

# Maxwell G. Poole

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## **Education**

Masters of Applied Health Services Research 2017-Present  
Saint Mary's University, Halifax, NS  
CGPA: 4.18 / 4.30

Bachelor of Commerce Degree 2013-2017  
Major: Marketing  
Saint Mary's University, Halifax, NS  
GPA: 4.11 / 4.30 (Summa Cum Laude)

## **Academic Employment**

**Research Assistant** May 2016 – Present  
*Sobey School of Business, Saint Mary's University* Halifax, NS

**Teaching Assistant** September 2016 – April 2018  
*Sobey School of Business, Saint Mary's University* Halifax, NS

## **Journal Articles**

Pancer, Ethan; Vincent Chandler, Maxwell Poole and Theodore Noseworthy (2018), "How Readability Shapes Social Media Engagement" *Journal of Consumer Psychology*.

McShane, Lindsay; Ethan Pancer and Maxwell Poole (2018), "Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective" *Journal of Business-to-Business Marketing*.

Pancer, Ethan; Lindsay McShane and Maxwell Poole (2017), "Schadenfreude and product failures: The role of product deservingness and product status" *Journal of Marketing Management*.

Pancer, Ethan and Maxwell Poole (2016), "The popularity & virality of political social media: Hashtags, mentions, and links predict likes & retweets of 2016 U.S. presidential nominees' tweets" *Social Influence*.

## **Manuscripts in Progress**

Movie Trailers and Computer Vision with Ethan Pancer and Theodore Noseworthy.

Machine Learning and Kickstarter/IGG with Ethan Pancer and Theodore Noseworthy.

Emoji and Brand Engagement on Social Media with Lindsay McShane and Ethan Pancer.

Online Food Media with Ethan Pancer.

Machine Learning and Microfinance with Ethan Pancer and Theodore Noseworthy.

### **Publications**

Pancer, Ethan; Anna Ferguson and Maxwell Poole (2017), "East Coast Lifestyle: Expanding a Regional Apparel Brand" Harvard Business Review.

Margaret McKee, Ethan Pancer, Chantal Hervieux and Maxwell Poole (2016), "Hope Blooms: Marketing a Social Enterprise after Dragons' Den" Ivey Publishing.

### **Conference Proceedings**

Ethan Pancer, Theodore Noseworthy and Maxwell Poole, "Can a Computer Vision Algorithm Predict New Product Adoption?" EACR 2018 Conference. (Competitive Paper)

Ethan Pancer, Vincent Chandler and Maxwell Poole, "The presence of familiar words drive social media likes, comments, and shares" ACR 2017 Conference. (Poster Session)\*

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" ACR 2017 Conference. (Competitive Paper)

Ethan Pancer, Vincent Chandler and Maxwell Poole, "The presence of familiar words drive social media likes, comments, and shares" 2017 Summer AMA Conference. (Poster Session)\*

Lindsay McShane, Ethan Pancer and Maxwell Poole, "Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective" 2017 Summer AMA Conference. (Competitive Paper)

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" 2017 Summer AMA Conference. (Competitive Paper)

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" ASAC 2017 Conference. (Competitive Paper)

\* Indicates Presenter

## **Research Interests**

Artificial Intelligence  
Social Media  
Big Data Analytics  
Consumer Behaviour  
Quality of Care (Health)

## **Work Experience**

**Chief Product Officer** October 2017 - Present  
*Ashored Innovations* Halifax, NS

**Timer** June 2017 - Present  
*Atlantic Chip* Halifax, NS

**Video Producer** September 2013 - Present  
*Self-Employed* Halifax, NS

**General Laborer** August 2011  
*Maritime Remediation* Natuashish, NL

## **Awards**

**Best Artificial Intelligence Solution** May 2018  
**International Graduate Competition (IGC HEC)** Montréal, QC

**Frederick Banting and Charles Best Canada Graduate Scholar - Master's (CIHR CGS-M)** September 2017  
*Saint Mary's University* Halifax, NS  
\$17,500

**FGSR Supplemental Funding** September, 2017  
*Saint Mary's University* Halifax, NS  
\$3,000

**Academic Achievement Scholarship** 2013 – 2017  
*Saint Mary's University* Halifax, NS  
\$14,000

**Pengrowth Energy Scholar** September 2013 – May 2017  
*Pengrowth Energy Corp* Halifax, NS  
\$10,000

**Beta Gamma Sigma Recipient** May 2016  
*Saint Mary's University* Halifax, NS

**Dean's List** May 2014 - Present  
*Saint Mary's University* Halifax, NS

**Entrance Scholarship** September 2013  
*Saint Mary's University* Halifax, NS  
\$1,750

**High School Leadership Award** June 2013  
*YCMHS* Yarmouth, NS  
\$500

**Yarmouth High Graduating Class Valedictorian** June 2013  
*YCMHS* Yarmouth, NS

**Lieutenant Governor's Education Medal** May 2012  
*YCMHS* Yarmouth, NS

**High School Science Fair Scholarship** April 2011  
*Saint Mary's University* Yarmouth, NS  
\$1,000

**Community Activities**

**Leader, Volunteer and Trainer** August 2012 - Present  
*MC Media (Video Production)* Yarmouth, NS

**Technology Manager** September 2014 – September 2017  
*Enactus Saint Mary's (Social Entrepreneurship)* Halifax, NS

**IT Director** May 2015 – May 2016  
*Commerce Society* Halifax, NS