Spring, 2010

CURRICULUM VITAE
William J. Hauser, PhD

EDUCATION

1979	PhD Sociology Joint Program: University of Akron/Kent State University
1974	MA Sociology University of Akron
1970	BA Sociology University of Akron

ACADEMIC EXPERIENCE

2003 – Present Department of Marketing & International Business, The University of Akron, Akron, OH.

2009 – Present	Associate Professor, Department of Marketing & International Business, The University of Akron (tenure awarded)
2003 – 2009	Assistant Professor, Department of Marketing, The University of Akron, Akron, OH.
2009 – Present	Director, The Suarez Applied Marketing Research Laboratories
2008 – 2009	Associate Director, The Suarez Applied Marketing Research Laboratories
2006 – 2009	Associate Director, The Taylor Institute for Direct Marketing
2004 – 2006	Program Director, The Taylor Institute for Direct Marketing.

1985 – Present Department of Sociology, The University of Akron, Akron, OH.

2001 – Present	Adjunct Associate Professor (part-time)
1989 – 2001	Adjunct Assistant Professor (part-time)
1985 – 1989	Instructor/Lecturer (part-time)

2009 Visiting Professor, Department of Marketing, University of Galway, Galway, Ireland

1980 – 1984 Department of Sociology, Washington University, St. Louis, MO.

1982 – 1984 Visiting Assistant Professor of Sociology (part-time)
1980 – 1982 Senior Research Associate/Post-Doctoral Fellow, The Social Science Institute

1979 – 1980 Department of Sociology and Anthropology, West Virginia University, Morgantown, WVA.

1979-1980 Visiting Assistant Professor of Sociology (full-time)

BUSINESS EXPERIENCE

2003 – Present H.A.Praxis Solutions, Akron, OH
Principal,
Research and Consulting

1999 – 2003 KeyCorp, Cleveland, OH
Senior Vice President and Director,
Market Research & Planning

1985 – 1998 Rubbermaid Incorporated, Wooster, OH.

1997 – 1998 Director, Business Development and Research, Little Tikes Division, Hudson, OH.

1995 – 1997 Manager, Business Development and Research, Home Products Division, Wooster, OH.

1990 – 1995 Manager, Research Services, Home Products Division, Wooster, OH.

1985 – 1990 Senior Research Analyst, Home Products Division, Wooster, OH.

1982 – 1985 The COBRO Corporation, St. Louis, MO.

1984 – 1985 Senior Grants/Report Writer

1982 – 1984 Senior Research Associate

PUBLICATIONS

BOOKS:

Steele, Stephen F., AnneMarie Scarisbrick-Hauser and William J. Hauser (1999), Solution–Centered Sociology: Addressing Problems Through Applied Sociology, California: Sage Publications.

Hauser, William J. (1982), Differences in Relative Resources, Familial Power and Spouse Abuse. Palo Alto, CA: R&E Research Associates, Inc.

ARTICLES IN REFEREED MARKETING/BUSINESS JOURNALS:

Keillor, Bruce D. William Hauser, and Courtney K. Dannemiller, 'The '5th p' in marketing: corporate political activity and firm performance (an exploratory study of U.S. firms in the global marketplace." Innovative Marketing., Vol. 5, No. 3(Winter 2009), Pages 59-68.

Keillor, Bruce, William J. Hauser, and Adam Griffen, "The Relationship between Foreign Direct Investment, Political Risk, and National Culture: Perspectives from U.S. Firms." Innovative Marketing, Vol. 5, No. 1 (Spring 2009), Pages 48-54.

Orr, Linda & Hauser, William, "A Re-Inquiry of Hofstede's Cultural Dimensions: A Call for 21st Century Cross-Cultural Research." Marketing Management Journal, Vol. 18 No 2 (Fall, 2008), Pages 1-19.

