

KEVIN E. McEVOY

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ACADEMIC EXPERIENCE

Assistant Professor in Residence, University of Connecticut - Stamford	Fall 2011- Present
Instructor in Residence, University of Connecticut - Stamford	Fall 2004 - Fall 2011
Adjunct Professor, University of Connecticut- Stamford	Spring 2001- Fall 2004
Adjunct Professor, Fairfield University	Fall 2002 – Spring 2004

COURSES TAUGHT

Integrated Marketing Communications Courses

Created and teach new MBA and Undergraduate level preparation.

- ♦ Developed new curriculum for this course.
- ♦ Created new teaching materials, including:
 - PowerPoint slide presentations.
 - In-class experiential exercises; student teams in alternating roles of agency and client
 - Student team peer judging criteria.
- ♦ Arraigned appropriate liaisons with regional industry leaders delivering guest lectures including:
 - Senior Vice President, Custom Services, A.C. Nielson and others.
 - Professional Copy Editor and Voice-Over Professionals.
- ♦ Facilitated team projects.
- ♦ Utilized audio, visual and internet online materials.
- ♦ Utilized internet for out of class discussions and communications with student teams.
- ♦ Consistently receive student evaluation scores surpassing 9.0 out of 10, and 5 out of 5 as well as surpassing department and university mean scores.

Marketing Consulting Services Course

Created and teach new MBA level preparation.

- ♦ Developed new curriculum for this course, taught for the first time *at UConn-Stamford* campus
- ♦ Created new teaching materials, including:
 - **Customized textbook** published by *Primis McGraw-Hill/Irwin* (ISBN # 0-390-24538-0)
 - PowerPoint slide presentations.
 - In-class experiential exercises; student teams in alternating roles of client and consultant
- ♦ Created appropriate liaisons with regional business leaders.
 - Stamford, CT Chamber of Commerce participating as clients in live consulting projects.
 - Southern Connecticut Newspapers.
- ♦ Facilitated team projects.
- ♦ Utilized internet online materials.
- ♦ Utilized internet for out of class discussions and communications with student teams.
- ♦ Consistently receive student evaluation scores surpassing 9.0 out of 10 as well as surpassing department and university mean scores.

Marketing Management Course

Created and teach new MBA, EMBA and Undergraduate level preparation

- ♦ Developed new curriculum for this course

- ◆ Created new teaching materials, including:
 - PowerPoint slide presentations.
 - In-class experiential exercises; student teams in alternating roles of agency and client.
 - Student team peer judging criteria.
- ◆ Arraigned appropriate liaisons with regional industry leaders delivering guest lectures.
- ◆ Facilitated team projects.
- ◆ Utilized audio, visual and internet online materials.
- ◆ Utilized internet for out of class discussions and communications with student teams.
- ◆ Consistently receive student evaluation scores surpassing 9.0 out of 10, and 5 out of 5, as well as surpassing department and university mean scores.

Professional Selling Course

Created and teach new undergraduate preparation.

- ◆ Created new teaching materials, including:
 - PowerPoint slide presentations
 - In-class experiential exercises; student teams in alternating roles of Account Managers and clients/buyers.
- ◆ Facilitated team projects
- ◆ Utilized internet online materials
- ◆ Utilized internet for out of class discussions and communications with student teams
- ◆ Consistently receive student evaluation scores surpassing 9.0 out of 10, and 5 out of 5, as well as surpassing department and university mean scores.

Consumer Behavior Courses

- ◆ Developed new curriculum and teach MBA and Undergraduate level preparation.
- ◆ Created new teaching materials, including:
 - PowerPoint slides presentations
 - In-class experiential exercises; student teams in alternating roles of agency and client
 - Student team peer judging criteria
- ◆ Facilitated team projects
- ◆ Utilized audio, visual and internet online materials
- ◆ Utilized internet for out of class discussions and communications with student teams
- ◆ Consistently receive student evaluation scores surpassing 9.0 out of 10, and 5 out of 5, as well as surpassing department and university mean scores.

