

Curriculum Vitae

Raymond Pirouz
2014 Holland Avenue #719
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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). MBA Program / Graduate Student Ambassador [2020]. King-Chávez-Parks Future Faculty Fellowship Program award recipient [2020].

1996
BFA with Honors
Art Center College of Design

Teaching Experience

2020

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Summer 2020
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2020
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Spring 2020
Eli Broad College of Business at Michigan State University

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

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

2018

Lecturer

Marketing on the Internet (MBA), Fall 2018
Paul Merage School of Business at UC Irvine

Lecturer

Marketing on the Internet for Business Analytics (MBA), Winter 2018
Paul Merage School of Business at UC Irvine

2017

Lecturer

Marketing on the Internet (MBA), Fall 2017
Paul Merage School of Business at UC Irvine

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

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

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

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

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

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

2009

Lecturer

Design Management & Innovation (MBA), Fall 2009

Paul Merage School of Business at UC Irvine

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. "Designededucation.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

Media Mentions

2020

Connecting COVID-19 to Coursework
Resources to Help You Discuss the Pandemic with Your Students
<https://hbsp.harvard.edu/inspiring-minds/connecting-covid-19-to-coursework>

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