

DEAN'S NEWS

February 2026



Industry Collaboration: Marketing Students Present at Omnicom Office

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HIGHLIGHTS:



Students Hear Bank of Canada
Governor Address National
Economic Outlook



From Graduate to Guest
Speaker: Gabriela Oliveira
Returns to Inspire Spa
Management Students



HUB Day Brings Industry to Life
for Insurance Management
Students



DEAN'S MESSAGE

Colin Bartley | Senior Dean
Longo Faculty of Business

February was an exciting month at the **Longo Faculty of Business**, with many achievements, new connections, and hands-on learning experiences.

At the heart of our success is the power of hands-on learning experiences that bridge the gap between classroom knowledge and career readiness. These opportunities are instrumental in preparing our students to succeed in an evolving business landscape.

This month offered several strong examples of learning in action. Digital Business Management students visited NTN to see databases in operation, connecting their coursework to real-world business insights and leadership practices. At the same time, Bachelor of Commerce – Marketing students developed and presented media-first marketing strategies at Omnicom's downtown office, gaining feedback directly from industry strategists.

Entrepreneurial spirit was also on full display at the Experience Ventures Celebration and Networking Expo, where students, partners, and organizers came together to celebrate a year of hackathons, placements, and collaborative innovation. The event highlighted the many ways experiential learning continues to empower students to think creatively, build connections, and pursue entrepreneurial opportunities.

Together, we are shaping the future of business education while empowering the next generation of leaders. Read on for highlights from inspiring career journeys, industry partnerships, and faculty achievements.

BUSINESS AT ITS BEST™



FASHION & BEAUTY

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From Graduate to Guest Speaker: Gabriela Oliveira Returns to Inspire Spa Management Students

HLOs: 

Esthetician/Spa Management graduate Gabriela Oliveira returned as a guest speaker to share career advice and encourage students preparing to enter the spa and wellness industry.

[See more >](#)

ADVERTISING, DIGITAL & MARKETING

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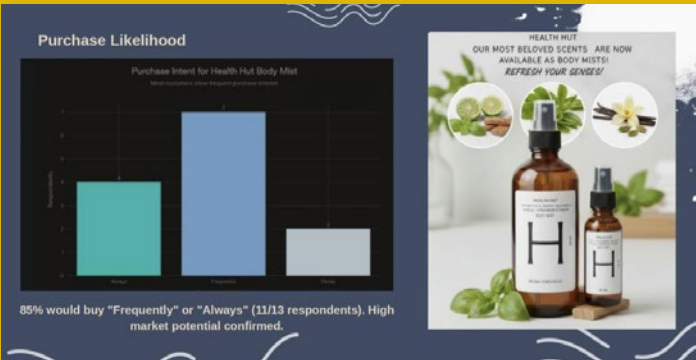


Databases in Action: Our Visit to NTN

HLOs:

Digital Business Management students visited NTN to see databases in action, connecting classroom learning to real business insights and leadership.

[See more >](#)



Clean Beauty Meets Classroom Innovation

HLOs:    

Students in the Fundamentals of Marketing course from the Marketing Management graduate certificate program had the opportunity to create a new product proposal for Tara Miller, Founder and Owner of Toronto's Health Hut retail store and clean beauty brand.

[See more >](#)

Technical Specs & Product Visualization



Design & Build
The product includes a minimalist body with soft rounded edging and an ergonomic handle designed for comfortable one-handed use. The body of the product is made from sustainably sourced lightly weighted wood with a soft-touch and matte finish.

Massage Surface
Made with medical-grade silicone bristles to provide beneficial and gentle scalp massaging and stimulation. Made with hypoallergenic, non-porous materials, and is suitable for all scalp types and hair textures.

Performance & Use
This product is gentle enough for daily use, and the recommended duration per use is 2-5 minutes. It's suitable for use on both dry or wet hair, compatible with scalp oils and serums, and is fully waterproof.

Care & Sustainability
The product is easy to clean with the combination of water and mild soap. It is built for long-term durability as it is packaged with recyclable, eco-conscious materials that align with sustainability.