Introduction to Marketing Course

- ◆ Developed new curriculum and teach this course
- ◆ Created new teaching materials, including:
 - PowerPoint slides presentations
 - In-class experiential exercises; student teams in alternating roles of agency and client
 - Student team peer judging criteria
- ◆ Facilitated team projects
- ◆ Utilized audio, visual and internet online materials
- ◆ Utilized internet for out of class discussions and communications with student teams
- ◆ Consistently receive student evaluation scores surpassing 9.0 out of 10 as well as surpassing department and university mean scores.

INDEPENDENT STUDIES, INTERNSHIP, HONORS STUDENT SUPERVISION AND ADVISEMENT

Foreign Study Courses Supervision and Advisement

- ◆ Foreign study course student supervisor, advisor and liaison to 23 MBA students on a 10 day course trip to Uruguay and Argentina, March-2014

Graduate Independent Study Supervised Projects

- ◆ Implications of Tech and Creative Intel on Marketing part # 1 S-13
- ◆ Implications of Tech and Creative Intel on Marketing part # 2 S-13
- ◆ Rebranding- J C Penny Case Study F-12
- ◆ Fanblem-Business Development Plan F-12
- ◆ Marketing to Donors Plan S-12
- ◆ Cause Marketing Execution Plan S-12
- ◆ Crohn's Disease Awareness Plan F-11
- ◆ Online Retail Industry F-11
- ◆ Green Marketing & the Consumer Response S-11
- ◆ OLLI (Osher) Project F-10
- ◆ IMC in Iraq (part of a GE Global Fellowship) S-09
- ◆ Marketing Plan for Baby Phat Fashion Brand Export S-07
- ◆ Business plan for new plastics company start up S-07
- ◆ Marketing Project F-06
- ◆ Reflexology Services Delivery Program Business Plan for mid and large sized businesses S-06.
- ◆ IMC project. Sum-06

Undergraduate Independent Study Supervised Projects

- ◆ Barn Yard Group: Entrepreneurial Philanthropy Sum-14
- ◆ Brand Awareness and Cause Marketing part 1 S-14
- ◆ Brand Awareness and Cause Marketing part 2 S-14
- ◆ Consumer Behavior: A Case Study of the Healthcare/Crossfit / Hybrid Training Movement F-13
- ◆ Yes to Carrots Brand HBA Marketing Plan S-13
- ◆ Red Bull "X-Y-M" Marketing Plan S-13
- ◆ Consumer Motivation & Behavior-A Marketing Case Study of Johnnie Walker Scotch Whiskey S-13
- ◆ Insanity Program S-13
- ◆ The Effect of Medication Errors on Brand Equity in Healthcare S-13
- ◆ Tough Mudder- A Case Study of Consumer Experience F-12
- ◆ Juicing, Fad or Trend-A Marketing Study F-12
- ◆ Do It Yourself Auto Centers Bus. Plan S-12
- ◆ Indeed.com S-12
- ◆ PAETEC Communications S-11
- ◆ Art Brand Development Program F-11
- ◆ Food Retailing F-09
- ◆ eSeeker Project part # 1 S-09
- ◆ eSeeker Project part # 2 S-09
- ◆ IMC Project Sum-08
- ◆ Marketing Plan for Baby Phat Fashion Brand Export S-07
- ◆ Business plan for new plastics company start up. S-07

- ◆ Marketing Project F-06
- ◆ IMC project Sum-06
- ◆ Merchandise Plan for Friends of the Ferguson Library Book Store, Stamford, CT. F-05
- ◆ Marketing Research for Friends of Ferguson Library Book Store, Stamford, CT. F-05
- ◆ Marketing Comm. Plan for Friends of Ferguson Library Book Store, Stamford, CT. F-05
- ◆ New Business Plan-startup.F-05
- ◆ IMC project. Inter- 04

