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Marketing
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Education

M.B.A., University of Pennsylvania - Wharton School of Business, 1988.
Marketing

B.S., Bucknell University, 1984.
Business Administration

CPA

Academic Experience

Clinical Instructor, University of St. Thomas. (February 2009 - Present).

Adjunct Instructor, University of St. Thomas (Sept 2007- Feb 2009)

Professional Experience

Senior Director of Marketing, Caribou Coffee. (2006 - 2007).

Vice President Client Service ACNielsen (2004 - 2006)

Vice President of Marketing Lunds and Byerly's (2000 – 2004)

Vice President of Marketing, International Home Foods Store Brands. (1996 - 2000).

Senior Product Manager, Kellogg's Company. (1994 - 1996).

Product Manager, Nabisco Foods. (1991 - 1994).

Assistant Marketing Manager, General Mills, Inc. (1988 - 1991).

Senior Accountant, CPA, Arthur Young & Company. (1984 - 1986).

Consulting

Schuler Shoes. (2011 - Present).

Angie's Kettle Corn (2007-2013)

Side Show Beverages (2017- Present)

Jala Jala Foods. (2014 - Present).

Safesha. (2014 - Present).

Wayzata Chamber of Commerce. (2017).

Warner Stellan Appliances. (2016).

Cornerstone Auto. (2014 - 2016).

House of Talents, Kate Herzog. (2013 - 2014).

TEACHING

Teaching Experience

University of St. Thomas, Opus College of Business

MKTG 300, Principles of Marketing
MKTG 320, Integrated MKTG Communications
MKTG 330, International Marketing (Domestic and Abroad)
MKTG 340, Marketing Research
MKTG 370, Consumer Behavior
MKTG 600, Principles of Marketing MBA
MKTG 714, Marketing in Emerging Markets (Study Abroad) MBA
MKTG 715, Mayo Innovative Scholarship Ind. Study MBA
MKTG 725, Brand Management MBA

Non-Credit Instruction

Center for Business Excellence - Mini Masters of Business Communication - Marketing Communications and Branding. (2011 - Present).
Center for Business Excellence - Mini Masters of Marketing Management - Promotional Strategy. (2011 - Present).

SERVICE

Department Service

AOL Assurance of Learning Assessment (2014 - Present).
Assurance of Learning - Institutional Service, MKTG Dept AOL reviewer (2009 - Present).
Committee Member, MKTG Dept Subject Pool Committee (2008 - 2014).
Curriculum Committee for MKTG 200 overhaul

College Service

OCB Strategic Marketing and Communications Work Group (September 2014 - 2017).
Business Scholarship Day (February 2014 - Present).
Faculty Advisor, MISP - Mayo Innovative Scholars Program (2009 - Present).

Faculty Advisor, AMA - American Marketing Management Student Club (2009 - 2015).

University Service

University Enhanced Profile and Visibility Committee. (April 2015 - Present).

Faculty Advisor, MISP Mayo Innovation Scholars Program. (2009 - Present).

Committee Member, Committee to Hire UST Marketing Directors. (2017).

Committee Member, University Branding Task Force. (February 2015 - 2016).

Committee Member, University Senate. (September 2013 - 2015).

UST Phonathon. (2009 - 2014).

Professional Service

Reviewer, Textbook, McGraw Hill Publisher - Principles of Marketing (2013 - Present).

Public Service

Plan and Operate Jags Soccer Camp (2013 - 2017).

Eden Prairie Soccer Club (2004 - 2016).

Tonka United Soccer Club (2016- present)

Plan and Operate Chaska Hawks Soccer Camp (2018- Present)