

## 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). 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

Lecturer  
*Marketing on the Internet* (Undergrad), Spring 2020  
Paul Merage School of Business at UC Irvine

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