Undergraduate Internships Supervised Projects

- ◆ Pratt & Whitney E-Commerce Sum-15
- ◆ Helen Koven Public Relations S-15
- ◆ Brynwood Country Club S-14
- ◆ eTouches Company S-13
- ◆ Octagon Merchandising F-12
- ◆ Chanel Wholesale Accessories Sum-12
- ◆ dLife-For your diabetes life S-12
- ◆ World Wrestling Entertainment S-12
- ◆ Tauck World Discovery F-11
- ◆ InterVerse Comics, LLC Sum-11
- ◆ PurePoint Energy, LLC Sum-11
- ◆ Jumar Marketing, LLC S-11
- ◆ Interdisciplinary Business F-10
- ◆ Interdisciplinary Business #1 S-10
- ◆ Interdisciplinary Business #2 S-10
- ◆ NBC Olympics Television S-08
- ◆ The Modeling Group S-07
- ◆ Razor Focus Marketing Research, Stamford, CT S-07
- ◆ Kellogg Interior Design, Norwalk, CT S-06

Undergraduate Honors Projects Supervised Projects

- ◆ *Digital Jungle Concept F-13*
- ◆ *The Art Of War F-12*
- ◆ *The Art Of War: Glocalization Not Globalization F-11*
- ◆ *The Art of War: Ancient Strategies For Modern-Day Business Plans F-10*
- ◆ *SCOPE Research Project F-09*

Campus Club Faculty Advisor

- ◆ Launch, advise and guide the UConn-Stamford Marketing Club. Fall-2015-Spring-2016
- ◆ Advise and guide the Husky Entertainment Club. Fall-2005-Spring-2006
 - Club mission is to introduce market and promote new performing artists associated with UConn. Marketed a new student produced music CD, *Crossroads*.

Adjunct Professor, Fairfield University

Fall 2002-Spring 2004

Sales & Sales Management Course

Created a new syllabus and taught an undergraduate preparation.

- ◆ Developed new approach and curriculum for this course, offered to both undergraduates and continuing education adult students.

- ◆ Created new teaching materials, including:
 - PowerPoint slides presentation.
 - In-class experiential exercises; student teams in alternating roles of Account Managers and clients/buyers.
- ◆ Facilitated team projects.
- ◆ Utilized internet online materials.
- ◆ Utilized internet for out of class discussions and communications with student teams.
- ◆ Exceptional student evaluation scores.

SERVICE EDUCATION AT UCONN

- | | |
|---|-------------|
| Pre-College Student Seminars for the Office of Early College Programs | August 2015 |
| ◆ Created and delivered a half day marketing seminar for high school students exploring the college experience in a residential summer program. | August 2014 |

EXECUTIVE EDUCATION AT UCONN

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|--|-------------|
| UConn School of Business Center for Continuing Studies | June - 2009 |
| ◆ Supply Chain Management Executive Education Program | |
| ○ Supply Chain Management as a Brand Differentiator, Lead Instructor | |
| ○ Negotiations and Relationship Management in Supply Chains, Supporting Instructor | |

ACADEMIC COMMITTEES

- ◆ Stamford Expansion Committee 2014-2015. Appointed by Dean John Elliott.
- ◆ Proposal Committee for the Digital Marketing and Analytics major for Stamford campus. Passed by the School of Business Faculty on 5.2.2014
- ◆ Academic Misconduct Committee-Stamford Campus (invited by Sharon White) 2013-14
- ◆ Director's Advisory Council, Stamford Campus (invited by Sharon White) 2013-14
- ◆ Community College & UConn Business Gateway Committee 2010-11

ACADEMIC PUBLICATIONS

- ◆ *The Toolbox-an Innovation Connecting Marketing Education and Practice*. Manuscript in preparation for publication, 2016.
- ◆ *A Case Study of an Exemplary Marketing Internship Program*. Manuscript in preparation for publication, 2016.
- ◆ *Pirates of Couponing-Coupon Fraud*. Manuscript in preparation for publication, 2016.
- ◆ *Creating a Learning Environment: A Case Study of an Innovative Marketing Internship Program. (Doctoral Dissertation)*. Retrieved from ProQuest Dissertations and Theses. (UMI No. 3427003). Published in 2010.

PROFESSIONAL PUBLICATIONS

- ◆ *The Foundation of Personal Development*. The Quest for Diversity Newsletter. (2007, June).

