

CURRICULUM VITAE

BACKGROUND

Name: Jeff Hittler

Rank: Fixed-Term Faculty, Eli Broad College of Business, Michigan State University

Area of Academic Specialization: Marketing, Sales, and Managerial Communication

Degrees Earned:

Masters Degree:

Name of Degree: Master of Business Administration

Year Conferred: 2007

Degree-Granting Institution: Indiana University, Columbus, Indiana

Major Field of Study: General Management

Bachelors Degree:

Name of Degree: Bachelor of Arts

Year Conferred: 1981

Degree-Granting Institution: Michigan State University, East Lansing, Michigan

Major Field of Study: Journalism

ACADEMIC EXPERIENCE

Michigan State University, East Lansing, Michigan

2017 - Present Instructor, Full-Time MBA Program

Ball State University, Muncie, Indiana

2014 - 2017 Instructor, Marketing & Sales

Indiana University regional campus system, Columbus / Richmond, Indiana

2004 - 2014 Lecturer, Marketing & Management

Sias International University, Xinzheng, Henan Province, China

2011 - 2012 Visiting Professor, Marketing & Management

Academic Honors and Awards:

Outstanding MBA Faculty Award, Indiana University, Columbus, 2011

Other (innovation in teaching, curriculum development, instructional grants, or research):

Publications

Berte, E. C., & Hittler, J. J. (2013, July). *LHP Inc.: Challenging the Organizational*

Structure and Culture to Grow. Case Study and Teaching Note. *Journal of Applied Case Research* (peer reviewed), Southwest Case Research Association, Vol. 11, No. 1, pp. 61-70.

Clerkin, T. A., & Hittler, J. J. (2009, May). *Rebuilt to Last: An Organizational Change Initiative*. Teaching Note for Case Study. *Journal of Applied Case Research* (peer reviewed), Southwest Case Research Association, Vol. 8, No. 1, pp. 51-61.

Conferences

Berte, E. C., & Hittler, J. J. (2011, October) *LHP Inc.: Challenging the Organizational Structure and Culture to Grow*. Case Study and Teaching Note. North American Case Research Association, Case Discussion Session (peer reviewed). San Antonio, Texas.

Hittler, J. J. (2010, March). An Alternative Strategy for Enhancing Student Engagement and Understanding in a Diverse MBA Course. E.C. Moore Symposium on Teaching Excellence, Poster Session. Indiana University-Purdue University at Indianapolis.

Hittler, J. J. (2008, February). Delivering an Effective Pedagogy in Business Communications to the Non-traditional Student. E.C. Moore Symposium on Teaching Excellence, Poster Session. Indiana University-Purdue University at Indianapolis.

Reviewer

Textbook: *Marketing Channels: A Management View* (8th ed.). Mason, OH: Thomson / South-Western, 2010.

Books

Hittler, J. J. (1996). *A History of the David R. Webb Company, Inc.: The First 100 Years*. David R. Webb, Co., Edinburgh, IN.

INSTRUCTIONAL EXPERIENCE FOR CURRENT INSTITUTION

Courses taught at Michigan State University:

MBA / 816 Managerial Communication Strategy

MBA / 817 Designing Business Presentations

MBA / 818 Competitive Advantage and Communication

Business / MKT313 Consultative Selling

INSTRUCTIONAL EXPERIENCE FOR PREVIOUS INSTITUTIONS

Courses taught at Ball State University:

Business / MKG300 Principles of Marketing

Business / MKG310 Consumer Behavior (traditional and online)

Business / MKG325 Professional Selling

Business / MKG470 International Marketing

Business / MKG475 Marketing Simulation (Business Strategy Game)

Business / MKG480 Marketing Strategy

Courses taught at Indiana University, Columbus:

