Curriculum Vitae

Raymond Pirouz
2014 Holland Avenue #719
Port Huron, MI 48060
email@raymondpirouz.com

Academic Degrees

2021 (Expected)
MBA, Marketing & Innovation Management
University of Michigan

Graduate Student Research Assistantship ([GSRA; Fall 2019-Spring 2020]: An Intra-day
Examination of the Stock Market Reaction of the Arrival of Unexpected Price Innovations: The
case of FT100 stock index) under Professor Seyed Mehdian (Finance).

1996
BFA with Honors
Art Center College of Design

Teaching Experience

2019

Instructor
New Product Development & Portfolio Management (MBA), Fall 2019
Eli Broad College of Business at Michigan State University

Instructor
Open Innovation Management (MBA), Fall 2019
Eli Broad College of Business at Michigan State University

Lecturer
Marketing on the Internet (MBA), Fall 2019
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2019
Eli Broad College of Business at Michigan State University

Lecturer
Marketing on the Internet (Undergrad), Spring 2019
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2018

Lecturer
Marketing on the Internet (MBA), Fall 2018
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Lecturer
Marketing on the Internet for Business Analytics (MBA), Winter 2018
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2017

Lecturer
Marketing on the Internet (MBA), Fall 2017
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Lecturer
Understanding the Consumer Universe: Market Research in Digital Media, Winter 2017
Master of Digital Experience Innovation program at the University of Waterloo | Stratford

Lecturer
Marketing on the Internet (MBA), Winter 2017
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2016

Lecturer
Principles of Marketing in a Globalized World: Leveraging Digital Technology, Fall 2016
Master of Digital Experience Innovation program at the University of Waterloo | Stratford

Lecturer
Marketing on the Internet (MBA), Winter 2016
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2015

Lecturer
Marketing Core (MBA), Summer 2015
Ivey Business School at Western University

Lecturer
Marketing on the Internet (MBA), Winter 2015
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Lecturer
New Media Marketing (MBA), Winter 2015
Ivey Business School at Western University

2014

Lecturer
Marketing Core (Undergrad), Fall 2014
Ivey Business School at Western University

Lecturer
Marketing on the Internet (MBA), Spring 2014
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Lecturer
New Media Marketing (Undergrad & MBA), Spring 2014
Ivey Business School at Western University

2013

Lecturer
Marketing Core (Undergrad), Fall 2013
Design Driven Innovation (Undergrad), Winter and Fall 2013
Ivey Business School at Western University

2012

Lecturer
Marketing Core (Undergrad), Fall 2012
New Media Marketing (Undergrad & MBA), Fall 2012
Richard Ivey School of Business at Western University

Lecturer
Understanding the Consumer Universe: Market Research in Digital Media, Winter 2012
Master of Digital Experience Innovation program at the University of Waterloo | Stratford

2011

Lecturer
Marketing on the Internet (MBA), Fall 2011
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Lecturer
New Media Marketing (MBA), Fall 2011
Richard Ivey School of Business at University of Western Ontario

Lecturer
Principles of Marketing in a Globalized World: Leveraging Digital Technology, Fall 2011
Master of Digital Experience Innovation program at the University of Waterloo | Stratford

Lecturer
New Media Marketing (MBA), Winter 2011
Richard Ivey School of Business at University of Western Ontario

2010

Lecturer
New Media Marketing (MBA), Summer 2010
Richard Ivey School of Business at University of Western Ontario

Lecturer
Marketing on the Internet (MBA), Spring 2010
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2009

Lecturer
Design Management & Innovation (MBA), Fall 2009
Paul Merage School of Business at UC Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

2008

Consultant & Co-Instructor of *Marketing on the Internet* (MBA) Course
Paul Merage School of Business at UC Irvine

Refined an existing course on Marketing on the Internet, bringing it up to date in terms of content and focus. Managed the creation of a student-accessible CMS (Content Management System) whereby students logged into their own instance of a shopping portal and were able to modify its content and aspects of its design to further their understanding of online marketing concepts.

2006-2009

Co-Developer & Co-Instructor of *Design Management & Innovation*
(MBA) Paul Merage School of Business at UC Irvine

Co-developed a course on design management & innovation with Professor Alladi Venkatesh of the Paul Merage School of Business and participated in teaching the course, representing the perspective of the design strategist – helping students understand the importance of the role of design in the overall business process.

