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SUMMARY

A dual-track career spanning experience in both corporate as well as academic environments. Offering comprehensive specialized experience in marketing strategy, market research, sales and sales management, and academic administration.

UNIVERSITY CAREER

The University of Texas at Austin

June 1984-present

- ♦ Dynamic platform presenter and lecturer providing students and corporate executives with marketing skills and management techniques.
- ♦ Developed curriculum, lectured and conducted research on ethical management behavior, customer satisfaction, direct marketing, and competitive strategies and global sales leadership.
- ♦ Participated in the development of the new undergraduate curriculum for the McCombs School of Business.
- ♦ Responsible for creating an innovative mandatory student internship program, which was the first in the nation among major public business schools, to assist college students in developing their professional skills before entering the workplace.

Senior Lecturer in the College of Business Administration, McCombs School of Business – Marketing Department

May 1994-present

Providing students with lectures and real-world perspectives in sales and sales management techniques and facilitating case study analyses in solving complex strategic marketing problems.

Courses Taught:

- ♦ MKT 370 Strategic Marketing Courses (capstone course of undergraduate curriculum)
- ♦ MKT 363 Personal Selling and Sales Management
- ♦ MKT 338 Marketing Promotions
- ♦ MKT 337 Principles of Marketing
- ♦ MKT 320F Foundations of Marketing (course covers basic principles of marketing for non-business students)

EdVentures Partners Liaison for the McCombs School of Business **January 2000-present**

Initiated relationship between the McCombs School of Business and EdVenture Partners to create independent study courses that allow undergraduate students to work on real-world marketing campaigns for organizations such as the INS, Wells Fargo, Honda, and the US Department of State. The program has been created with the objective of providing students with real-world marketing experience through the operation of a mock consulting agency.

Senior Lecturer in the Graduate School of Business, McCombs School of Business – Executive Education

Designing and implementing customized sales training programs for such companies as *The Summers Group, Dell Corporation, IBM* and *Blue Bell Ice Cream*. Lectured to corporate leaders on topics such as organizational re-engineering, ethical management, global sales strategies, sales force restructuring, customer satisfaction and sales management performance evaluation. Named of the top professors in the Executive Education Program. Taught over 400 sales executives over the last 10 years.

Courses Taught:

- ◆ Managing Sales Professionals for Performance
- ◆ Effective Selling Techniques

Blue Heron Speakers Bureau

May 1994 - May 1999

Delivered speeches on sales and marketing leadership, global marketing strategies, customer service marketing, and motivating salespeople to success. Spoke to such groups as American Marketing Association, New York State Bankers Association, Arboretum Partners, and Westlake Chamber of Commerce.

Assistant Dean and Director of Students Affairs and External Corporate Relations, McCombs School of Business

May 1994 - May 1999

Dean of Students responsibilities included working with student organizations, enhancing graduation rates, developing retention programs and working with various U.S. corporations in recruitment of business students. This resulted in more than 400 companies coming to recruit McCombs undergraduate business students.

IBM Executive Faculty Fellow &

Assistant to the Dean of Graduate Business Studies

June 1984-June 1985

Developed program to help student recruitment into the Masters of Business Administration program. Developed a nationally recognized Prep program to assist minorities to succeed and graduate from MBA program. As a result of this program the University of Texas Graduate Business School was awarded 30 Consortium Scholarships for deserving minorities students.

UNIVERSITY OF TEXAS AT AUSTIN COMMITTEES

- ◆ Marketing Department Curriculum Committee, 2002-2004
- ◆ College-Wide Retention Committee – Hopwood Decision, 1996
- ◆ Student Advisory Committee, 1994-2000
- ◆ Career Expo Committee, 1995-1999

UNIVERSITY OF TEXAS AT AUSTIN ACHIEVEMENTS AND AWARDS

- ◆ Recipient of Texas Ex's Teaching Award for McCombs School, 2010
- ◆ Recipient of the Golden Key National Honor Society Distinguished Medallion Award-2004
- ◆ Alpha-Kappa Psi Most Outstanding U.T. College of Business Professor, 1994, 2000, 2003
- ◆ Key-note speaker Golden Key National Honor Society, 1996, 2002
- ◆ American Marketing Association, U.T. Marketing Professor of the Year, 1991,1992, 1996, 2000, 2001
- ◆ **Commencement Speaker**, U.T. College of Business Administration, 1994
- ◆ Parents Day Key-Note Speaker, U.T. College of Business Administration, 1993
- ◆ Key-Note Speaker for Association of International Students Worldwide Conference
- ◆ Hispanic and Black Students Mentoring Program
- ◆ Honorary Member of the Golden Key National Honor Society
- ◆ Key-note speaker for the American Marketing Association (several years)
- ◆ Faculty advisor Hispanic Business Students Association
- ◆ McCombs School of Business Camp Enterprise Coordinator – Rotary Club

CORPORATE CAREER

IBM Corporation

March 1973- May 1994

Project Manager- Engineering Project Office – Austin, Texas

June 1993- May 1994

Managed and supported the announcement of RISC System 6000 products in Asia/Pacific, Europe, Middle East and Africa. Traveled to many of those countries to develop and implement a successful IBM announcement of these major new products.

