

**VITA**  
**RICHARD J. REXEISEN**

**Office**

Department of Marketing  
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**Collegiate and Professional Education**

- PhD - University of Minnesota - Minneapolis, 1983  
Major: Marketing  
Related Field: Transportation  
Minors: Psychology and Cross-Cultural Communications
- MBA - University of Michigan - Ann Arbor, 1980  
Major: Marketing
- Chrysler Institute of Marketing - Detroit (1978-1980)  
Executive Marketing Development Program
- BA - University of Minnesota - Minneapolis, 1975  
Magna Cum Laude  
Major: Psychology

**Primary Teaching/Administrative Experience**

**September 1990 to Present**

**University of St. Thomas**

**Professor of Marketing**

**Chair**, Marketing Department 1996 – 2000; 2014 - 2017

**Chair**, University Faculty and Senate 2013 - 2014

**Chair**, OCB AACSB Accreditation Committee 2005 – 2007

**Chair**, UST Faculty Affairs Committee 2006 - 2007

**Chair**, College of Business (OCB) Faculty 2005 - 2006

**Interim Director**, Division of Business 1996 - 1997

**Chair**, College of St. Thomas Senate, 1993 - 1995

**Courses taught: Undergraduate** - Marketing Management, Buyer Behavior, International Marketing, International Business, Promotions Management, Principles of Marketing, Ethics and Practice: Foundations of Business.

**Graduate:** Buyer Behavior and Marketing Management

### **Marketing Seminars and Consulting**

**Partial list of clients:** UST CBE (Executive Education for Collaborative Leadership, Executive Education in Finance: Leaders and Partners in Value Creation, Mini-Master of Marketing Management), Augusoft, Inc. (Pricing, Business Development and Marketing Strategy), Westman, Champlin and Kelly, P.A. (Expert Witness – Trademark), Alaris Group (Sales and Business Development), BlueFire Partners (Consumer Surveys and Trends Analysis) 3M (International Marketing Awards), HB Fuller (Market Planning and Sales Consulting), United HealthCare (Customer Satisfaction), Graco (Business Re-engineering and Customer Requirements Research), BellSouth (Market Modeling), IBM (Market Segmentation), American Paging Network (Price Analysis), Prentice-Hall (Instructor's Resource Guide, Buyer Behavior Video Supplements & Advertising Video Cases), Chrysler Corporation (New Product Planning), Georgia State Attorney General's Office (Expert Witness), Eastern Electric (Sales and Sales Management Training), Contel (New Product Development), American Management Association (Strategic Planning Seminars), American Marketing Association (Strategic Planning Seminars), Visidep (New Product Start-up Venture), Marketplace Promotions (Market Planning), Marietta Drapes (Sales and Sales Management training), etc...

**June, 1987 to August 1990**

**Kennesaw State College**

**Associate Professor**

**Acting MBA Program Director, 1989 - 1990**

**Courses taught: Undergraduate** - Marketing Management, Industrial Marketing Management, Buyer Behavior & Sales Management.

**Graduate:** Strategic Product Management & Marketing Management.

**January, 1983 to June 1986**

**Georgia State University**

**Assistant Professor**

**Courses taught: Undergraduate** - Sales Force Management, Marketing Research & Marketing Management.

**Graduate** - Strategic Marketing Planning, Marketing Management, and Sales Force Management.

**September, 1980 to December 1983**

**University of St. Thomas**

**University of Minnesota**

**Instructor**

**Courses taught: Undergraduate** - Marketing Principles, Consumer Behavior, Promotional Strategy, Marketing Management and Marketing Research.

**Business, Professional and Military Experience**

**June, 1986 to May, 1987**

**Chief Executive Officer**

**Rod Hall International, Inc.**

Designed and marketed a specialty line of signature edition Dodge Trucks for Chrysler Corporation. Negotiated supplier contracts and was responsible for overall planning and implementation of marketing plans, including international joint venture agreements.