Dilts, Jeffery, William J. Hauser, Dale M. Lewison and Michael LaHere, "E-Venture: Setting Up Shop Online –Creating a Student E-Business Pre-Incubator Experience." Journal for Advancement of Marketing Education, Vol. 11, (Winter 2007), Pages 1-10.

Keillor, Bruce D., Dale Lewison, G. Thomas M. Hult and William Hauser, "The Service Encounter in a Multi-Nation/Multi-Culture Context." Journal of Services Marketing, Vol. 21, No 6 (Fall 2007), Pages 451-461.

Hauser, William J, "Marketing Analytics: The Evolution of Marketing in the 21st Century." Direct Marketing: An International Journal, Vol. 1, No 1 (Spring 2007), Pages 38-54..

Keillor, Bruce, Andrew Thomas, and William Hauser, "A Gender Comparison of National Identity: Implications for Sales Managers," Marketing Management Journal, Vol. 16 No. 2 (Fall 2006), pages 38- 49.

Keillor Bruce D., William Hauser and Deborah Owens, "Kotler's 'Megamarketing': Political Activities and Firm Performance in the Domestic Marketplace," Marketing Management Journal, Vol. 16 No. 1 (Spring 2006), pages 19-31.

Dilts, Jeffrey, William J. Hauser and Douglas Hausknecht, "A Hybrid Multi-Channel Approach to Internet Marketing: Think Globally, Act Locally," International Journal of Internet Marketing and Advertising, Vol. 3 No 2. (2006), pages 107-119.

Hauser, William J. and Dale M. Lewison, "Creating the Comprehensive Direct Interactive Marketing Program, "Journal for Advancement of Marketing Education, Volume 6 (Summer 2005), pages 1-9.

ARTICLES IN REFEREED JOURNALS IN OTHER DISCIPLINES:

Hauser, William J., Kathryn Feltey, John Glass, AnneMarie Scarisbrick-Hauser, Kathy Stolley and Stephen F. Steele, "Through the Looking Glass: An Identity Crisis in Sociology?" Journal of Applied Sociology/Sociological Practice, Vol. 21 No.1/Vol. 6. No. 1, (Spring 2004), pages 1-7.

Hauser, William J., "Let Us Now Praise Famous Sociologists," Presidential Address, Society for Applied Sociology, Journal of Applied Sociology, Volume 17 (October 1999), pages 13-19.

Hauser, William J., "Le Morte De Sociologie?" Journal of Applied Sociology, Volume 13 (October, 1996), pages 10-19.

Hauser, William J. and AnneMarie Scarisbrick-Hauser, "From the Fonts of Knowledge: Understanding the Mature Consumer," Generations: The Journal of the American Society on Aging (Spring, 1995), pages 26-29.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Research On Recycling," Journal of Applied Sociology, Volume 11 (October, 1994), pages 11-21.

Hauser, William J., "Sociological Practitioners: The Lost Tribe," Journal of Applied Sociology, Volume 7 (October, 1990), pages 103-108.

Carr, Leslie G. and William J. Hauser, "Class, Religious Participation, and Psychiatric Symptomology," International Journal of Social Psychiatry, Volume 27 (1981), pages 133-142.

Hauser, William J. and Lloyd B. Lueptow, Participation in Athletics and Academic Achievement: A Replication and Extension," Sociological Quarterly, Volume 19 (1978), pages 304-309.

Carr, Leslie G. and William J. Hauser, "Anomie and Religiosity: An Empirical Re-Examination," Journal for the Scientific Study of Religion, Volume 5 (1976), pages 69-74.

CHAPTERS IN EDITED MARKETING/BUSINESS VOLUMES:

Ying, Wang, William J. Hauser and Timothy J Wilkinson, "International Multi-Channel Marketing Research", Chapter 2 in Marketing in the 21st Century, Volume 2: Interactive and Multi-Channel Marketing, Bruce Keillor (editor), Praeger Perspectives 4 Volume set, 2007, Pages 26-47.