- ♦ *Shoppers helping retailers helps shoppers*. Stamford Business Outlook, (2005, November, 1, pp. 7).
- ♦ *Keeping the Brand Faith*. Food & Beverage Marketing. (1997, May, pp. 34).
- ♦ *DSD or cross-docking--or both?* Progressive Grocer, (1997, March, pp. 23).

ACADEMIC AND PROFESSIONAL CITATIONS

- ♦ Stamford Advocate Newspaper – over 100 separate articles citations
- ♦ Hartford Currant Newspaper
- ♦ Fairfield County Business Journal
- ♦ Modern Foodservice News Industry Newspaper
- ♦ Restaurant Business Magazine
- ♦ Facts Magazine (German publication)
- ♦ Delta Pi Epsilon National Honorary Graduate Society Newsletter
- ♦ NYU Steinhardt School Business Education Newsletter
- ♦ UConn Marketing Department Newsletter

ACADEMIC PRESENTATIONS

- ♦ *The Toolbox - An Innovation Connecting Marketing Education and Practice*. Paper presented at the Academy of Business Research Conference presentation in New Orleans, LA March 26, 2015.
- ♦ *An Analysis of an Exemplary Marketing MBA Internship Program*. Paper presented at the Academy of Business Research Conference presentation in San Antonio, TX, November 6, 2014.
- ♦ *Political Candidates as Brands*, Paper presented at the Faculty Research Colloquium at the University of Connecticut-Stamford, Stamford, CT., September 19, 2012.
- ♦ *Social Media for Small Business*, First County Bank Regional Seminar Presentation, October, 2011.
- ♦ *The Interaction of Organizational Affordances & Individual Learner Characteristics in Early Workplace Experience*. Paper presented at the Annual Meeting of the Delta Pi Epsilon National Honorary Graduate Society, San Francisco, CA, November, 2009.
- ♦ *First Year Workplace Learning Experiences of New MBA Marketing Graduates*. Paper presented at the Annual Meeting of the American Educational Research Association, New York, NY, March, 2008.
- ♦ *Workplace Learning in Today's Business Environment*. Paper presented at the Faculty Research Colloquium at the University of Connecticut-Stamford, Stamford, CT., April, 2007

SERVICE PRESENTATIONS

- ♦ 2014 “Pre-College Summer at UCONN,” a noncredit program for high school juniors & seniors, delivered 8/1/14 & 8/8/14, UConn, Storrs Campus.
- ♦ *How to Effectively Market Your Business Locally*, First County Bank Regional Seminar Presentation, March, 2011.

ACADEMIC AND PROFESSIONAL DISTINCTIONS/ AWARDS

Academic Distinctions for Teaching

- ◆ *Undergraduate Excellence Teaching Award 2012-13, University of Connecticut School of Business.*
- ◆ *Graduate Excellence Teaching Award 2011-12, University of Connecticut School of Business.*
- ◆ *Teaching Scholar Award 2009-2010, University of Connecticut Institute of Teaching and Learning.*
- ◆ *Citation by the State of Connecticut General Assembly for the Excellence Award for Teaching Promise, 2006-07.*
- ◆ *Citation by the Governor of Connecticut, the Honorable M. Jodi Rell, for the Award for Instructional Excellence 2006-07.*
- ◆ *Award for Instructional Excellence 2006-07, University of Connecticut Institute of Teaching and Learning.*
- ◆ *Undergraduate Excellence Teaching Award 2006-07, University of Connecticut School of Business.*
- ◆ *Excellence Award for Teaching Promise 2006-07, American Association of University Professors, University of Connecticut Chapter.*
- ◆ *Professor of the Year Award 2006-07, University of Connecticut-Stamford Campus Student Government Association.*
- ◆ *Professor of the Year Award 2005-06, University of Connecticut-Stamford Campus Student Government Association.*
- ◆ *Professor of the Year Award 2004-05, University of Connecticut-Stamford Campus Student Government Association.*
- ◆ *Adjunct Professor of the Year Award 2003-2004, University of Connecticut-Stamford Campus Student Government Association.*

