

Office of the President

1050 Kaneff Tower  
4700 KEELE ST.  
TORONTO ON  
CANADA M3J 1P3  
T 416 736 5200  
F 416 736 5641  
yorku.ca/president

# Memorandum

To: York University Community

From: Rhonda L. Lenton, President & Vice-Chancellor

Date: March 03, 2020

Subject: Appointment of Interim Dean, Schulich School of Business

---

I am pleased to inform members of the Schulich School of Business and the York community that Professor Detlev Zwick will serve as Interim Dean of the Schulich School as Dean Dezso Horvath steps down following more than three decades of outstanding leadership. The Board of Governors has approved my recommendation of Professor Zwick's appointment, which will take effect on July 1, 2020. The search for Dean Horvath's successor is ongoing.

Professor Zwick will be well known to members of the York community. He has been a full-time faculty member in the Schulich School since 2002 and is also a member of faculty in the Graduate Program in Communication & Culture. Since 2018, Prof. Zwick has served as the Schulich School's Associate Dean Academic, with responsibility for teaching and learning innovation, recognition, and leadership; program development; academic policy; student services; and international relations. He is a member of the University Senate and currently represents the Schulich School on the Senate Executive Committee, as well as serving on the Joint Committee on Affirmative Action.

Professor Zwick holds a PhD in Marketing from the University of Rhode Island, as well as Masters degrees from the University of Memphis and the University of Cologne/Université de Montpellier. His research explores modern marketing practices and new forms of consumer surveillance, capture, and manipulation. It has been published widely in marketing, communication, media culture, and sociology journals, as well as in several edited collections. He is co-editor of *Inside Marketing: Practices, Ideologies, Devices* (Oxford); and his expertise is frequently called upon by the media about current issues in marketing. He teaches undergraduate and graduate courses on digital marketing, leadership skills, and the philosophy of knowledge in the social sciences.

I am very grateful for Professor Zwick's willingness to undertake this important responsibility. I know that he will provide outstanding leadership as Interim Dean, and I look forward to working with him and colleagues in the Schulich School to continue to advance the School's reputation.



I look forward in the coming months to recognizing and celebrating with you Dean Horvath's extraordinary contributions to the Schulich School and York over the past 30 years.

Sincerely,

A handwritten signature in black ink, appearing to read "Rhonda L. Lenton". The signature is fluid and cursive, with a large initial "R" and "L".

Rhonda L. Lenton  
President & Vice-Chancellor