Hauser, William J., "Nostradamus Knows Direct Interactive Marketing", Chapter 14 in Marketing in the 21st Century, Volume 2: Interactive and Multi-Channel Marketing, Bruce Keillor (editor), Praeger Perspectives 4 Volume set, 2007, Pages 231-254.

Owens, Deborah and William J. Hauser, "Customer Analysis: The Right Behaviors." Direct Marketing In Action**,** Andrew R. Thomas et. al. (eds.)**,** Praeger Publishers, 2007, Pages 13-25.

Hauser, William J., "Creative Marketing Communications: Creating and Delivering the Right Message." Direct Marketing In Action**,** Andrew R. Thomas et. al. (eds.)**,** Praeger Publishers, 2007, Pages 105-119.

CHAPTERS IN EDITED VOLUMES IN OTHER DISCIPLINES:

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Convergence and Aviation Security," Aviation Security Management (Volume 2), Andrew R. Thomas (ed.), Praeger Publishers, October 2008, pages 25-43.

Hauser, William J. and AnneMarie Scarisbrick-Hauser, "Death and Community Responses: Comfort, Community and Culture," Handbook of Death and Dying, C. Bryant (ed.), Sage Publications (September, 2003), pages 721-729.

EDITED BOOKS/VOLUMES

Hauser, William J. and Dale M. Lewison (volume editors), Volume 2: Interactive and Multi-Channel Marketing in Marketing in the 21st Century, Praeger Perspectives 4 Volume set, 2007.

Thomas, Andrew R., Dale M. Lewison, William J. Hauser, and Linda M. Foley, Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers. Praeger Publishers, 2007. (Second Place Finalist in the American Marketing Association Berry Book Award for the Best Book in Marketing, 2008)

OTHER BUSINESS/MARKETING PUBLICATIONS

Hauser, Bill and AnneMarie Scarisbrick-Hauser, "Is the Glass Half Empty or Half Full? A Whitepaper on Doing Business in the Northeast Ohio Region." Commissioned by the Northeast Ohio Trade & Economic Consortium. November, 2009 (revised).

Hauser, Bill and AnneMarie Scarisbrick-Hauser, "Is the Glass Half Empty or Half Full? A Whitepaper on Doing Business in the Northeast Ohio Region." Commissioned by the Northeast Ohio Trade & Economic Consortium. November, 2008.

Hauser, William J. Review of "Successful Direct Marketing Methods" by Bob Stone and Ron Jacobs (McGraw-Hill, 2007). Published in Direct Marketing: An International Journal, Volume 2, No 1 (2008), pages 58-59.

PRESENTATIONS:

Hauser, Bill and Donna Skoda. "Assessing Your Neighborhood." Workshop for the Summit County Neighborhood Leadership Institute, Akron, Ohio, March 4, 2010.

Hauser, Bill. "Brand Globalization: The Do's & Don'ts of a Winning Global Brand." Invited speaker at the LRMR (LeBron James) Marketing Summit, Akron, Ohio, June 27, 2007.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Sailing the Seven Seas of Direct Marketing Requires More Than a Marketer's Instincts." Interaction 2007, Akron, Ohio, May 15, 2007.

Hauser, William. "Emerging Technologies" Panel member. Cleveland Web Association. Cleveland, Ohio, April 23, 2007.

Savery, John, Bill Hauser, Neil Sapienza, Christina Foisie, and Kathy Ross-Alailmolki, "Unique Learning Environments at the University of Akron" Panel discussion for the 6th Annual Celebration of Excellence in Learning and Teaching , Akron, Ohio, April 2-3, 2007.

Dilts, Jeff, William Hauser, Paramjit Kahai, and Prashant Srivastava "A Framework for Electronic Client Relationship Management," Association of Collegiate Marketing Educators' 34th Annual Conference, San Diego, CA, March 15, 2007**.**

Dilts, Jeffrey, William J. Hauser, Michael LeHere and Dale Lewison, "E-Venture: Setting Up Shop Online; Creating a Student Pre-Incubator Experience" United States Association for Small Business and Entrepreneurship, 2007 Conference, Orlando, Fl., January 10-14, 2007.