Academic Distinctions for Research

- ◆ *Best Conference Paper Session Award, Academy of Business Research Conference presentation in New Orleans, LA March 26, 2015.*
- ◆ *Dissertation-of-the-Year Award for 2010, American Education Research Association Workplace Learning Special Interest Group.*
- ◆ *Best Conference Paper Presentation, Delta Pi Epsilon Alpha Chapter at New York University, 2008*

Professional Distinctions

- ◆ McKinsey Consulting *Executive Research Panel Appointment*, 2008-Present.
- ◆ Chief Learning Officer *Business Intelligence Board* Appointment, 2011-Present.
- ◆ Food Engineering Magazine *Executive Advisory Board* Appointment, 1990 – 2001.
 - Advisory Board of industry professionals providing input on a broad range of industry topics.
 - Input of Advisory Board published in an annual report to the food engineering community.
- ◆ Charter Member Inductee, General Foods National Pet Foods Salesforce, 1978.

Reviewer and Judge for Publications and Awards

- ◆ Reviewer of paper submitted for publication to the Journal of Workplace Learning, May 2015.
- ◆ Reviewer and Judge for Best Dissertation by the American Education Research Association Workplace Learning Special Interest Group, April 2015.
- ◆ Reviewer and Judge for Best Dissertation by the American Education Research Association Workplace Learning Special Interest Group, April 2011.
- ◆ Reviewer and Judge for the Best Paper Award, Alpha Chapter of the Delta Phi Epsilon, the National Honorary Graduate Society for Business Education at New York University, November 2007.

PROFESSIONAL EXPERIENCE

Vice President- Marketing, TSI Broadband, New York, NY 2000 - 2001

Directed total marketing effort for TSI Broadband, an Internet Service Provider.

- ◆ Developed and implemented a corporate Market Segmentation Strategy for corporate customer internet use overlaying a Building Centric internet infrastructure model.
- ◆ Directed development of TSI's new advertising and corporate image: agency, copy, targeting strategy.
- ◆ Directed development of the new corporate Web Site.
- ◆ Developed and implemented TSI's first integrated sale promotion program, leveraging TSI with subsidiary Aptegra Services. Results were higher and faster sales close ratios.

Vice President-Sales & Marketing, Display Technologies, College Point, NY 1999 - 2000

Directed total sales and marketing for Corporate Marketing and Total Merchandising Group Division.

- ◆ Strategically realigned Customer Service Department enhancing efficiency and teamwork while saving \$250,000 in expenses.
- ◆ Created innovative sales compensation program combining sales and product development activities.
- ◆ Developed multi-functional National Account Teams resulting in improved account penetration and larger account targeting.
- ◆ Directed company's first annual contract for a sales, inventory and distribution support program resulting in a 20% increase in key account dollar volume via Canadian market expansion.
- ◆ Created, staffed and developed the company's first corporate marketing department structure.
- ◆ Developed the company's first corporate marketing strategic plan.

Consultant, Training & Development, The Glengarry Group, Fairfield, CT 1996-1999

Marketing, sales, distribution consultant. Client base of both principals and third party consultants/agencies.

- ◆ Created, developed, and conducted retail distribution management training program: Good Humor / Breyers Division of Unilever.
- ◆ Conducted workshops in Sales, Account Management, Negotiation Skills and Trade Marketing Management to national clients: Keebler; Colgate-Palmolive; Dole Foods; McNeil Consumer (J&J); S.C. Johnson Wax; Whitehall-Robins. Co-developed an innovative Trade Marketing funding program for S.C. Johnson Wax and trained national sales force during program rollout.
- ◆ Developed business development-market expansion planning programs: Ducon Ltd. Aluminum U.S. market entry; Kirin Packaging U.S. broker expansion.

- ◆ Consumer Promotions: Health Insurance Plan (HIP) of New York.
- ◆ Conducted joint training programs with Silvermine Consulting Group, Westport, CT.