**June, 1976 to September 1980**

**Chrysler Corporation**

**Institute of Marketing**

**District Sales Manager**

Developed district sales forecasts and was accountable for established growth objectives. Provided sales training, developed and coordinated district sales strategies, administered vehicle allocations, and supervised dealer marketing programs.

**September, 1971 to June 1973**

**U.S. Army ARADCOM**

**Security NCO**

Responsible for security on Nike-Hercules Missile site.

**Membership in Professional and Honor Societies**

American Marketing Association

Association for Consumer Research

Alpha Mu Alpha - National Marketing Honorary

Beta Gamma Sigma - National Business Honorary

Omicron Delta Kappa – National Leadership Honor Society

Pi Sigma Epsilon - Professional Sales and Marketing Fraternity

Delta Sigma Pi – Professional Business Fraternity

## **Honors and Special Recognitions**

Nominated for Professor of the Year 2002/2003

S.M.E. of Atlanta Annual Distinguished Sales and Marketing Award 1990

## **Peer Reviewed Publications**

Hubbard, A. & RJ Rexeisen “Investing in Study Abroad and Cultural Immersion: A Win-Win for Career Development,” *Frontiers: The Interdisciplinary Journal of Study Abroad*. (Under Review, Mar 2019).

Rexeisen, RJ & A. Hubbard (2020) “Study Abroad and the Enduring Value of Cultural Immersion: An Alumni Retrospect,” *Journal of Intercultural Education*, Vol 31, Issue 2. *Forthcoming*

Rexeisen, RJ, EL Owens & MJ Garrison (2018) “Lean Six-Sigma and Assurance of Learning: Challenges and Opportunities” *Journal of Education for Business*, Vol. 93, Issue 4, DOI: [10.1080/08832323.2018.1457619](https://doi.org/10.1080/08832323.2018.1457619)

Garrison, Michael and RJ Rexeisen (2014) “Faculty Ownership of the Assurance of Learning Process: Determinants of Faculty Engagement and Continuing Challenges” *Journal of Education for Business*, Volume 89, Issue 2, 2014, pages 84-89. DOI: [10.1080/08832323.2012.761171](https://doi.org/10.1080/08832323.2012.761171)

Rexeisen, Richard J. (2013) “Impact of Study Abroad on the Development of Pro-Environmental Attitudes,” *International Journal of Sustainability Education*, Vol. VIII, <http://ijsed.cgpublisher.com/product/pub.275/prod.33>

Rexeisen, Richard J. (2013) “Study Abroad and the Boomerang Effect: The End is only the Beginning,” *Frontiers: The Interdisciplinary Journal of Study Abroad*, Spring 2013, Vol. XXII, Spring 2013.

Rexeisen, Richard J. and Michael Garrison (2013). Closing-the-Loop in Assurance of Learning Programs: Current Practices and Future Challenges. *Journal of Education for Business*, 88, pp. 280 – 285. <http://www.tandfonline.com/doi/full/10.1080/08832323.2012.697929>.

Rexeisen, Richard J. (2010) “Adapting Service Learning to Study Abroad: Lessons Learned From the Unexpected,” in *Problems and Prospects in Higher Education*, ed. Gregory T. Papanikos and Nicholas Pappas (Athens: Atiner), pp. 115 – 126.

Rexeisen, R. J., & Al-Khatib J. A. (2009). Assurance of learning and study abroad: A case study. *Journal of Teaching in International Business*, 20 (3), 192–07. doi 10.1080/08975930903099077

Rexeisen, Richard J., P. Anderson, L. Lawton and A. Hubbard (Fall 2008) “Study Abroad and Intercultural Development: A Longitudinal Study” Frontiers: The Interdisciplinary Journal of Study Abroad, Vol. XVII, pp 1 - 20.

Anderson, P, L. Lawton, R.J. Rexeisen and A. Hubbard, (July 2006) “Short-Term Study Abroad and Intercultural Sensitivity: A Pilot Study” International Journal of Intercultural Relations, Vol. 30, No 4.