- ◆ Implemented direct customer feedback programs to ensure complete customer satisfaction worldwide.
- ◆ Developed comprehensive marketing plans and sales force designs for European and Asian geographies.
- ◆ Managed global announcement of major computer and workstation products.
- ◆ Extensive experience in development of Total Quality Management and Business Process Management.

Project Manager – Customer Satisfaction Project Office

September 1989- June 1993

Critical Customer Situation Resolution Management

Managed critical account situations where customers' satisfaction had declined into an unsatisfactory condition.

- ◆ Worked with product development, engineering, account teams and directly with customers, to restore proper satisfaction level.
- ◆ Worked with large foreign customers in Asia, Europe, and Australia.
- ◆ Global sales force deployment, relationship selling, sales performance and evaluation, international sales leadership and case analysis of strategic marketing problems.

Manager – Marketing Operations Support **January 1988 – September 1989**
Secured and shipped RT hardware and software to early ship customers and business partners for evaluation and application porting. Managed the Fall Plan Implementation, RT inventory and customer support.

Program Manager – Executive Briefing Center **August 1985 – January 1988**
Conducted executive briefing for potential RT customers. Organized, planned, conducted and provided follow-up with potential customers. Managed the formal presentation of the RT PC System to the IBM Corporate Board of Directors in Armonk New York.

IBM Executive in Residence/Faculty Fellow **July 1984 – August 1985**
Assistant to the Dean and Lecturer
Developed and implemented programs for the recruitment of qualified minority students into the Graduate Business School. Coordinated activities with the Austin business community to secure scholarships fellowships, and internships for deserving minority business students.

Marketing Manager and Product Planning **May 1976- July 1984**
Managed a \$15 million business unit consisting of small, intermediate and large systems account in a manufacturing and industrial environment. Planned and developed future entry-level systems and advanced shared logic systems. Managed Human Factors Testing to define and qualify product testing procedures and verification of results.

IBM Corporation – Detroit, Michigan **March 1973 – May 1976**
Account/Territory Manager
Managed key industrial/manufacturing accounts along with small and intermediate accounts. Marketed to all levels in each account from purchasing agents to Presidents and CEOs.

IBM AWARDS AND ACHIEVEMENTS

- ◆ Divisional Award for Excellence, 1992
- ◆ Coach John Wooden Award for Marketing Management Excellence, 1982
- ◆ IBM Excellent Manager Recognition (ranked in the top 2% of Management Development Class), 1981
- ◆ IBM Big Thinker Awards, 1974, 1975
- ◆ 100% Club Marketing Achievements Awards, 1973, 1974, 1975, 1976

CONSULTING

Marketing Consultant **1994-present**
Consulted, facilitated, and spoken on topics related to marketing strategies, sales management, motivating salespeople, and designing and implementing sales programs

for such companies as Super Shuttle, General Mills, Neiman Marcus, BMW of North America, American Moving and Storage Association and MDS Graphics Product Designs Corp.

EDUCATION

The University of Texas at Austin, Graduate Business School, Management Development and Manufacturing System Engineering coursework

University of Detroit, MBA program (completed 48 out 60 hours of coursework)

University of Hartford, Bachelor of Science in Marketing Management

President of the University of Hartford Marketing Club

AUSTIN COMMUNITY AWARDS AND ACHIEVEMENTS

- ◆ Board of Directors – First Tee of Austin, 2010-present
- ◆ Board of Directors – Boy Scouts of America – Austin Chapter, 2000-2006
- ◆ Board of Directors – Believe In Me; Board Chair, 1996
- ◆ Board of Directors – Austin Downtown Rotary Club
- ◆ Moderator for Austin Chamber’s Leadership Austin Cultural Diversity Committee
- ◆ Austin Chamber of Commerce IC² Marketing Committee, 1990-1992
- ◆ Board of Directors – House of the Lord, Fellowship Church, 1989-1991
- ◆ Board of Directors Travis County Adult Literacy Council, 1986-1989, Board Chair, 1989
- ◆ Austin Chamber of Commerce Leadership Austin Class, 1986-1987
- ◆ Austin Chamber of Commerce Advantage Campaign, Committee Chairman