

Executive Summary

Global marketing research agency CEO for eleven years. Retired in September, 2014. Doubled company revenue during CEO tenure, and established it as 12th largest marketing research firm in the United States and 18th globally.

Contributed substantially to the commercial and academic advancement of the marketing research discipline. Leadership roles have been broad and include CASRO Chairman, founding Chair for the Certification Institute for Research Quality, and membership of three industry-related University Advisory Boards.

Education

Bowling Green State University, Bowling Green, OH

MBA, Marketing – 1993

General Motors Institute, Flint, MI

BSc, Industrial Administration – 1985

Work Experience

Michigan State University, Eli Broad Graduate School of Management

2014-Present

Executive In Residence, East Lansing, MI (2014-Present)

Instructor for the Master of Science in Marketing Research Program, developing and delivering course content for the *Marketing Management* and *Client Research* courses.

Maritz Research

1987-2014

President & CEO, St. Louis, MO (2003-2014)

Responsible for enterprise of 900 FT and 1400 PT employees providing primary marketing research for Fortune 500 firms. Balanced roles between corporate holding company Executive Leadership Team and operating company Chief Executive Officer.

- Launched globally integrated selling and operational structure
- Established wholly owned operations in U.S., Canada, U.K., Germany, and China with partnership operations to service thirty additional countries
- Doubled corporate revenue during tenure as CEO to \$190M establishing 12th largest marketing research firm in the United States and 16th globally
- Managed three acquisitions and three divestitures
- Created industry leadership position in Customer Experience Measurement & Management discipline

Managing Director, North America, St. Louis, MO (2001-2003)

- Completed strategic realignment to industry sector structure
- Launched matrix operational structure
- Built and fostered solutions culture
- Developed centralized professional selling organization
- Established cost center structure for major support functions

Group Vice President, Automotive, Toledo, OH (1998-2001)

Senior Vice President, Automotive, Detroit, MI (1995-1998)

Vice President, Performance Measurement Group, Chicago, IL (1991-1995)

Account Manager, Toledo, OH (1987-1991)

Work Experience (continued)

General Motors of Canada

1984-1987

Marketing Analyst, Oshawa, ON (1984-1987)

Professional Affiliations

Insights Association (formerly Council of American Survey Research Organizations)

2005-Present

Board of Directors (2005-2015)

Board Chair (2013)

Board Nomination Committee (2018-Present)

Certification Institute For research Quality (CIRQ)

2009-Present

CIRQ Founding Board Chair (2009-2012)

CIRQ Board of Directors (2018-Present)

Michigan State University, Master of Science in Marketing Research Program

2009-Present

Advisory Board (2009-Present)

Founding Board Chair (2009-2013)

Southern Illinois University, Master of Marketing Research Program

2004-Present

Advisory Board (2004-Present)

Bowling Green State University, Center for Business Analytics

2014-2016

Advisory Board (2014-2016)