1998-1999

Co-Instructor of Multidisciplinary Sponsored Project Course
Art Center College of Design, Pasadena, California

Co-taught a class of 33 students in the graphic design and industrial design disciplines (advanced term), as they formed teams to compete in a project sponsored by Acer wherein the challenge was to design a futuristic educational and entertainment-based personal digital assistant including associated positioning, branding and marketing strategies.

1998-1999

Co-Instructor of Sponsored Project Course
Art Center College of Design, Pasadena, California

Co-taught a class of 15 students in the graphic design discipline (advanced term), as they formed teams to compete in a project sponsored by Philips wherein the challenge was to produce concepts, mock-ups and branding strategies for the "living room of tomorrow" including environmental considerations, technological considerations and the needs of futuristic families in their struggle to balance technology with everyday living.

1998-1999

Instructor of Advanced Conceptual Design Course
Art Center College of Design, Pasadena, California

Taught a class of 14 students in the graphic design discipline (advanced term) where they were challenged to provide concepts and design solutions for projects such as the future identification and currency storage system (e.g. wallet).

1997-1998

Instructor of Web Marketing Course
UCLA Extension, Westwood, California

Taught web development and online marketing, branding and community building to a class of 18 students, a percentage of whom were industry executives looking to shift to digital.

Case Development

Customer Segmentation and Business Model Evolution at Unbounce
Written by Ken Mark
Ivey Publishing (July 8, 2014)
https://www.iveycases.com/ProductView.aspx?id=66736

Jill's Table: Digitizing a Retail Legacy
Written by Janice Zolf
Ivey Publishing (March 20, 2014)
https://www.iveycases.com/ProductView.aspx?id=63725

Jill's Table: Digitizing a Retail Legacy – DVD
Produced by Janice Zolf
Ivey Publishing (March 20, 2014)
https://www.iveycases.com/ProductView.aspx?id=65481

Bitmaker Labs: Innovation on Hold
Written by Raymond Pirouz
Ivey Publishing (July 26, 2013)
https://www.iveycases.com/ProductView.aspx?id=59764

MediaMath: Positioning a Real-Time Interface for Online Media Planning & Buying
Written by Emily Chen-Bendle
Ivey Publishing (July 5, 2013)
https://www.iveycases.com/ProductView.aspx?id=58547

Mountain Equipment Co-op: Digital Strategy
Written by Ken Mark
Ivey Publishing (June 24, 2013)
https://www.iveycases.com/ProductView.aspx?id=58677

A Couple of Squares (A) and (B) – DVD
Developed with Professors Dante Pirouz & Dina Ribbink
Produced by Janice Zolf
Ivey Publishing (March 13, 2013)
https://www.iveycases.com/ProductView.aspx?id=57885

A Couple of Squares: E-Commerce Opportunities for Growth (B)
Developed with Professors Dante Pirouz & Dina Ribbink
Written by Emily Chen-Bendle
Ivey Publishing (March 13, 2013)
https://www.iveycases.com/ProductView.aspx?id=57703

A Couple of Squares: Pricing for the Future (A)
Developed with Professors Dante Pirouz & Dina Ribbink
Written by Emily Chen-Bendle
Ivey Publishing (March 13, 2013)
https://www.iveycases.com/ProductView.aspx?id=57702

Better Homes & Gardens Real Estate: B2B and B2C Social Media Marketing
Written by Emily Chen-Bendle
Ivey Publishing (December 3, 2012)
https://www.iveycases.com/ProductView.aspx?id=56717

HootSuite: Monetizing the Social Media Dashboard
Written by Ken Mark
Ivey Publishing (November 22, 2012)
https://www.iveycases.com/ProductView.aspx?id=56779

Decathlon China: Using Social Media to Penetrate Internet Market
Developed with Professor Nicole Haggerty
Written by Grace Geng (Ivey MBA 2011)
Ivey Publishing (November 16, 2011)
https://www.iveycases.com/ProductView.aspx?id=52517

Sushilicious: Can Social Media Sell Sushi
Developed with Professor Dante Pirouz
Written by Ken Mark
Ivey Publishing (October 17, 2011)
https://www.iveycases.com/ProductView.aspx?id=52187

Online Metrics: What Are You Measuring and Why
Developed with Professor Neil Bendle
Assisted by Taneem Khan (Ivey MBA 2011)
Ivey Publishing (June 30, 2011)
https://www.iveycases.com/ProductView.aspx?id=51551

Academic Publications

Pirouz, Dante; Thomson, Matthew; Johnson, Allison; Pirouz, Raymond. "Creating Engaging Online Videos," MIT Sloan Management Review (Vol. 56, No. 4, 2015).