Hauser, William, "Creative Marketing." Interaction 2006, Akron, Ohio, May 14, 2006.

Dilts, Jeffrey and William J. Hauser, "Integration of Technology in A Direct Interactive Marketing Program." Hawaii International Conference on Business, Honolulu, May 27, 2006.

Hauser, William J., "I'm the Customer. Is Anybody Listening?" American Teleservices Conference, San Diego, CA, September 27, 2005.

Melevin, Paul, William J. Hauser & AnneMarie Scarisbrick-Hauser, "Career Opportunities for Sociologists in State Government." Annual Meeting of the American Sociological Association, Philadelphia, Pa., August 14, 2005.

Lewison, Dale M., AnneMarie Scarisbrick-Hauser, Lance Davis, and William J. Hauser, "Managing the Interface Between Marketing Analytics and Creative Marketing", Marketing Management Association Conference, Chicago, IL, March 18, 2005.

Hauser, William J., "Oh, Now I Get It. Using Applied Sociology in Marketing Classes", Annual Meeting of the Society for Applied Sociology, Bethesda, MD, November 6, 2004.

Hauser, William J., "Nostradamus Knows Sociology: Client Centered Futurism", Annual Meeting of the Society for Applied Sociology, Bethesda, MD, November 5, 2004.

Hauser, William J, Lance Davis, AnneMarie Scarisbrick-Hauser, and Dale M. Lewison, "The Road Best Traveled: The Marriage of Good Creative with Good Data in Direct Interactive Marketing", 2004 Conference on Emerging Issues in Business and Technology, Myrtle Beach, SC, October 29, 2004.

Hauser, William J. and Dale M. Lewison, "Creating the Comprehensive Direct Interactive Marketing Program", Direct Marketing Educator's Conference, DMA Annual Meeting, New Orleans, LA, October 17, 2004.

Hauser, William J., Invited discussant on paper titled "Measuring Perceived Interactivity for Web Sites: Scale Development and Validation", Direct Marketing Educator's Conference, DMA Annual Meeting, New Orleans, LA, October 17, 2004.

Hauser, Bill, "Through the Looking Glass: An Identity Crisis in Sociology?", Organizer & Chair, President's Plenary Panel, Annual Meeting of the Society for Applied Sociology, New Orleans, LA, October 16, 2003.

Hauser, William J. and AnneMarie-Scarisbrick-Hauser, "Returning to Normal: Community Responses to Traumatic Events," Annual Meeting of the Society for Applied Sociology, Sacramento, CA, October 19, 2002.

Hauser, William J., "The Varieties of Applied Sociology," Panel Discussion, Annual Meeting of the Society for Applied Sociology, Dallas, TX, October 29, 1999.

Hauser, William J., "Marketing Your Kids' Products to Grandparents," International Institute for Research Conference on Consumer Kids, New Orleans, LA, October 20, 1998.

Hauser, William J., "Ten Commandments for Research Clients," American Marketing Association Cleveland Chapter, Workshop on Observational Research, March 31, 1998.

Hauser, William J., "I See What You Mean: Using Observational Techniques to Study Consumer Behavior," Meeting of the American Marketing Association (Cleveland Chapter), February 11, 1998.

Hauser, William J. and AnneMarie Scarisbrick-Hauser, "Understanding the Mature Consumer," Invited presentation at the National Association for Senior Living Industries Conference, San Diego, CA, March 1, 1995.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Sociologists in the World of Business," Annual Meeting of the Society for Applied Sociology, Cleveland, OH, October 15, 1992.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Research on Recycling: the Interface Between Business and University Survey Research Centers," Annual Meeting of the Society for Applied Sociology, Cleveland, OH, October 15, 1992.

William J. Hauser, AnneMarie Scarisbrick-Hauser and Terry Mulchahey, "Corporate Smoking Restrictions: Police and Practice," Annual Meeting of the North Central Sociological Association, Akron, OH, April 16, 1989.

