

## QUALIFICATIONS SUMMARY

Career Summary: Experienced Lecturer and Sales and Marketing Professional with 25+ year proven track record in Teaching, Marketing, Sales, and Marketing Management. Areas of expertise include:

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|-------------------------------------|-------------------------------|
| * B2B Marketing                     | * Professional Sales Training |
| * International Marketing and Sales | * Customer Experience         |
| * Entrepreneurial Consulting        | * Education Consulting        |

## AWARDS AND HONORS

- Appointed Chair of Marketing Department Curriculum Committee (2022-present)
- Appointed as Isenberg Teaching Fellow (2021)
- Awarded Isenberg Digital Technology Award (2021)
- Nominated for *Teacher of the Year*, Isenberg School of Management (2021, 2023)
- Co-Founder and Faculty Advisor for the Isenberg Sales Club (2015-present)
- Faculty Advisor for emerging Customer Relationship Management Student Club (2019-present)
- Toured Israel to evaluate and consult with startup companies (2016)
- Product Manager Performance Recognition, Castrol (2001)
- Salesman of the Year, QualiChem (2012)
- Distributor of the Year, Nalco Inc. (2004)
- Salesman of the Year, Castrol, Inc., North and South America Runner-Up (1998)
- Performance award for contributions to corporate marketing initiatives, Castrol, Inc. (2002)
- Rookie Salesman of the Year, Castrol, Inc., North and South America (1995)

## PROFESSIONAL HIGHLIGHTS

### University of Massachusetts Amherst, Isenberg

Senior Lecturer, September 2022- Present / Lecturer, September 2015 - August 2022

- Teach Marketing 301 course, an introductory course (online and in person) focusing on marketing fundamentals.
- Constructed original content for this course, where students are taught in a highly interactive classroom environment utilizing a *Team-Based Learning Approach*. Since Fall 2021, I now teach the entire course with added focus on Marketing Theory in a lecture environment. Class size averages ~480 students in person.
- The exciting new format provides students an opportunity to apply marketing concepts to current business cases, which keeps content both current and relevant
- The team approach allows students to experience marketing, much like in the “real world.”
- Serve as a mentor for several students on a wide range of business topics, including new business start-ups, career development, and internships
- Help students attain internships (and, in some cases) full-time positions at companies like Microsoft, Hubspot, LinkedIn, Tesla, Qualtrics, Pepsi, Oracle, and other *Fortune 500* companies.
- Co-Founder and Faculty Advisor for the Isenberg Sales Club. Heavily involved in supporting the Sales Club, which has grown membership from 4 to 50+ members in only four years! Provide expert guidance to the board on content and training activities. Travel with the Sales Club to competitions across the United States, including the *National Collegiate Sales Competition* in Atlanta, GA, ICSC in Florida, and the NISC competition held at Bryant College.
- I teach Marketing 425 course (both online and in-person) entitled “Sales and Distribution,” in which students learn a sales technique (*GSD Method*) that I’ve perfected drawing on my ~25 years of experience in professional selling. I arrange for companies like Oracle, Target, and Salesforce to join our class. Students get “real world” sales training which should serve them well regardless of which career they eventually pursue!

### QualiChem Inc. –Corporate Account Executive, 2015-present

- Consult for QualiChem Inc., a global manufacturer of metalworking fluids based in Salem, VA, with operations across the globe.
- Travel to Japan to consult the parent company’s Board of Directors on Global Marketing Strategy (2023.)
- Conduct in-depth marketing analyses often used by the company to navigate various management decisions.
- Travel to South America, Asia, and Canada regularly to provide marketing and sales expertise to these emerging markets. Spend much time supporting new business efforts in Singapore, Brazil, the Philippines, China, and

Thailand.

- Responsible for corporate relationship development with Companies like Boeing, Moog, and GE.