MBA / D595 International Management

MBA / M594 Global Marketing Management

MBA / M501 Strategic Marketing Management

MBA / J501 Developing Strategic Capabilities

MBA / X511 Seminar in Management Issues: Innovation

Business / M490 Special Studies in Marketing

Business / M480 Professional Practice in Marketing

Business / M450 Marketing Strategy

Business / M426 Sales Management

Business / M419 Retail Management

Business / M402 Marketing Channels

Business / M303 Marketing Research

Business / M301 Introduction to Marketing Management

Business / D301 International Business Environment

Business / X204 Business Communications

Courses taught at Indiana University, Richmond:

MSM / M554 Marketing Management (hybrid)

Business / M405 Consumer Behavior (online)

Business / J401 Administrative Policy (online)

Courses taught at Sias International University:

Business / MGT403 Business, Society, and Ethics

Business / MGT301 Management Principles

Business / MKT301 Marketing Principles

SERVICE ACTIVITIES

- 2019 - Advisor / Coach, MBA Case Competition Teams, Broad College of Business, MSU
 Advisor / Coach, Undergraduate Sales Competition Teams, Broad College of Business, MSU
 Judge, All-MSU Sales Competition, Department of Marketing, MSU
- 2017 - 2019 Director, MS in Management Studies Program, Broad College of Business, MSU
 Member, MS Directors Committee, Broad College of Business, MSU
 Member, Masters Programs Committee, Broad College of Business, MSU

- Advisor / Coach, Fisher Invitational / Big Ten MBA Case Competition Team, Broad College of Business, MSU
- Judge, All-MSU Sales Competition, Department of Marketing, MSU
- 2014 - 2017 Member, Honors Committee, Miller College of Business, BSU
- Member, Journal Ranking Committee, Department of Marketing, BSU
- Team Travel Coach, National Collegiate Sales Competitions, BSU
- 2014 - 2015 Member, Scholarships and Awards Committee, Miller College of Business, BSU
- 2013 - 2014 Interim Director, MBA Program, IU Division of Business, IU Columbus
- Member, MBA Policies, Procedures, and Curriculum Committee, IU Division of Business, IU Columbus
- 2011 - 2012 Student Advisor, College of Business & Entrepreneurship, Sias
- 2010 - 2011 Facilitator, Program Offerings, Center for Executive Education, IU Columbus
- 2009 - 2011 Advisor, Student Business Society, IU Division of Business, IU Columbus
- 2007 - 2011 Advisor, Marketing Students, IU Division of Business, IU Columbus
- 2008 - 2009 Member, Integrative Department Grant e-Portfolio Implementation Committee, IU Columbus
- Co-coordinator, Integrative Core Curriculum (Finance, Operations, and Marketing), IU Division of Business, IU Columbus
- Member, Advanced Manufacturing Management Curriculum Development Committee, IU Division of Business, IU Columbus
- 2007 - 2009 Member / Chairperson, Student Affairs Committee, IU Columbus

NON-ACADEMIC EXPERIENCE:

Professional Roles:

- 2000 - Present Consultant
- Consulting for small- and medium-size organizations in both the profit and not-for-profit areas, including the manufacturing, financial services, engineering/technical, leisure/recreation, professional recruiting, and general retail sectors, for marketing and sales.
- 1998 - 2000 Thinkpath, Inc., Key Account Manager / Regional Manager
- Led multi-million-dollar sales and account management of client services, focusing primarily on providing solutions for technical documentation, CAD, and engineering personnel recruiting needs. Successfully established new business relationships with Fortune 500 companies in Midwest representing diesel engine, heavy equipment, automotive, medical devices, and consumer products industries.

1990 - 1998 HPR/MC Associates, Inc., Owner

- Supplier of public relations and marketing communications services to variety of organizations in both the profit and not-for-profit areas. Key work through vendor for Cummins Inc. to marketing communications area to enhance the Cummins' brand, including product announcements; story development and placement; and coordination of editor visits and news conferences.

Other key related work prior to 1990:

- Indiana National Corp. (now Regions Bank)
Handled tactical planning and implementation of corporate-wide employee communications and media relations programs. Worked closely with executive management as well as division and department managers in carrying out objectives for both internal and external communications initiatives.