

# David Fell

## EDUCATION:

- 2003 to present      **Ph.D. Candidate**, University of British Columbia  
Department of Wood Science  
Forest Products Marketing / Environmental Psychology
- 1996 to 1998        **Master of Science**, Oregon State University  
Department of Wood Science and Engineering  
Specialization: Forest Products Marketing / Market Research  
Thesis topic: Market Adoption of Engineered Wood
- 1991 to 1995        **Bachelor of Commerce**, University of Alberta  
Faculty of Commerce  
Specialization: Marketing
- 1994 to 1995        European Business Management School, University of Wales  
One year exchange to study European Economics and Trade Law

## WORK EXPERIENCE:

- 2007                    **Sessional Lecturer**, University of British Columbia  
Wood 465 – Business Management in the Wood Industry
- 1998 to present      **Market Researcher**, Forintek Canada Corporation  
Duties include:
- Market research for primary and value-added products
  - First Nations wood products marketing
  - Focus on the US, Canada, and Asia.
  - Market information extension to scientists, governments, and industry.
  - Contract delivery to industry and government.
  - Project management and team assembly for multi-disciplinary projects.
- 1996 to 1998        **Graduate Research Assistant**, Oregon State University,  
Department of Forest Products, Wood Products Market Research
- 1997 to 1998        **Student Recruitment Co-ordinator**, Oregon State University,  
Department of Forest Products
- 1991 to 1996        **Paper Machine Operator**, Alberta Newsprint Company

## PROFESSIONAL SOCIETIES:

- Forest Products Society Member since 1997.
- Past Chair of Marketing Technical Interest Group
  - Past Chair of Pacific Northwest Chapter

## **PUBLICATIONS:**

### **Refereed Journal Articles**

- **Fell, D.**, Hansen, E., and Panches, J. 2002. Segmenting Single-family Homebuilders on a Measure of Innovativeness. *Forest Products Journal*. 52(6): 28-34
- **Fell, D.**, Hansen, E., and Becker, B. 2003. Measuring Innovativeness for the Adoption of Industrial Products. *Industrial Marketing Management*. 32(4): 377-384
- O'Connor, J. Kozak, R. Gaston, C., and **Fell, D.** 2004. Wood Use in Non-residential Buildings: Opportunities and Barriers. *Forest Products Journal*. 54(3): 19-28
- Mc Daniel, P., Smith, R., and **Fell, D.** Opportunities for the Utilization of Non-traditional Species in Wood-Based Component Manufacturing. *Forest Products Journal (Accepted for publication)*
- **Fell, D.** Tomas, J. and Hansen, E. 2006. Evolving Consumer Preferences for Residential Decking Materials. *Forestry Chronicle*. 82(2): 253-258

### **Forintek Canada Corp. / Industry / Government Publications**

- **Fell, D.** and Hansen, E. 1999. Marketing to Early Adopters of New Wood Products, Conference Proceedings, Wood Technology Show and Clinic, Miller Freeman Inc.
- **Fell, D.** and Hansen, E. 1999. Target Engineered Products to Builders Most Likely to Innovate. *Wood Technology Magazine*, May 1999, vol. 126 no.4
- Ni, C., **Fell, D.**, Andersen, A.W. 1999. Development of Termite-Resistant Glued-Laminated Timber: Progress Report. 44p. Contract no. 2282, Canadian Forest Service
- **Fell, D.**, Gaston, C., and Cohen, D. 2000. Japan's Value Added Markets: Wood Attributes and Competition; Linkage Analysis. Forintek / Forest Renewal British Columbia Publication
- Gaston, C., Cohen, D., and **Fell, D.** 2000. Japan Wood Market Trends. Forintek Publication SP-43
- Gaston, C., and **Fell, D.** 1999. Forestry Resources on the Internet: 1999. Forintek Publication
- Gaston, C. and **Fell, D.** 2000. Markets for Canadian Wood Products in the U.S. - a Gap Analysis. Forintek Publication
- **Fell, D.** Gaston, C., Hansen E., and Hovgaard, A. 2001. Attributes Demanded in Single-family Floors. Forintek Publication
- Gaston, C., Kozak, R., O'Connor, J., and **Fell, D.** 2001. Potential for Increased Wood Use in Non-residential Markets. Wood Products Council/Forintek Publication
- **Fell, D.** and Gaston, C. 2001. Material Selection in Outdoor Projects. Canadian Forest Service Report
- **Fell, D.** and Gaston, C. 2001. The Do-it-yourself Market in Western Canada. Forintek Publication
- Gaston, C. and **Fell, D.** 2001. Maintenance of Market Information Databases 2000/2001. Canadian Forest Service Report
- Hansen, E. Panches, J., **Fell, D.**, and Wagner, E. 2001. Finding Sources of Market Information. Oregon State Extension Service Report
- **Fell, D.** 2002. Consumer Visual Evaluation of Lesser-Used Canadian Wood Species. Canadian Forest Service Report
- **Fell, D.** and Robichaud, F. 2002. Builder Demands for Single-family Walls. Forintek Publication
- Robichaud, F., and **Fell, D.** 2002. Prefabricated Walls for Single-family Homes. Forintek Publication