Al-Khatib, J. A., M. Rawwas, Z. Swaidan, R. J. Rexeisen (2005) “The Ethical Challenges of Global Business-to-Business Negotiations: An Empirical Investigation of Developing Countries’ Marketing Managers” Journal of Marketing Theory and Practice, Vol. 13, No 4.

Rexeisen, Richard J., & Roffler, Tara (2005). “A Longitudinal Study of the Impact of Study Abroad Experiences on Attitudes Towards the Environment.” International Journal of Environmental, Cultural, Economic and Social Sustainability, Vol 2, No. 1.

Rexeisen, Richard J. and Richard S. Sathe (2005) "Prudent Fiscal Stewardship: Estimating the Expected Monetary Value of an Educational Program" International Education Journal, 6 (3), 297-307. <http://iej.cjb.net>

Al-Khatib, J. A., S. J. Vitell, R. J. Rexeisen and M. Rawwas (2005) “Inter-country Differences of Consumer Ethics in Arab Countries” International Business Review, 14 (4).

Rexeisen, Richard J. (2002) “Business Ethics: Revisiting the Roots of an Age Old Problem” Journal of the Minnesota Academy of Science, Vol. 66. No. 2.

Rexeisen, Richard J. (2001) "Educational Outcome Assessment: Who, How and the Unexpected” Journal of the Minnesota Academy of Science, Vol. 65. No. 2.

Cornwall, Jeff, Richard J. Rexeisen and Thomas Mason (2000) “Reflections on the Collaborative Development of an Introduction to Business Course" Academy of Business Education.

Rexeisen, Richard J., Jeff Cornwall, Thomas Mason and George Wilson (2000) "The Design and Implementation of a New Business Core Curriculum" The Journal of Private Enterprise.

Rexeisen, Richard J. (1999) "Language as an Agent of Marketing Performance" Journal of the Minnesota Academy of Science, Vol. 63. No. 2.

Rexeisen, Richard J. and R. F. Sauter (1997) "Developing an Effective Measure of Customer Profitability," World Marketing Congress, Vol. VIII, (Samsinar & Ajay ed.), pp. 549 - 555.

Rexeisen, Richard J. (1996) "Icons and Iconoclasm: The Classroom as a Metaphor," Journal of the Minnesota Academy of Science, Spring, Vol. 60, No. 2.

Rexeisen, Richard J. and R.F. Sauter (1994) "Identifying and Retaining the Quality Customer: A Key to Improved Profitability," World Business Trends, (Amin, Barr and Moore, ed.), pp. 698 - 708.

Rexeisen, Richard J. and R.F. Sauter (1993) "The Causal Audit," Journal of the Minnesota Academy of Science, Vol. 57. No. 2

Rexeisen, Richard J. with R.F. Sauter (1993) "Focus on the Quality Customer," Journal of the Minnesota Academy of Science, Vol. 57. No. 2

Rexeisen, Richard J. and Richard Sauter, (1993) "When to Say No to a Customer," National Conference in Sales Management Proceedings, D. Weilbaker (ed.) Abstract published in Journal of Personal Selling and Sales Management, Spring, Volume XIII, Number 2.

Rexeisen, Richard J. and Richard Sauter, (1993) "Competing for Successful Adaptations: Implications for Effective Marketing Decision-Making," Proceedings of the Association of Marketing Theory And Practice, (C.O. Swift, ed.)

Rexeisen, Richard J. (1992) "Is Marketing the Golden Rule," Journal of the Minnesota Academy of Science, Vol. 57. No. 1

Rexeisen, Richard J. with R.F. Sauter (1992) "Marketing: The Search for Successful Adaptations," Journal of the Minnesota Academy of Science, Vol. 57. No. 1

Rexeisen, Richard J. (1992) "Developing Role-Play as an Interactive Learning Resource", National Conference in Sales Management Proceedings, D. Weilbaker (ed.) Abstract published in Journal of Personal Selling and Sales Management, Spring, Volume XII, Number 2.