Industry Collaboration: Marketing Students Present at Omnicom Office

HLOs:       

Fourth-year Bachelor of Commerce – Marketing students developed and presented a media-first marketing strategy at Omnicom's downtown office, gaining direct feedback from industry strategists.

[See more >](#)



From Humber Student to Chartered Marketer: Professor Steven Lorini Earns National Marketing Designation

HLOs:   

Steven Lorini, a Professor in the Marketing Diploma program, and one of the Program Coordinators in the Business Management program at Humber, has earned his Chartered Marketer (CM) designation through the Canadian Marketing Association.

[See more >](#)





Learning Across Borders: International Week at Parul University

Digital Business Management Program Coordinator and Professor Hanadi Alnawab participated in International Week at Parul University, teaching systems thinking and strengthening global collaboration through academic and cultural exchange.

[See more >](#)

Marketing Students Tackle Sales Lead Generation Challenge with Italia 360

HLOs:       

Students in the Bachelor of Commerce – Marketing Sales and Retail course had the opportunity to apply their learning through a real-world sales challenge developed in collaboration with Erika Giuggio, on behalf of Italia 360.

[See more >](#)



Stepping Into Our Professors' Shoes: Inspiring the Next Generation of Digital Business Leaders

HLOs:     

The Digital Business Student Association (DBSA) hosted an interactive session for high schoolers, showcasing the Digital Business program through hands-on activities.

[See more >](#)

MANAGEMENT & LEADERSHIP

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Faculty Achievement: New Publication in HR Education

Dr. Parveen Gill and Dr. Ionela Bacain co-authored a new textbook connecting accounting concepts to real-world HR practice to strengthen financial literacy for Human Resources professionals.

[See more >](#)

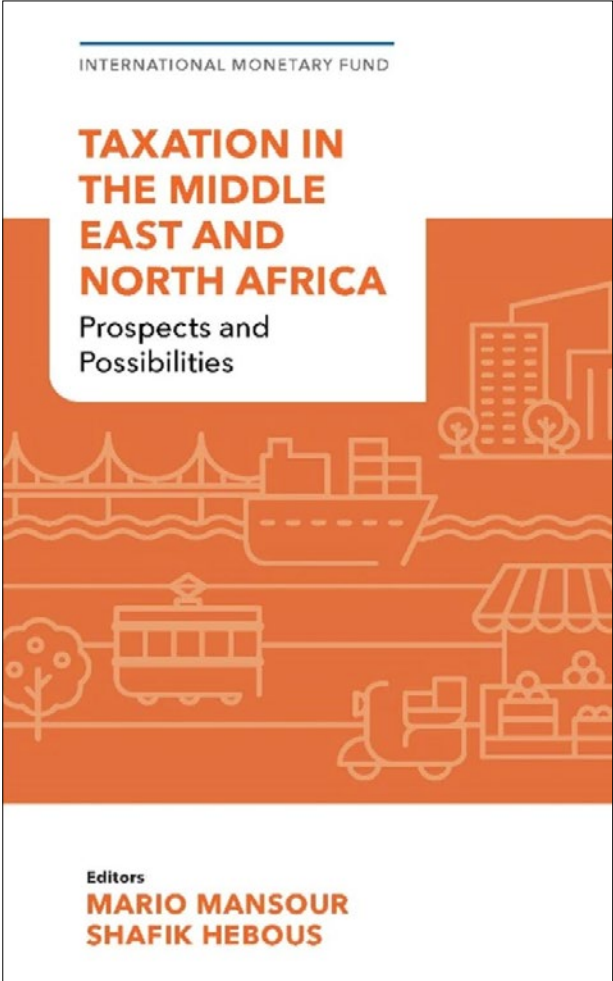


International Business Professor and Program Coordinator Publishes Chapter in New International Monetary Fund (IMF) Book

HLOs:    

International Business Program Coordinator Pierre-Pascal Gendron, published a chapter on Value-Added Taxes in a new IMF book entitled *Taxation in the Middle East and North Africa: Prospects and Possibilities*.

