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Brand expert heads back to school to mentor young entrepreneurs

WATERLOO – Alan Quarry, chairman and CEO of Quarry Integrated Communications, will join the Laurier School of Business & Economics as Entrepreneur in Residence (EIR) for the 2009-10 school year.

The EIR program provides an opportunity for Laurier students to discuss their entrepreneurial aspirations with a successful businessperson. The program acts as a resource for students who are considering a new venture, and it aims to increase the student's chance for business success. The school selects a new representative for this position each year.

“Alan has an unparalleled enthusiasm which makes him an ideal role model for our students,” said Steve Farlow, executive director of Laurier's Schlegel Centre for Entrepreneurship. “He was an obvious choice for us because of his charisma, his ability to relate to students and his successful business background.”

Quarry is a long-time supporter of the Laurier School of Business & Economics. He has taught undergraduate and MBA classes at Laurier since 1992. His company, Quarry Integrated Communications, began in 1973 in the basement of his father's family home. Since that time, his business has become a major force in the advertising industry with over 95 employees throughout Canada and the United States.

“The Laurier business students I have met, taught and recruited over the past 15 years are some of the smartest and most focused young adults in North America,” said Quarry. “These people are going to create a bright and entrepreneurial future. This is a dream assignment for me.”

In its fourth year, the EIR program operates as part of Laurier's Schlegel Centre for Entrepreneurship. The Laurier School of Business & Economics, renowned for producing aspiring entrepreneurs, recently launched the Innovation & Entrepreneurship MBA program, which enables students to earn a degree while starting their own business.