- Ayer, S., **Fell**, D. and Wan, H. 2003. Hardening of Solid Wood: Market Opportunities and Review of Existing Technologies. Forintek Publication
- **Fell**, D., and Lindenbach-Gibson, R. 2003. The North American Value-added Components Industry: Overview and Market Opportunities. Forintek / Canadian Forest Service / Saskatchewan Forest Development Fund Publication
- **Fell**, D., and Lindenbach-Gibson, R. 2003. Furniture and Interior Finish Opportunities for Select Underutilized Wood Species - Saskatchewan and British Columbia – Year 1. Forintek / Forest Innovation Investment / Saskatchewan Forest Centre Publication
- **Fell**, D., and Tabarsi, E. 2003. Professional Repair and Remodelling Markets for Wood Products. Forintek Publication
- Lavoie, P., **Fell**, D., and Robichaud, F. 2003. Characterization of the Canadian Market for Value-added Components. Forintek Publication
- O'Connor, J., Kozak, R., Gaston, C., and **Fell**, D.. 2003. Wood Opportunities in Non-Residential Buildings. Forintek Special Report - 46.
- Robichaud, F., and **Fell**, D. 2003. Prefabricated Walls and Roof Trusses in U.S. Residential Markets. Forintek Publication
- **Fell**, D., 2004. Assessing Preferences for Wood Characteristics in Visual Applications. Forintek / Value to Wood publication.
- Thomas, J. **Fell**, D., and Hansen, E. 2004. Consumer Preferences for Decking Products: North America. Forintek / Value to Wood publication.
- Wagner, E. **Fell**, D. Hansen, E., and Gaston, C. Forest Product Resources on the Internet: 2004 edition. Forintek Publication
- **Fell**, D. and Caldecott, T. 2004. Furniture and Interior Finish Opportunities for Select Underutilized Wood Species - Saskatchewan and British Columbia. Forintek / Forest Innovation Investment / Saskatchewan Forest Centre Publication
- O'Connor, J. **Fell**, D., and Kozak, R. 2004. Potential for Increased Wood-use in N.A. [North American] Non-residential Markets - Part II (builder/owner survey). Forintek Publication
- **Fell**, D. and Brooks, D. 2005. U.S Gap Analysis II. Forintek/Canadian Forest Service Publication
- Lindenbach-Gibson, R, and **Fell**, D. (editors). 2005. Alberta Species Development for Value-added Applications: Universal Measures of Market and Technical Fit. Forintek / Alberta Forest Research Institute Publication
- McDaniel, P., Smith, R., and **Fell**, D. 2005. Flooring Personality Revealed. Southern Lumberman. May, 2005.
- Gaston, C. and **Fell**, D. 2006. US Markets for Treated Framing and Decking. Canadian Forest Service Report.
- Lavoie, P., Laytner, F., and **Fell**, D. 2006. Value-added Wood Industry Roadmap. Canadian Forest Service.
- Mawhinney, D. and **Fell**, D. 2007. Non-tariff Trade Barrier Identification for British Columbia Wood Products. BC Wood / Forest Innovation Investment Report.
- **Fell**, D., Tokarczyk, J., and Hansen, E. 2007. User Innovation and Modification of Wood-based Construction Materials. Forintek Publication.