

Ethan Milne

PHD CANDIDATE · IVEY BUSINESS SCHOOL

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Education

University of Western Ontario, Ivey Business School

PHD, CONSUMER BEHAVIOUR

- Co-supervised by Miranda Goode and Kirk Kristofferson

London, Ontario

August 2020 - Present

University of Western Ontario, Ivey Business School

HONOURS BUSINESS ADMINISTRATION, UNDERGRADUATE

- Recipient of Ivey Gold Medal for highest average in the 2020 graduating class
- Transferred in third year from the University of Waterloo

London, Ontario

September 2018 - April 2020

University of Waterloo

CONCURRENT DEGREES: BKI (KNOWLEDGE INTEGRATION), BSc (SCIENCE & BUSINESS)

- Knowledge Integration combines instruction in design thinking and epistemology to create interdisciplinary leaders
- Science & Business brings the two fields together to create technically skilled and business-savvy leaders

Waterloo, Ontario

September 2016 - April 2018

Publications, Presentations, & Patents

First Authorships

RESEARCHER

- **Milne, S.**, Crocco, A., Carpenter, C., & Milne, K. (2016). LO081: Novel EMS spine board to accurately weigh critically ill or injured children. **Canadian Journal of Emergency Medicine**, 18(S1), S58-S58. doi:10.1017/cem.2016.118
- **Milne, S.**, Lubell, R. F., Carpenter, C. R., Milne, W. K. (2014). Pediatric Electronic Board: A New and Accurate Method for Determining the Weight of Critically Ill or Injured Children. **Annals of Emergency Medicine**, 64(4), S29-S30. doi:10.1016/j.annemergmed.2014.07.106

Goderich, Ontario

Academic Conferences

RESEARCHER

- **Milne, S. Ethan** (2016, June). A Novel EMS Spine Board; Presented at the **Canadian Association of Emergency Physicians**
- **Milne, S. Ethan** (2014, October). Pediatric Electronic Board: A New and Accurate Method for Determining the Weight of Critically Ill or Injured Children; Presented at the **American College of Emergency Physicians**

Quebec, Chicago

Patents

INVENTOR

- Pediatric Board, Canadian Patent CA2905466, Issued January 16th, 2018
- Pediatric Board, US Patent US9766116B2, Issued September 19th, 2017

Goderich, Ontario

Experience

HLH Investments

STRATEGIC PLANNER

- Created a full business plan and set of recommendations for a \$150+ million commercial and residential development in the London area
- Developed a novel pricing model for residential apartments using market research, industry and geographic trends, and demographic price-index factors to increase profitability for HLH
- Pitched to and managed relationships with marketing consultants, bankers, and prospective commercial tenants

London, Ontario

May 2018 - Aug. 2020

Canadian Tire Corporation

FINANCIAL ANALYST

- Analyzed the financial impact of new promotional events across all Canadian Tire Banners, with reports on anomalous sales sent to SVP and C-suite level executives for review
- Designed new methods of analyzing store-specific sales patterns to support individual store owners running their own loyalty bonus events

Toronto, Ontario

May 2019 - Aug. 2019

Entrepreneurship

Marlow

London, Ontario

FOUNDER

Sept. 2019 - Present

- Founded Marlow, a company that sells monthly subscriptions for lubricated tampon delivery to women with various medical conditions that otherwise inhibit tampon usage, currently in seed round
- Accepted into the Western University Incubator, and NEXT36 accelerator
- Raised \$500,000 in pre-seed fundraising

Ped-E-Board

London, Ontario

FOUNDER

Sept. 2019 - Present

- Invented a new type of spine board to weigh critically injured children in place of the existing gold standard Broselow Tape, with results of the associated validation studies published in the Annals of Emergency Medicine and the Canadian Journal of Emergency Medicine
- Worked with a patent lawyer to secure Canadian (CA2905466) and US (US9766116B2) patents for the device
- Pitched and won the Velocity Fund Finals pitch competition at the University of Waterloo, along with a \$5,000 grant

Scholarships & Awards

SCHOLARSHIPS

2021	C.B. (Bud) Johnston Ontario Graduate Scholarship , Ivey Business School, Western University	London, Ontario
2020	Ontario Graduate Scholarship , Province of Ontario, Canada	London, Ontario
2019	Rhodes Scholarship Nominee , Western University	London, Ontario
2019	Faculty Association Scholarship , Western University	London, Ontario
2016	David Cornfield Scholarship , University of Waterloo	Waterloo, Ontario
2016	SHAD Valley Alumni Scholarship , University of Waterloo	Waterloo, Ontario
2016	President's Scholarship , University of Waterloo	Waterloo, Ontario
2016	Environment Faculty Entrance Scholarship , University of Waterloo	Waterloo, Ontario
2015	IODE History Scholarship , IODE Canada	Goderich, Ontario

AWARDS

2020	Ivey Gold Medal , Ivey Business School, Western University	London, Ontario
2020	Ivey Scholar , Ivey Business School, Western University	London, Ontario
2020	Dean's Honour Roll , Ivey Business School, Western University	London, Ontario
2019	Stephen Suske Award , Ivey Business School, Western University	London, Ontario
2019	Propel Grant , Propel Accelerator, Western University	Waterloo, Ontario
2017	Velocity Fund Finals Pitch Competition , Propel Accelerator, University of Waterloo	Waterloo, Ontario
2016	John Dobson Award , SHAD Canada	Toronto, Ontario
2015	SHAD Fellow , SHAD Canada	Halifax, Nova Scotia