[See more >](#)



LEGAL STUDIES & GOVERNMENT

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Paralegal Studies Graduate Attending Leading UK Law School

Adam Obeid, a 2025 graduate of the Bachelor of Paralegal Studies degree program, has been accepted to the University of Leicester Law School in the United Kingdom.

[See more >](#)

Paralegal Studies Graduate Builds Career in Personal Injury Law

Bachelor of Paralegal Studies graduate Navneet Ranu built a legal career starting with a placement at the Department of Justice Canada, later earning her J.D. from the University of Windsor and now practicing as an Associate at Gluckstein Personal Injury Lawyers.

[See more >](#)



ACCOUNTING, FINANCE & INSURANCE

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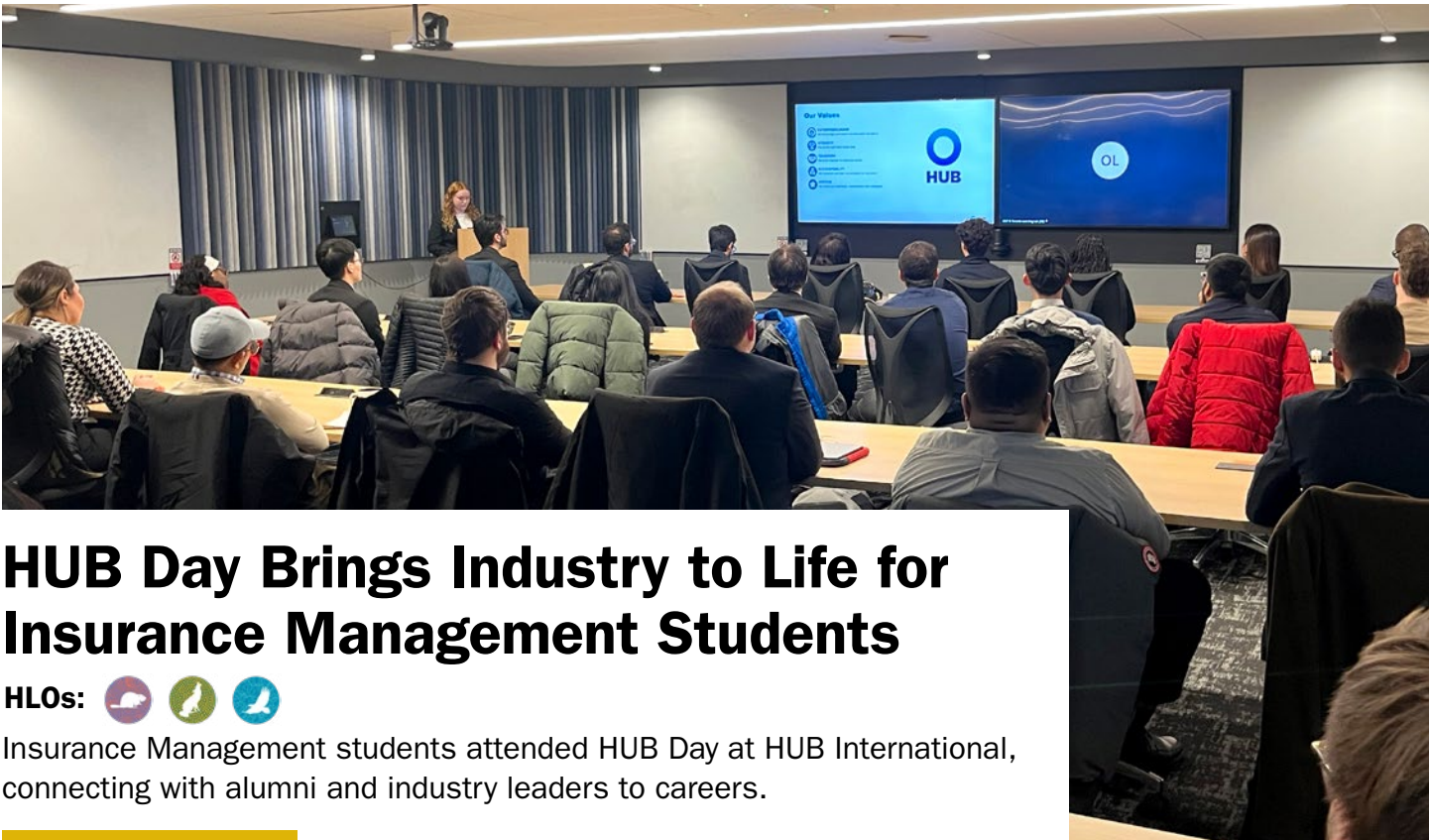