### **University Support and Workforce Development Program—Business Partnership Coordinator 2017- 2018 (Contractor)**

- In a part-time but year-round position, I worked as a consultant to manage the implementation of Associate Degree Programs in Afghanistan, funded partly by USAID.
- Made trips to Kabul, Afghanistan, where I developed training materials and presented to over 30 faculty members from Herat, Nangarhar, and Balkh Universities.
- Provided budget input for the program and identified critical success metrics.
- Hired and trained US College faculty to support this effort. I recruited, hired, and trained three faculty members.
- Created customer experience surveys to determine how to allocate funds to these universities.
- Received recognition from the **Afghanistan Deputy Minister of Education** for the exceptional quality of content I presented during a 5-day training session.

### **University of Massachusetts Amherst, Isenberg –Adjunct Professor, 2011-2014 (Part-Time)**

- Taught Marketing courses at Isenberg School of Management, including Marketing 441 (Fall 2011, two sections) and co-instructor of Marketing 301 (Spring 2014.) Received highly positive feedback from students as well as fellow faculty.
- Arranged volunteer participation for 13 Isenberg Marketing majors at the Annual *High-Speed Rail Association* Conference in New York City, resulting in valuable business experience for students.
- Recruited high-caliber guest speakers for class, including Terry Molner (Board of Directors Ben and Jerry's) and international recording artist Chris Trapper.
- Mentored Isenberg students to help launch new businesses (Crowd Solar Inc. and Squirrel.)

### **QualiChem, Inc. - Regional Manager 2008-2015**

Joined QualiChem to expand New England sales and open new markets in New York, New Jersey, and Canada. Assumed marketing responsibilities, including creating promotional literature, press releases, and strategic partnerships. Appointed North American Team Leader, Tube Mill Sales, and Marketing team.

- Grew territory sales from 200K to 1.5 million in three years.
- Promoted to Regional Manager and now cover Eastern USA and Canada.
- Recruited, signed, and trained distributors in New York, Massachusetts, New Jersey, Toronto, and Montreal.
- Obtained coveted product approvals from Boeing (Seattle), Hamilton Standard, and Pratt and Whitney.
- Secured strategic partnerships with multinational companies, including ChipBLASTER, Iscar, and Okuma.
- Launched and managed a new *Machining Efficiencies Marketing Initiative* involving high-definition imaging to demonstrate a value-added proposition.

### **RPM Products, L.L.C. -- Owner 2004- 2008**

Founded a Distribution Company that carried QualiChem products and other industrial items. Worked together with vendors to promote their brands that had previously low brand recognition in the northeast. Responsible for all aspects of the business, including marketing, sales, and accounting.

- Negotiated contracts with key suppliers.
- Launched successful sales and marketing promotions.
- Recognized as Nalco's "Most Outstanding Distributor" (2005)

### **Castrol, Division of British Petroleum - Senior Account Manager, Product Manager 1/95-8/03**

Created and implemented a comprehensive turnaround plan that resulted in the rapid growth of a historically underperforming territory. Conducted extensive sales and technical training for a small distributor. As a direct result of these efforts, this distributor grew to become Castrol's second largest in North and South America. Cultivated relationships at Pratt and Whitney, which led to the signing of a multimillion-dollar management agreement with

United Technologies Corporation (UTC). Sales efforts produced the first new Pratt and Whitney approved product in a decade (by any manufacturer).

- Delivered 10-30% growth in three out of five years in sales territories located in severely declining markets with previously poor sales numbers.
- Invited to numerous customer corporate training seminars as a Guest Speaker, including Barden Bearing, Prattand Whitney, and Abbott Ball.
- Keynote Speaker at a seminar to train 88 UTC employees (Senior Managers, Union Representatives, and Consultants). Topics covered included best practice procedures for chemical management and environmental health and safety issues.
- Selected out of hundreds of account managers to lead Cross-Functional Marketing Teams designed to refocus the company's resources. These committees included Aerospace New Business Group, Castrol Advantage™ Formation Team and the Castrol Straight Oil Marketing Team.
- Appointed Interim Product Manager of Castrol's primary product line while simultaneously maintaining a sales territory. Commuted to Chicago for several months to fulfill duties.

#### **EDUCATION & TRAINING**

- Doctoral Level Course at UMass College of Education in 2017
- Professional MBA, University of Massachusetts, Amherst, MA, 2003
- Doctoral Level Course at the Isenberg School - UMass -2003
- Bachelor of Science, University of Connecticut, Storrs, CT, 1990