WORK IN PROGRESS:

Hauser, William, "Integration of Technology in a Direct Interactive Marketing Program" (with Jeffrey Dilts). – revise and resubmit to Journal of Marketing Education.

Hauser, William J., "The Role of Word of Mouth in Political Advertising." (with Deborah Owens and Linda Orr).

OTHER PUBLICATIONS:

Hauser, Bill, senior contributing author in Mental_Floss Presents Forbidden Knowledge, Will Pearson, Mangesh Hattikudur and Elizabeth Hunt (eds), New York: Harper Collins, Inc., (November, 2005).

Hauser, Bill, "Blues Clues: A Beginner's Guide to the 9 Greatest Moments in Blues History." Mental_Floss Magazine, Volume 4, Issue 1 (January 2005), pages 50-55.

Hauser, Bill and Scott Speck, "Music" in Mental _Floss Presents Condensed Knowledge, Will Pearson, Mangesh Hattikudur and Elizabeth Hunt (eds), New York: Harper Collins, Inc., (April, 2004), Pp. 173-194.

Hauser, Bill, "Playing Dead: The Morbid Origin of Kid Games". Mental_Floss Magazine, Volume 3, Issue 1 (January 2004), pages 26-27.

Hauser, Bill, "10 Political Moments in Rock 'n' Roll". Mental_Floss Magazine, Volume 2, Issue (April 2003), pages 42-45.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Applied Sociology: A Collection of Course Syllabi," Compiled and edited for the American Sociological Association, Teaching Resources Center, 1997.

Scarisbrick-Hauser, AnneMarie and William J. Hauser, "Environmental Sociology: A Collection of Course Syllabi (3rd edition)," Compiled and edited for the American Sociological Association, Teaching Resources Center, 1991.

Hauser, William J. Review of "On Becoming a Rock Musician" by H. Stith Bennett. Published in the Mid-American Review of Sociology, Volume 6 (1981), pages 135-137.

MAJOR RESEARCH INTERESTS:

Marketing: eMarketing, Social Media/Viral Communities, Consumer Attitudes and Behavior, Segmentation, Client Satisfaction., Direct Interactive Marketing (Analytics & Creative), Market Research

Sociology: Applied Sociology, Death and Dying, Emergency Management, Sociology of Rock and Roll, E-Sociology.

COURSES TAUGHT:

Undergraduate

Marketing	**Sociology**
eMarketing Practices	Applied Sociology
eMarketing Promotions	Introduction to Sociology
Marketing Analytics Laboratory	Contemporary Social Problems
Marketing Creative Laboratory	Environmental Sociology
Direct Interactive Marketing Practicum	Sociology of Rock and Roll

Marketing Research
International Business
Marketing Research & Analytics
Workshop in Marketing

Death and Dying
Family Violence

Graduate

Marketing Concepts
Electronic Marketing Strategies
and Practices
Marketing Concepts (IEMBA)
International Business Environments (IEMBA)

OTHER PROFESSIONAL ACTIVITIES

GRANTS:

2008 J-Lab: The Institute for Interactive Journalism & The Knight Foundation, "Speak U.P." $17,000, Co-Principal Investigator with Kenneth Stapleton, Director, University Park Alliance. (not funded).

2006 USAID, "Adoption of Direct & Interactive Marketing Practices by Romanian SMEs." $90,000, Co-Principal Investigator with Andrew Thomas, Dale Lewison, Bruce Keillor, Jeffrey Dilts (under review)

2006 Robert Wood Johnson Foundation, "Peer Opinion Leaders & Point of Purchase Information: Influences on Healthy Eating," $100,000, Co-Principal Investigator with Deborah Owens, Douglas Hausknecht and Marlene Hutt. (not funded)