Students Hear Bank of Canada Governor Address National Economic Outlook

HLOs:   

Bachelor of Commerce Finance and Accounting students attended a special address by Bank of Canada Governor Tiff Macklem at the Empire Club on February 5, marking his first major speech of 2026.

[See more >](#)



HUB Day Brings Industry to Life for Insurance Management Students

HLOs:   

Insurance Management students attended HUB Day at HUB International, connecting with alumni and industry leaders to careers.

[See more >](#)



Insurance Career Day Delivers Real-World Insight and Career Value

HLOs:   

The Insurance Management Program hosted an Insurance Career Day event in partnership with the Insurance Institute's Insurance Career Connections, which connected students with 17 insurance professionals.

[See more >](#)

Global Pathways in Insurance: Humber Graduate Builds Career with Marsh in Dubai

The Insurance Management program is proud to highlight the international success of Mateen Hosseiny, whose career journey reflects both ambition and adaptability in today's global insurance marketplace.

[See more >](#)



DATA ANALYTICS

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Industry Engagement Spotlight: Fireside Chat with CEO of Avolta Canada

HLOs:    

The Data Analytics program hosted a Fireside Chat with Industry featuring Vasil Bourak, CEO of Avolta Canada, offering students the opportunity to engage directly with an industry leader in an intimate and conversational setting.

[See more >](#)



Building Industry-Ready BI Talent Through Applied Learning and Certification

HLOs:   

The Business Insights and Analytics (BIA) program proudly celebrates students who have earned the Microsoft Power BI Data Analyst Professional Certificate (PL-300), underscoring the program’s strong alignment with industry standards as demand continues to grow for BI Data Analysts who translate data into actionable insights.

[See more >](#)

LONGO CENTRE FOR ENTREPRENEURSHIP (CfE)

[Learn More >](#)



Experience Ventures Celebration and Networking Expo 2026 Brings Students and Partners Together

HLOs:   

Capping off another successful year of hackathons and placements, the Longo Centre for Entrepreneurship (CfE) hosted the Experience Ventures Celebration and Networking Expo at Humber Downtown.

[See more >](#)



Pitch Perfect FUNtrepreneurship

HLOs:   

In a showdown like no other, a mini pitch competition brought together entrepreneurs from the Longo Centre for Entrepreneurship (CfE) to deliver one-minute pitches of their businesses.

[See more >](#)



Longo CfE Project Manager Publishes Research on Global Disruption

Emily Buchnea, PhD, Project Manager at the Longo Centre for Entrepreneurship (CfE), published an article titled “Network-Enabled Responses to Deglobalization: Examining How Firms Strategize During Eras of Global Disruption” in the Journal of Management Studies.

[See more >](#)

Getting Gen Z to the Tee Hackathon

HLOs:   

In partnership with Golf Ontario and the Professional Golf Management program, the Longo Centre for Entrepreneurship (CfE) hosted the “Getting Gen Z to the Tee Hackathon”.

[See more >](#)



CONTACT INFORMATION

Program-Specific Questions

Speak to the Program Co-ordinator about the course curriculum, projects and career options. Find your program in the search bar below to get the program co-ordinator contact information.

[Find your Program Co-ordinator here >](#)

Work-Integrated Learning – Student Recruiting

LongoFB.WIL@humber.ca

Job Postings

[Post a position >](#)

Longo Centre for Entrepreneurship (Longo CfE)

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For more information, please contact
Longo Faculty of Business Inquiries at:
facultyofbusiness@humber.ca

Humber Learning Outcomes (HLOs)

The Humber Learning Outcomes (HLOs) icons identify the employability skills, mindsets, and values graduates need to succeed in the future of work and contribute meaningfully to their communities locally and globally.

[Learn more about HLO's here >](#)

