organizations: Synchro Canada (1993-1995) and the Canadian Amateur Diving Association (1991-1993).

Dr. Séguin has published articles in the International Journal of Sport Management and Marketing, the International Journal of Sport Marketing and Sponsorship and the European Sport Management Quarterly. He has co-authored a book titled Sport Marketing: A Canadian Perspective. Dr. Séguin has presented his research nationally and internationally including the North American Society for Sport Management, the Administrative Sciences Association of Canada, Sport Marketing Association and the European Association of Sport Management Conferences.

Dr. Séguin continues to be actively involved in amateur sports. He is a Past President of Diving Canada, a member of the Canadian Olympic Committee and Vice-President of the Aquatic Federation of Canada. In 2003, he was named by the Canadian Olympic Committee as Assistant Chef de Mission for the Canadian team competing at the 2003 Pan American Games in Santo Domingo. Dr. Séguin has been a facilitator of the Canadian Olympic Academy since 2002 and is a regular supervising professor at the International Olympic Academy in Olympia, Greece.