2006 Barberton Community Foundation, $24,000. Co-Principal Investigator with Andrew Thomas and Bruce Keillor. (awarded)

2006 National Science Foundation, "Making Successful Strategic Alliance Collaborations Possible", $628,957. Co-Principal Investigator with Andrew Thomas, Linda Foley, Susan Hanlon and Bruce Keillor. (not funded)

2004 - 2005, Quick Response Grant, Natural Hazards Research and Applications Information Center, University of Colorado, Boulder, CO, $2,800. Co-Principal Investigator with David Hoover, Nancy Grant and AnneMarie Scarisbrick-Hauser. (Awarded)

2004 – 2008, Program Evaluator for National Science Foundation Fuel Cell Curriculum Development grant to a consortium of Ohio colleges and universities Administered through Stark State College in Canton, Ohio .

DISSERTATION/THESIS/HONORS PROJECTS:

2008 Advisor to Senior Honors Project for Ms. Krystin Wilson, Department of Marketing, The University of Akron, Akron, Ohio. (Completed May, 2008)

2008 Committee Member on Senior Honors Project for Mr. Nathaniel Davis, Department of Marketing, The University of Akron, Akron, Ohio. (Completed May 2008)

2007 Advisor to Senior Honors Project for Ms. Emily Colten, Department of Marketing, The University of Akron, Akron, Ohio. (Completed December, 2007)

2007 Advisor to Senior Honors Project for Mr. Nathan Smith, Department of Marketing, The University of Akron, Akron, Ohio. (Completed August, 2007)

2006-2007 Committee Member on Senior Honors Project for Ms. Jamie Finefrock, Department of Marketing, The University of Akron, Akron, Ohio. (Completed May 2007)

2005-2006 Committee Member on Senior Honors Project for Ms. Elizabeth Kovacs, Department of Marketing, The University of Akron, Akron, Ohio.

2005-2006 Committee Member on Senior Honors Project for Ms. Melissa Barnes, Department of Marketing, The University of Akron, Akron, Ohio.

2004-2005 Committee Member on Senior Honors Project for Ms. Michelle Lieszkovsky, Department of Marketing, The University of Akron, Akron, Ohio.

2005 Advisor to Senior Honors Project for Ms. Brandy Stuttler, Department of Marketing, The University of Akron, Akron, Ohio.

2004 Outside Reader & Examiner, The Fielding Graduate Institute, Santa Barbara, CA,

Doctoral Dissertation for Diane F. Coble, "Employee Commitment and Organizational Influences: A Study of the Ways in which Tenure, Work Group and Job Level Influence Employee Commitment." (PhD awarded July, 2004)

2003-2004 Advisor to Senior Honors Project for Ms. Shalyn Hooker, Department of Marketing, The University of Akron, Akron, Ohio. (Completed December, 2004)

MANUSCRIPT REVIEWER:

Journal for Applied Sociology
Sociological Focus

MENTORING:

In addition to formal classroom teaching I have been involved in two intensive mentoring activities:

1994-1996 Rubbermaid Global Leadership Development Program

Developed and helped implement this program that took recent International MBAs and gave them real-time management experience in Rubbermaid divisions around the world.

1993, 1994 Case Western Reserve University's International MBA Mentoring Program.

Assumed responsibility for one-on-one mentoring with an International MBA student each year.

PROFESSIONAL MEMBERSHIPS AND OFFICES HELD

Marketing Institute of Ireland , 2006 – Present

American Marketing Association, 2006 – Present

Marketing Management Association, 2006 - Present

Northeastern Ohio Direct Marketing Association (NODMA)
Associate Board Member, 2004 – Present
Education Committee Chair, 2004-Present
Newsletter Co-editor, 2005-Present

Direct Marketing Educational Foundation (DMEF)

Society of Competitive Intelligence Professionals (SCIP)

Society for Applied Sociology (International Sociology Association)
President, 1999
Vice President, 1996
Board Member, 1994-2000
Chair, Nominations Committee, 2000
Chair, Awards Committee, 1999
Chair, Development Committee, 1996-1999
Program Chair, Annual Meeting, 1996
Program Committee, Annual Meeting, 1993, 1994, 1995

American Sociological Association (ASA)
Board Member, Section on Sociological Practice, 1995-1998

Southern Sociological Association

Sociology Alumni Society, The University of Akron
President, 2002-2003

SERVICE

UNIVERSITY/COLLEGE/DEPARTMENT:

2009 – Present, Member, Ohio Board of Regent's Business Satisfaction Survey Planning Team. Selected and invited to participate by Chancellor Eric Fingerhut.

