

Kerry A. Thompson Jr.

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EDUCATION

Michigan State University

East Lansing MI

Doctoral Studies: PhD in Business Administration, Expected May 2014

Major: Marketing Minors: International Business & Econometrics

Coursework to date:

Marketing Theory & Analysis, Research Methodology, Advanced Regression Analysis,
International Business Theory, International Business Research Methods, Marketing Models

The University of Michigan-Dearborn

Dearborn MI

Dual Degree: Master of Science in Finance & Master of Business Administration

Graduated with Distinction, May 2010

The University of Michigan-Dearborn

Dearborn MI

Bachelor of Business Administration, Dual Major: Management & Marketing Concentrations

Graduated with Honors: Distinguished Scholar with High Distinction, April 2008

RESEARCH INTERESTS

Marketing, Entrepreneurship & International Business

Research interests highlight a cross-disciplinary business approach encompassing new product / business development, marketing strategy and policy, and ethics. Topics of particular interest include: identifying critical success factors for innovative products and emerging markets; the role and ethical challenges of social media in the marketing plan; customer and sales force relationship management; brand and price perception in a dynamic economy; innovation in promotion and rewards programs. Interest extends across borders and traditional business models to include non-profit organizations as well as social entrepreneurship endeavors.

PRESENTATIONS

Thompson, K. with Dr. K. Schatzel, Dr. J. Beatty, Dr. C. Scott, B. Huston, K. Doherty, and M. Murray (2010). Poster Presentation, "Sustainable Social Entrepreneurship: Applying a Ford C3 Grant."

Selected to represent the College of Business at the 1st Annual Michigan Graduate Education Day; discussed a social entrepreneurship project with legislators and community members.

Thompson, K. (2008). "An Integrative Study of Internships and Career Services," presented at the Midwest Cooperative Education and Internship Association Annual Conference.

A survey of students, employers, and 64 institutions which analyzed current trends and offered suggestions for greater integration, participation, and student success via career service offices.

RESEARCH IN PROGRESS

Thompson, K. (2011). “Critical success factors for superior performance in emerging markets.” Working paper. An investigation into process and product innovations that influence performance in emerging markets.

Thompson, K. (2010). “Doing well by doing good: So, what exactly is doing well?” Working paper. An exploration of alternative performance metrics for firms engaged in marketing to bottom-of-the-pyramid consumers.

TEACHING & RESEARCH EXPERIENCE

Research & Teacher’s Assistant (2010-present)

Broad College of Business, Michigan State University

- Perform research, coding, and data analysis for Dr. Shrihari (Hari) Sridhar
- Assist Dr. Forrest (Sam) Carter with undergraduate and MBA-level entrepreneurship courses
 - Also researching new corporate entrepreneurship constructs and metrics

Senior Research Assistant, iLabs – Center for Innovation Research (2008-2010)

College of Business, The University of Michigan-Dearborn

Graduate Research, Professors Tim Davis and Kim Schatzel

- Led a market research team for social entrepreneurship project funded by Ford C3 grant
- Developed and administered multiple survey instruments; analyzed data in SPSS

Research & Teacher’s Assistant, MBA-level courses (2008-2010)

College of Business, The University of Michigan-Dearborn

Applied Statistical Modeling, Professor Ben Lev

- Grade papers for both local section and course taught in Hong Kong
- Compiled research data and assisted in editing the following article:
Lev, B. (2010). Editorial: My Experience as a Book Review Editor. *Interfaces*, 40(6).

Instructor, Entrepreneurship Academy (2009, 2010)

College of Business, The University of Michigan-Dearborn

- Taught seminars on marketing and entrepreneurial skills to high school students
- Received 2nd highest evaluation of program (6.8 on a 7-point scale)

Mentor, Entrepreneurship Academy (2008-2010)

College of Business, The University of Michigan-Dearborn

- Coached high-school students competing for scholarships in a business plan competition

SERVICE

College of Business, The University of Michigan-Dearborn

- Member, Director of Admission’s Transfer Advisory Board (2009-2010)
- Senator, Student Government; Curriculum Committee delegate (2007)
- Campus Ambassador

Academic Conduct Hearing, neutral student representative

Selected to represent the College of Business at functions and charities including:

Campus Open House, University Musical Society tributes, Detroit Economic Club

- American Marketing Association, *Previous Executive Advisor*
- American Red Cross, *Washtenaw County FAST Team*
- Beta Gamma Sigma International Honor Society, *Inducted 2008*
- Students in Free Enterprise (SIFE), *President-Ex-Officio*

Academic:

- Difference Maker: Top 50 Students of Impact (2010)
- Dean's Recognition for Outstanding Research (2009)
- Chancellor's Medallion, College of Business, The University of Michigan-Dearborn (2008)
The University's highest honor; awarded on character, scholarship, leadership, and service.
- Honors Scholar, Management (fall and winter 2007)
- Dean's List (all semesters 2005-2008)

Scholarships:

- Hartmann Family Entrepreneurship Scholarship: \$1,500 (2009)
- Honors Scholarship: \$2,500 (2008)
- University Grant & Transfer Scholarship: \$2,400 (2006)

Student Organizations and Other Achievements:

- American Marketing Association
Winner: 2nd Place, Michigan State University Case Competition (2009)
- Students in Free Enterprise (SIFE)
Winner: National Semi-Finalist & Regional Champion (2010)
Rookie of the Year & 2nd Runner-Up in SIFE Regional Competition (2009)
- Michigan Finalist, ACE Dream Hardware Entrepreneurial Challenge (2007)

Computer Skills:

- General software: Microsoft Office, Adobe Suite (inc. Photoshop), PageMaker, SQL, HTML
- Statistical software: SPSS, R, Minitab, MATLAB, LISREL, HLM

Languages: English – Native Spanish – Working Proficiency

Regional Sales Manager, ENRG, Inc., Lakewood CO (2005-2009)

- Directed marketing and sales activities of catering and events for fifteen locations
- Increased catering sales ten-fold at 6 premier restaurants in less than 18 months

Dynamic Entrepreneur/Small Business Owner, Ann Arbor MI (1996-present)

- Launched three businesses including a concept restaurant and vintage clothing e-store
- Design and implement training programs, business plans, and innovative marketing strategies