Rexeisen, Richard J. (1991) "The Listening Protocol: A Model for Effective Sales Communication", National Conference in Sales Management Proceedings, R. Good (ed.).

Reprinted in Readings in Sales and Sales Management, R. Avila (ed.). Abstract published in Journal of Personal Selling and Sales Management, Summer, Volume XI, Number 3.

Rexeisen, Richard J. (1991) "Comparative Marketing and Cross-Cultural Studies", World Marketing Congress: International Conference Series, Volume 5, K. Frankenberger, et. al. (eds.)

Rexeisen, Richard J. (1991) "The Art of Selling and Sales Management", National Conference in Sales Management Proceedings, R. Good (ed.)

Rexeisen, Richard J. and Powell, Terry (1989) "Training Students for Effective Selling of Your Higher Education Product," Proceedings of the Symposium for Marketing of Higher Education

Rexeisen, Richard J. (1989), "Using Game Theory to Model Channel Relationships" Developments in Marketing Thought, XII, Hawes & Thanopoulos (eds.)

Rexeisen, Richard J. and Grashof, Jack (1987) "New Risks and Legal Liabilities in Marketing Research: A Case Study," Proceedings of the American Marketing Association

Rexeisen, Richard J., Donnelly, James, Beatty, Sharon, Ferrell, O.C., and Mokwa, Michael (1986) "Teaching the Marketing Policy Course", AMA Educators Conference Proceedings

Rexeisen, Richard J., Hartley, Steven, and Cross, James (1985) "Sales Promotion: A Review of Theoretical and Managerial Issues," AMA Educators Conference Proceedings

Rexeisen, Richard J. (1983) "Theory Development in Perspective: Exposing the Cultural Bias," Advances in Consumer Research, Thomas Kinnear (ed).

Rexeisen, Richard J. and Robert Holloway (1981) "Competing in The World Market Today: A Study of Minnesota Manufactures," Academy of International Business.

Rexeisen, Richard J. (1981) "Is There a Valid Price Quality Relationship?", Advances in Consumer Research, Andrew Mitchell (ed.)

### **Invited Journal Publications**

Rexeisen, Richard J. (2004) "Paradigm of Success" Journal of Lifelong Learning. Vol. 4, No. 9, [www.auguste.com/journal/september2004](http://www.auguste.com/journal/september2004)

- Rexeisen, Richard J. (2004) "Just One Good Idea" Journal of Lifelong Learning. Vol. 4, No. 8, [www.auguste.com/journal/august2004/](http://www.auguste.com/journal/august2004/)
- Rexeisen, Richard J. (2004) "Collaborative Marketing" Journal of Lifelong Learning. Vol. 4, No. 6, [www.auguste.com/journal/june2004](http://www.auguste.com/journal/june2004/)
- Rexeisen, Richard J. (2004) "Good Intentions" Journal of Lifelong Learning. Vol. 4, No. 4, [www.auguste.com/journal/april2004/](http://www.auguste.com/journal/april2004/)
- Rexeisen, Richard J. (2003) "Change is the Price of Growth: How Fast or Slow is a Matter of Choice, Part III" Journal of Lifelong Learning. Vol. 3, No. 11, [www.auguste.com/journal/November2003/Journal-ChangePriceofGrowth3.pdf](http://www.auguste.com/journal/November2003/Journal-ChangePriceofGrowth3.pdf)
- Rexeisen, Richard J. (2003) "Change is the Price of Growth: How Fast or Slow is a Matter of Choice, Part II" Journal of Lifelong Learning. Vol. 3, No. 10, <http://www.auguste.com/journal/october2003/Journal-ChangePriceofGrowth2.pdf>
- Rexeisen, Richard J. (2003) "Change is the Price of Growth: How Fast or Slow is a Matter of Choice" Journal of Lifelong Learning. Vol. 3, No. 9, <http://www.auguste.com/journal/september2003/Journal-ChangePriceofGrowth.pdf>
- Rexeisen, Richard J. (2003) "Performance Feedback: A Distinguishing Characteristic of the Learning Organization" A research note published in Journal of Lifelong Learning. Vol. 3, No. 4 <http://www.auguste.com/journal/june2003/Journal-PerformanceFeedback.pdf>
- Rexeisen, Richard J. (2003) "Vendor Selection Within the Education Environment: You Harvest What You Sow" Journal of Lifelong Learning. Vol. 3, No. 3 <http://www.auguste.com/journal/may2003/Journal-VendorSelection.pdf>
- Rexeisen, Richard J. (2003) "Building a Collaborative Model of Lifelong Learning" Journal of Lifelong Learning. Vol. 3, No. 2. <http://www.auguste.com/journal/april2003/Journal-Stakeholder.pdf>
- Rexeisen, Richard J. (1997) "Reflections on the Nature of Management Education at a Catholic University" Management Education at a Catholic University, p.87 - 91.

