



McGill University

Announcement of a transformative donation by the Bensadoun Family Foundation

May 12, 2017

A generous donation of \$25 million has been made to McGill University by the Bensadoun Family Foundation for the University to work towards the creation of The Bensadoun School of Retail Management at McGill.

The proposed Bensadoun School of Retail Management will become the premier destination to educate the next generation of leaders in retail management. The proposed School will serve as an interdisciplinary, experiential centre of teaching and research dedicated to all facets of the fast-changing retail industry. It is expected to open to its first cohort of students in September 2018.

The plan is to make The Bensadoun School of Retail Management as the first of its kind to offer retail management education at all levels – from undergraduate to Ph.D.

Retail Innovation Lab

The proposed Bensadoun School will include a state-of-the-art Retail Innovation Lab. The Lab will specialize in experiential learning and research, the testing of innovative retail practices and will house an omni-channel retail operation, offering merchandise in online and traditional retail settings. This will provide students with the opportunity to learn how to manage all aspects of a retail operation as well as the researchers to study the efficacy of retail innovations.

The objective of the proposed Bensadoun School of Retail Management will be to become a leader in integrative, action-oriented research related to all facets of the retail industry. This leadership will draw on deep multi-disciplinary expertise at the School, and across McGill University. The proposed Bensadoun School will aim to integrate social conscience into business practice, which is a hallmark of the School's namesake and proud McGill alumnus, Aldo Bensadoun.

Global Leader in Retail Management Education

The intended Bensadoun School of Retail Management will position McGill as a global leader in retail management education and thought leadership. It will capitalize on the university's first-rate international reputation to attract top student talent, and will tap into multidisciplinary strengths in fields such as neuroscience, big data – artificial intelligence, sustainability and agro-business. The proposed Bensadoun School will position Montreal and Quebec as a leading hub, on the national and global scale, for the evolution of the retail industry.

The transformative gift of the Bensadoun Family Foundation will be leveraged as a catalyst for future donations from likeminded industry stakeholders and potential philanthropists to the intended Bensadoun School of Retail Management and McGill University.