Pirouz, Raymond. "Designeducation.com," AIGA Journal of Graphic Design (Vol. 17, No. 2, 1999).

Academic Presentations & Speaking Engagements

2016   *Lessons Learned From Hybrid Teaching*
        The Research Colloquium, March 2016
        Paul Merage School of Business
        UC Irvine

2013   *The Flipside of MOOCs*
        Marketing Brown Bag, November 2013
        Ivey Business School
        Western University

2012   *Impact of Social Media on the Value Chain*
        Marketing Brown Bag, November 2012
        Richard Ivey School of Business
        Western University

2011   *Virtually Real: Current Events Shaping our Digital Future*
        2011 OMAA Fall Workshop, October 2011
        Ontario Municipal Administrators' Association Workshop
        Stratford Ontario

2011   *New Media Marketing Fast Track*
        Marketing Brown Bag, May 2011
        Richard Ivey School of Business
        University of Western Ontario

2011   *The Internet as a Disruptive Force and What it Means to Advertising*
        March 2011 HBA Advertising Class Taught by Matthew Thomson
        Richard Ivey School of Business
        University of Western Ontario

2008   *Developing an Online Customer Shopping Portal for*
        Research & Education
        Special Session: E-Commerce and Technology
        The Future of the Internet and Implications to Marketing Theory, Research and Practice
        2008 AMA Summer Marketing Educators' Conference

2008   *Experience Design: Managing the Customer Experience Online*
        Marketing on the Internet Course
        UC Irvine's Paul Merage School of Business

2007   *Online Branding: The Impact of Technology on*
        Associations & Conversations
        Marketing on the Internet Course
        UC Irvine's Paul Merage School of Business

2007   *The Role of Design in Organizations*
        Design Management & Innovation Course
        UC Irvine's Paul Merage School of Business

2003   *Strategic Communication Design*
        Experience Design group at the AIGA in San Diego, CA

| 2000 | *Building an eBusiness* |
| | Apple Computer Market Center in Santa Monica, California |

| 2000 | *Communicating Interfaces* |
| | Web'00 Conference in New York, New York |

| 2000 | *Leveraging Design For Your eCommerce Site* |
| | Web'00 Conference in San Francisco, California |

| 2000 | *Communicating Interfaces* |
| | Web'00 Conference in San Francisco, California |

| 1999 | *Creative Webvertising* |
| | Web'99 Conference in San Francisco, California |

1999	*Communicating Interfaces*
	Web'99 Conference in San Francisco, California
1999	*Marketing on the Internet*
	MGMT 290D at UC Irvine

| 1998 | *Internet Excellence* |
| | Tennessee Valley Advertising Federation in Huntsville, Alabama |

| 1998 | *Minimalist Web Design for Maximum Impact* |
| | NewMedia'98 in Montreal, Canada |

| 1998 | *Interface Design for Web vs. CD-ROM* |
| | NewMedia'98 in Montreal, Canada |

| 1998 | *Creative Webvertising* |
| | Web'98 Conference in Washington D.C. |

| 1998 | *Interface Design for a Wired Web* |
| | Web'98 Conference in Washington D.C. |

1997	*Minimalist Design in an Age of Plug-Ins*
	Web'97 Conference in Boston, Massachusetts
1997	*Creative Webvertising*
	Web'97 Conference in Boston, Massachusetts

Published Books

| 1998 | *Illustrator 8 Magic* |
| | New Riders Publishing |

| 1998 | *HTML Web Magic, 2nd Edition* |
| | New Riders Publishing |

| 1997 | *click here: web communication design* |
| | New Riders Publishing |

Contributions to Books Published by Third Parties

2012   *Marketing Strategy Text and Cases, Sixth Edition*
        O. C. Ferrell, Michael Hartline
        South-Western Cengage Learning

2003   *Cascading Style Sheets: The Designer's Edge*
        Molly E. Holzschlag
        Sybex

2001   *The Education of an E-Designer*
        Steven Heller
        Allworth Press