### **Trade Publications**

Outside Consultant Column, "Is there a low-cost solution for managing contacts," Outside Consultant, Star and Tribune, April 24, 2011.



Outside Consultant Column, "What's an affordable way to outsource advertising?"  
Minneapolis Star and Tribune, January 10, 2010

Outside Consultant Column, "Shortening the Sales Cycle," Minneapolis Star and Tribune,  
June 8, 2009

Outside Consultant Column, "Improving Cold Calling," Minneapolis Star and Tribune,  
April 15, 2009

Outside Consultant Column, "Mergers and Competition," Minneapolis Star and Tribune,  
September 8, 2008

Outside Consultant Column, "Branding," Minneapolis Star and Tribune, March 12, 2007.

Outside Consultant Column, "Sales Prospecting," Minneapolis Star and Tribune, August  
21, 2006.

Outside Consultant Column, "Outside Sales Lead Generation," Minneapolis Star and  
Tribune, August 22, 2005.

Outside Consultant Column, "Product Differentiation and Price Competition,"  
Minneapolis Star and Tribune, May 15, 2005.

Outside Consultant Column, "How to Avoid Brand Confusion in Dual Distribution  
Channel Environment," Minneapolis Star and Tribune, January 24, 2005.

Outside Consultant Column, "Hiring Sales Staff," Minneapolis Star and Tribune,  
September 13, 2004.

### **Non-Refereed Publications & Books**

Rexeisen, Richard J. (2000) Too Good or Too Bad: The Case of PowerMaster Malt  
Liquor, In R.S. Sather & S. Moro (ed.), *Business Ethics: Cases and Readings*, (pp. 123 -  
126), University of St. Thomas: St. Paul, Mn.

Rexeisen, Richard J. (1997) "The Weekend College Format and Beyond," Synergia,  
Feb./March, Vol. 16, No. 3.

Rexeisen, Richard J. (1995) ABC News Video Case Library for Promotional Management,  
Prentice-Hall: Englewood Cliffs, N.J.

Rexeisen, Richard J. (1995) Video Case Studies in Advertising, Kleppner, 13/E, Prentice-Hall: Englewood Cliffs, N.J.

Rexeisen, Richard J. (1995) Video Cases for Principles of Advertising, Wells, Burnett & Moriarity, 3/E, Prentice-Hall: Englewood Cliffs, N.J.

Rexeisen, Richard J. (1994) Principles of Marketing Instructor's Resource Manual, Prentice-Hall: Englewood Cliffs, N.J.

Rexeisen, Richard J. (1994) "Using the Grading Contract and Self-Reflection to Improve Listening", Great Ideas in Teaching Business Communication, McGraw-Hill: Boston, Mass.,

Rexeisen, Richard J. (1994) "Cause for Celebration", Business Ethics: In Dialogue, Dawn Elm (ed.)

Rexeisen, Richard J. (1993) ABC News Video Library for Consumer Behavior, Prentice-Hall: Englewood Cliffs, N.J.

Rexeisen, Richard J., (1984) "Market Planning for Dealers Urged," Automotive News, November 26, pp. 32 - 42.