Excellence in Distribution Executive Training Program, Developer & Primary Instructor

- ◆ Developed, wrote and taught training program for marketing, sales and distribution executives
- ◆ Developed case study and market simulation, including:
 - Problem identification protocol in managing third party distributors
 - Investigation and review of the 12 key elements of distribution
 - Analysis methodologies
 - Methodologies for problem correction
 - Protocol for distributor meetings, workshops and corrective actions
 - Developed flowchart to monitor process
- ◆ Wrote Leader's Guide and Participant Workbook
- ◆ Participating client: Good Humor/ Breyers Division of Unilever
- ◆ Instructor **evaluations surpassing 4.5 out of 5.0**

Maximizing Development Funds Executive Training Program, Instructor

- ◆ Taught training program for marketing and sales executives
 - Trade Marketing and Funding management and execution program
 - Brand Equity Building
 - Assessing Trade Marketing Vehicles
 - Account Strategies
 - Forward Buying and Diversion Tactics
- ◆ Utilized Case Study and Market Simulation, participant workbook
- ◆ Facilitated participant exercises and role plays
- ◆ Utilized CD ROM supported interactivity, participant workbook
- ◆ Participating clients: Colgate-Palmolive, McNeil Consumer, Johnson & Johnson, S.C. Johnson Wax
- ◆ Instructor **evaluations consistently surpassing 4.5 out of 5.0**

Negotiating Trade Performance Executive Training Program, Instructor

- ◆ Taught training program for marketing and sales executives
 - Trade Marketing analysis and negotiation program
 - Analyzing and aligning negotiating styles
 - Developing a Best Offer
 - Anticipating and analyzing counter offers
 - Analyzing and planning trade-offs
 - Developing an Exit Strategy
- ◆ Utilized CD ROM market simulation and case studies, participant workbook
- ◆ Facilitated participant exercises and role plays
- ◆ Participating client: Keebler
- ◆ Instructor **evaluations surpassing 4.5 out of 5.0**

National Channel Development Manager, Häagen-Dazs, Teaneck, NJ 1995 -1996
 Directed total integration of sales and marketing efforts for frozen dessert Foodservice (\$37 million) and Special Markets (\$79 million) businesses including the development of new products, strategic plans and promotional programs. Team leader of Corporate Channel Development Team.

- ◆ Grew Foodservice dollar volume by +14.4%, supporting a *record high* 6.1% company volume growth.
- ◆ Increased budget by +43% to over \$700K channel development annual strategic plan development.
- ◆ Devised company's *first* sales support program for foodservice/special markets, including new sales presentation package.
- ◆ Launched two new successful products: Stadium Bar Pack; Signature Slice.

National Sales Manager-Pepperidge Farm, Bakery Business Unit, Norwalk, CT 1989 -1995
Directed sales and marketing activities for Bakery Foodservice group (\$11 million). Managed both headquarters and field sales operations.

- ◆ Conceived, directed and executed product development new Bagels line, including production and distribution. Created #1 growth product in history of Bakery Foodservice, sales of \$2 million in first year.
- ◆ Hired, trained and supervised new professional salesforce structure of five Regional Category Managers. Created and designed new sales policies, key account targets, sales program execution.
- ◆ Initiated and conducted new professional sales training programs for industry technical knowledge.
- ◆ Designed and implemented new Foodservice distribution contracts and systems, creating new distribution policies and marketing programs that tripled group profit over last three years.

Sales and Marketing Manager-Pepperidge Farm, Bakery Business Unit 1987 -1989
Developed bakery foodservice category by defining opportunities and demonstrating potential. Managed marketing, product development and sales planning.

- ◆ Designed and conducted Canadian market study, resulting in organizational expansion and sales of \$370K annually.
- ◆ Created national pricing policy and new registered trademark, resolved legal issues in distribution increasing market access, channel development and account potential.
- ◆ Developed innovative business model of category, resulting in growth investment program.
- ◆ Managed all aspects of new products, line extensions and pack sizes, increasing sales by +7%.