2008 - Present, Member, University Park Alliance, Marketing and Communications Task Force, The University of Akron.

2007-2009, CBA Representative, Faculty Advisory Committee to the Provost, The University of Akron.

2006-2009, Member, Institutional Review Board, The University of Akron. (3 year appointment)

2008-Present, Member, Undergraduate Curriculum Committee, College of Business Administration, The University of Akron.

2006 Chair, Marketing Instructor (Full-time) Search Committee, Department Of Marketing, The University of Akron.

2006 Chair, Operations Manager Search Committee, Taylor Institute for Direct Marketing, College of Business Administration, The University of Akron.

2005 – Present, Member, College of Business Administration I.T. Integration Committee, The University of Akron.

Working with a cross-function faculty team to further integrate technology into undergraduate curriculum for all CBA students.

2004 – 2005, Member, College of Business Administration Undergraduate Curriculum Committee, The University of Akron.

Working with cross-function team of administrators and faculty members evaluating proposed curriculum changes.

2004 – Present, Member, College of Business Administration Website Committee, College of Business Administration, The University of Akron.

Charged by Dean of CBA to develop a new website to attract prospective students, retain existing students and provide information to CBA alumni.

2003 – Present, Chair, eMarketing Committee, Department of Marketing, The University of Akron.

Worked with committee members to revise the existing eMarketing and Advertising major. Successfully reorganized major and received all University approvals.

2003 – Present, Member, Direct Marketing Committee, Department of Marketing, The University of Akron.

Worked with committee members to develop and implement the new Taylor Institute for Direct Marketing.

COMMUNITY:

2008, Elected to the Board of Directors, Victims Assistance Program of Summit County/Furnace Street Mission. Akron, Ohio.

2004, Consultant, United Way of Summit County.

Analyzed data from two major pieces of research on the "Quality of Life" in Summit County. Integrated findings into a comprehensive summary and presented findings/recommendations to United Way Executives and major committee chairs.

2003 - Present, Consultant, Furnace Street Mission/Victim Assistance Program, Akron, Ohio

Working with executive director to research and expand the police chaplaincy program in northeastern Ohio. Also, in process of creating strategic plan for this social agency.

2001 – Present, Member, Summit County United Way Committee on Outcomes Development and Measurement.

Led the development of a logic-based, objective model which allows social services agencies to systematically evaluate the success of their programs from a client perspective. United Way now uses this model as part of their yearly resource assessment process.

2000 – 2003, Member, Summit County YWCA Marketing Committee

Work with YWCA staff and volunteers to develop their annual marketing plan; helped to create the 100th Anniversary Celebration Plan for 2002, and the 2001-2002 Marketing Plan.

1999, Grant Writer, Cleveland Habitat for Humanity, Cleveland, OH.

Volunteered at Habitat for Humanity, Cleveland, Ohio to coordinate and write a successful grant to acquire start-up funding for new projects in the Cleveland area.

HONORS AND AWARDS

2009, Selected as member of the 2009-2010 Leadership Akron class
Nominated by The University of Akron

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2008, Volunteer of t.he Year, Victim Assistance Program
Of Summit County/Furnace Street Mission, Akron, Ohio

2008, Distinguished Marketing and Sales Award
Sales and Marketing Executives, International
Akron, Ohio Chapter

2003, Community Builder Award
Summit County United Way

2001, Part-Time Teaching Award
University of Akron, Buchtel College of Arts & Sciences.