### **Publications -- Abstract Reviews Published**

Rexeisen, Richard J. (1994) Journal of Personal Selling and Sales Management, Summer, Volume XIV, Number 3.

Rexeisen, Richard J. (1994) Journal of Personal Selling and Sales Management, Winter, Volume XIV, Number 1.

Rexeisen, Richard J. (1993) Journal of Personal Selling and Sales Management, Summer, Volume XIII, Number 3.

Rexeisen, Richard J. (1993) Journal of Personal Selling and Sales Management, Winter, Volume XIII, Number 1.

Rexeisen, Richard J. (1992) Journal of Personal Selling and Sales Management, Summer, Volume XII, Number 3.

Rexeisen, Richard J. (1992) Journal of Personal Selling and Sales Management, Winter, Volume XII, Number 1.

### **Research Projects (In process/unpublished)**

Rexeisen, Richard J. “Making the Case for the Self-Certified Mortgage,” International Marketing Case, University of St. Thomas: St. Paul, Minnesota

Rexeisen, Richard J. “Exposing the Customer Myth”

Rexeisen, Richard J., Learning to Sing: Songs of the Soul, Volumes 1 - 28, unpublished collection of Poetry

Rexeisen, Richard J. (1983) Bargaining: A Comparative Analysis of the Perceptual Dynamics of Power, Unpublished Doctoral Dissertation.

### **International Experience**

London, England Director, London Business Semester, Fall term 2019 & ‘17 ‘15, ‘09, ‘08, ‘07, ‘03 & ‘00 – group leader of approximately 50 undergraduate students each of the referenced terms.

Semester at Sea, Marketing Faculty, Fall 2004. Japan, China (Shanghai & Hong Kong), Thailand, Vietnam, India, Tanzania, South Africa, Brazil, Venezuela

Havana, Cuba, January 1999 (two weeks)

Kuala Lumpur, Malaysia June 1997 (one week)

Moscow/Novosibirsk Russia June 1993 (three weeks)

Korea/China/Taiwan/Japan March 1988 (three weeks)

### **Professional Activities -- Participation at Meetings and Conferences**

1996 - 2018 Editorial Review Board: Industrial Marketing Management

1992 – 2014 Editorial Review Board: Journal of Marketing Practice and Theory

2014 Presentation, AACSB Assessment Conference, New Orleans

2013 Presentation, 9th International Conference on Environmental, Cultural, Economic and Social Sustainability.

2011 Presentation, Seventh Annual Conference, Forum on Education Abroad

2010 Presentation, Second Intercultural Development Inventory Conference

2008 Presentation 2<sup>nd</sup> International City Break Conference on Business and Economic Research

1992 - 2006 Reviewer, Nat'l Conference on Marketing Theory and Practice

1995 - 2005    Reviewer, Nat'l Conference in Sales Management  
 2004            Presentation, International Conference of The Association of Private  
 Enterprise Education  
 2002            Presentation, Minnesota Academy of Sciences  
 2001            Presentation, Minnesota Academy of Sciences  
 2000            Presentation, Fifth Annual Conference on Innovation in Instruction for  
 Business and Related Disciplines.  
 1999            Presentation, Mn Conference of the Academy of Sciences  
 1997            Presentation, World Marketing Congress, Malaysia  
 1996            Presentation, Mn Conference of the Academy of Sciences  
 1991 – 1995    Editorial Review Board: Journal of Personal Selling and Sales  
 Management

## **University Service/Citizenship 2013 – 2019**

### ***1. College of Business & University***

UST Academic Review Committee for International Education, 2015 - Present  
 Chair, Department of Marketing, 2014 - 2017  
 OCB Assurance of Learning Committee, 2014 - 2017  
 OCB Curriculum Committee, 2016  
 Chair of the Faculty & University Senate, 2013 - 2014  
 President's Cabinet, 2013 - 2014  
 HLC Committee & Strategic Planning Subcommittee, 2012 - 2014