Brand Marketing Manager- Pepperidge Farm, Bakery Business Unit 1982 –1987
Responsible for nationally marketing retail Rolls, the company's third largest product group (\$55 million).

- ◆ Expanded category volume by +6.8% to record annual level of \$55 million and grew profit by +195% to \$4.3 million through new products, pricing initiatives and promotions.
- ◆ Conceived, planned and implemented innovative database management system matching internal sales data with syndicated system, resulting in comparative analysis capability.

Assistant Product Manager, Colgate-Palmolive Company, New York, NY 1981 -1982
Household Products Division. Provided leadership and support in the development and execution of Palmolive Dishwashing Liquid, the company's second largest volume brand (\$115 million).

- ◆ Developed \$1.8 million promotional campaign, analyzed market data, advertising assistance.

Marketing Staff Assistant – Corporate Group Promotions

- ◆ Developed National Group Promotions for the Household Products Division, including Palmolive, Ajax, Irish Spring and other national brands.

Sales Representative, General Foods Corporation, Dedham, MA 1977 -1981
Beverage and Breakfast Food Division. Direct selling responsibility for Post, Gaines and Tang Brands, performing account management, sales promotion, advertising programs, planogram design and merchandising.
♦ Promoted to Merchandising Coordinator of a national account.

Automobile Claims Representative, Aetna Insurance Company, Boston, MA 1975 - 1977

PROFESSIONAL DISTINCTIONS

Honorary Distinctions (Selected)

- ♦ *Emerald's Who's Who of Executives and Professionals*, 2007-08
- ♦ *Who's Who Among America's Teachers*, 2006-07
- ♦ *Cambridge Who's Who*, 2007.
- ♦ *Heritage National Registry of Who's Who*, 2004.
- ♦ *Nationwide Register's Who's Who In Executives and Businesses*, 1998-2006.
- ♦ *International Who's Who of Entrepreneurs* 1999.
- ♦ *International Who's' Who of Professionals* 1999.
- ♦ *Marquis Who's Who* 1998.
- ♦ *National Registry of Who's Who in Executives and Professionals* 1998.
- ♦ *Who's Who in Media and Communications* 1998.
- ♦ *Who's Who Worldwide Registry* 1993-1995.

SERVICE ACTIVITIES

- ♦ President, Woodfield Village Condominium Owners Association Board of Directors, Fairfield, CT 1993-2005; Board Member 1992-2005.
- ♦ President, Pepperidge Farm Management Organization 1992-1993

CREATIVE AWARDS AND DISTINCTIONS

- ♦ Haiku Poem Contest Winner by Poetry.Com, December 12, 2005
- ♦ Haiku Poem Contest Winner by Poetry.Com, April 4, 2005
- ♦ Editor's Choice Award for Achievement in Poetry by the International Library of Poetry, 2002.

PERSONAL INTERESTS

Kyokushin Karate Black Belt, Sempai (Second Degree)
Open Water Suba Diver, Padi Certified
Poetry Writing

EDUCATION

Ph.D., New York University, Business Education, 2010.

M.B.A., Boston College Graduate School of Management, Marketing, 1981.

B.A., Boston College (Magna cum Laude), Political Science, 1975.

Executive Sales Management Program, Columbia University Graduate School of Business, 1989

PROFESSIONAL & TECHNICAL SEMINAR PARTICIPTION

Production Seminar, American Institute of Baking, 1992

Bread and Roll product categories

- ◆ Technical, production and research seminar.

Production Seminar, American Institute of Baking, 1992

Cake and Sweet Goods product categories

- ◆ Technical, production and research seminar.

The Executive Technique, The Connellan Group, Inc, 1985.

A professional senior level seminar on planning and conducting professional presentations.

- ◆ Identifying communication goals.
- ◆ Support and evidence presentation.
- ◆ Visual Aids usage.
- ◆ Productive listening.
- ◆ Question and Answer Sessions.
- ◆ Motivation techniques.
- ◆ *The Listener Train of Thought* approach.
 - A structure to understanding and maximizing the communication process.
 - How verbal and visual communications are understood.
 - Patterns in communications.
 - How communications are retained.