2000   *How to Design Logos, Symbols & Icons:*
        24 Internationally Renowned Studios Reveal
        How They Develop Trademarks for Print and New Media
        Gregory Thomas
        How Design Books

Published Articles

2012   *The Future of Advertising*
        Western News

2000   *eBook Design Tips*
        Adobe.com

2000   *Designing Clickable Banner Ads*
        Adobe.com

1999   *Web Waders of the Future*
        Publish Magazine

1999   *Taking Design Education Online*
        AIGA Journal

1999   *Designing the eBook*
        Adobe.com

1999   *Photoshop for Web Design*
        Adobe.com

1999   *Gearing Up for eBusiness*
        Adobe.com

1999   *Principles of Interface Design*
        Adobe.com

1999   *Web Designs that Wow*
        Adobe.com

1998   *It Takes A Village: From Utopia Comes A New Way of Selling*
clickz.com

1998   *Banner Secrets: How to Run a Successful Campaign*
clickz.com

1998   *Terrific Type Tips*
c|net Builder

Professional Experience

2010-Present

Author, Consultant & Lecturer
Raymond Pirouz: At the Intersection of Design, Technology, Commerce & Culture

2004-2009

Consultant & Lecturer
Paul Merage School of Business
University of California, Irvine
https://merage.uci.edu/research-faculty/faculty-directory/Raymond-Pirouz.html

Consulted on various projects dealing with design strategy and information technology at the Paul Merage School of Business. Taught *Marketing on the Internet* and *Design Management & Innovation*. Co-developed the MBA-level *Design Management & Innovation* course and served as a co-instructor for three consecutive years from 2006 to 2009. Served as guest speaker at the *Marketing on the Internet* course from 2006 to 2009. Served as a design consultant on a research project at UCI's Center for Research on Information Technology and Organizations (CRITO), dealing with issues related to technology diffusion in the home. Participated in organizing a *Design Innovation & Research* conference held at the UCI campus in November 2008. Served as EDGE Fellow (for the EDGE course) in 2006.

2003-2004

Director of Marketing
lynda.com, Inc., Ojai, California
Publisher and eLearning Company

In charge of planning, coordinating and executing all marketing communications efforts including brand strategy and positioning, marketing plan development, new product launches, customer profiling, sales and market forecasting and offline as well as online advertising and PR efforts. Developed and executed a comprehensive company-wide strategic positioning, branding, communications and public relations plan approved by the company founders.

1999-2001

Founder
R35 edu, San Marino, California
Distance Learning Design Program

Developed an online curriculum covering all aspects of visual communication design in a new media context – from design principles to typography, interface design, usability, marketing, branding and advertising – and taught a two-year program to students from around the world.

1997-2003

Co-Founder
R35, San Marino, California
Design Studio & Consultancy

Designed identity systems, interfaces, consulted on design strategy, information architecture and usability in addition to providing original content on projects for clients such as Adobe, c|net, Caltech, Macromedia, NASA/JPL, USC, Virgin Records and for clients representing American Century Mutual Funds, American Honda, Cathay Pacific, Fidelity Federal Bank, Panasonic, Toyota and others.

1996-1997

Advertising Art Director
Rubin Postaer & Associates, Santa Monica, California
Interactive Advertising Agency

Responsible for interfacing with account managers and clients to translate creative briefs into engaging concepts that embodied the brand's mission and purpose. Played an instrumental role in winning several key accounts, including Honda Motorcycles, Sony Pictures' Soap City and Fidelity Federal National Bank. Served as Art Director & Copywriter on the following award-winning accounts: American Honda (Clio), American Century Mutual Funds and Cathay Pacific Airlines (PIONEER Direct Marketing Creative Guild, West). Launched and in charge of the following campaign (naming, branding, creative and copy): Honda's Free Ride at hondacampus.com, consisting of print (posters), web (site) and interactive marketing (online) targeted at college students.

Professional Memberships

    1997-Present   Web Marketing Association

Professional Service and Consultations

    2012-2014   Judge, Canada's Next Top Ad Exec
                    Topadexec.com

    2013-Present   Judge, Mobile Web Marketing Awards
                    Web Marketing Association

    2000-Present   Judge, Web Marketing Awards
                    Web Marketing Association

    2000-Present   Judge, Internet Advertising Awards
                    Web Marketing Association