Curriculum Vitae

Raymond Pirouz
Michigan State University
Business College Complex
632 Bogue St
East Lansing, MI 48824
pirouzra@broad.msu.edu

Academic Degrees

2021

MBA, Marketing & Innovation Management
University of Michigan-Flint
  School of Management Outstanding MBA Student Award [2021].
  Beta Gamma Sigma International Business Honor Society [2020].
  King-Chávez-Parks Future Faculty Fellowship Program Award Recipient [2020].
  MBA Program / Graduate Student Ambassador [2020].
  Founder of UMF-SOM.net Graduate Student Social Network, officially recognized by the School of Management [2019-2020].
  Graduate Student Research Assistantship ([GSRA; Fall 2019-Spring 2020; Fall 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, Graphic & Packaging Design
Art Center College of Design

Service

Served as EMBA Rep on Masters Program Committee (MPC) in February 2025.

Attended the Undergraduate Commencement Ceremony in December 2024 as a representative of the Marketing Department.

Advised MBA student Paige Manning in December 2024 on an independent study project related to the big three auto manufacturers with a specific focus on their electric vehicle offerings and positioning strategies.

Organized the 4th Annual MSU Broad International Business Case Competition in October 2024.

Served as MSU Team Coach at the 18th Annual National Team Selling Competition (NTSC) in October 2024.

Ran a Collaborative Online International Learning (COIL) module (featuring 10 volunteer students) in my Fall 2024 Consultative Selling (MKT 313) course in collaboration with Professor Felix Asoiro, Department of Agricultural and Bioresources Engineering at the University of Nigeria, Nsukka.

Invited to and Attended a Speed Networking event on June 28, 2024 with 25 Mandela Washington Fellows (Flagship program of the Young African Leaders Initiative), who were visiting MSU for a six-week institute about Leadership in Civic Engagement.

Invited to and Attended the Advancing Young Women Agribusiness Entrepreneurs and Innovators Professional Fellows Program Poster Presentation Session on June 7, 2024 organized by MSU Alliance for African Partnership (3rd Floor, International Center).

Invited on May 28, 2024 to make a presentation to 11 fellows, part of the Advancing Young Women Agribusiness Entrepreneurs and Innovators Professional Fellows Program, at the MSU Alliance for African Partnership (International Center, 201).

Attended the Undergraduate Commencement Ceremony in April 2024 as a representative of the Marketing Department.

Served as MSU Team Coach & Judge at the 26th Annual National Collegiate Sales Competition (NCSC) in March 2024.

Served as Faculty Advisor and Event Emcee at the 14th Annual All-MSU Sales Competition in February 2024.

Served as part of the Undergraduate Curriculum Review Committee Taskforce from 2023-2024.

Served as Education Abroad Program Director; Summer Business Studies at University of Sydney from Fall 2023 through Spring 2024.

Attended the Undergraduate Commencement Ceremony in December 2023 as a representative of the Marketing Department.

Selected for Collaborative Online International Learning (COIL) Faculty Fellows Program-Africa in November 2023.

Guest Spoke at a PhD level Biomedical Engineering course (BME 830) in STEM 2010 on November 15, 2023 from 10:20-11:40am; Invited and hosted by Erin Purcell, PhD, Associate Professor and Associate Chair of Biomedical Engineering.

Served with Eric Doerr and Richard Spreng on Search Committee in November 2023 to recruit 2 new faculty members to the Marketing Department.

Served with Scott Schopieray, Hala Sun, and Richard Spreng on Search Committee in November 2023 for Broad College Director of Learning Technology & Development.

Attended the Undergraduate Commencement Ceremony in April 2023 as a representative of the Marketing Department.

Invited to speak at the MSU Broad Food for Thought Series on March 17, 2023.

Served as Event Organizer 3rd Annual International Business Case Competition, 2023
Event Organizer

Organized the 3rd Annual MSU Broad International Business Case Competition in October 2023.

Served as MSU Team Coach & Judge at the 25th Annual National Collegiate Sales Competition (NCSC) in March 2023.

Served as Faculty Advisor and Event Emcee at the 13th Annual All-MSU Sales Competition in February 2023.

Served as MSU Team Coach at the 16th Annual National Team Selling Competition (NTSC) in October 2022.

Served as MSU Team Coach & Judge at the 24th Annual National Collegiate Sales Competition (NCSC) in March 2022.

Served as Faculty Advisor and Event Emcee at the 12th Annual All-MSU Sales Competition in February 2022.

Served as MSU Team Coach at the 15th Annual National Team Selling Competition (NTSC) in October 2021.

Served as MSU Team Coach & Judge at the 23th Annual National Collegiate Sales Competition (NCSC) in March 2021.

Served as Faculty Advisor, Event Emcee, and Final-Round Judge at the 11th Annual All-MSU Sales Competition in February 2021.

Teaching Awards

2024

Instructor of Excellence, Spring 2024 MKT 355
Michigan State University

Instructor of Excellence, Spring 2024 MKT 313
Michigan State University

Instructor of Excellence, Fall 2023 MKT 355
Michigan State University

Instructor of Excellence, Fall 2023 MKT 313
Michigan State University

2023

Instructor of the Year Award, Full-Time MBA Program
Michigan State University

Instructor of Excellence, Full-Time MBA Program
Michigan State University

2021

MBA Faculty of the Year
Broad College of Business, Michigan State University

Instructor of Excellence, Undergraduate Required Courses
Michigan State University

Instructor of Excellence, Undergraduate Electives
Michigan State University

Instructor of Excellence, Full-Time MBA Program
Michigan State University

Teaching Experience

2025

Instructor
Customer & Competitor Analysis | Marketing Systems (Executive MBA), Spring 2025
Eli Broad College of Business at Michigan State University

Instructor
Entrepreneurial Marketing (Undergrad), Spring 2025
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Spring 2025
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2025
Eli Broad College of Business at Michigan State University

Instructor
Modern Marketing (MBA), Spring 2025
Eli Broad College of Business at Michigan State University

Instructor
Business in the Middle East (Undergrad), Spring 2025
Eli Broad College of Business at Michigan State University

2024

Instructor
Managerial Marketing (Undergrad), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
Entrepreneurial Marketing (Undergrad), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
New Product Development & Portfolio Management (MBA), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
Open Innovation Management (MBA), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
Business Development and Sales Management (MBA), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Fall 2024
Eli Broad College of Business at Michigan State University

Instructor
Python for Marketing Research (MSMRA), Summer 2024
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Summer 2024
Eli Broad College of Business at Michigan State University

Instructor
Customer & Competitor Analysis | Marketing Systems (Executive MBA), Spring 2024
Eli Broad College of Business at Michigan State University

Instructor
Entrepreneurial Marketing (Undergrad), Spring 2024
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Spring 2024
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2024
Eli Broad College of Business at Michigan State University

Instructor
Modern Marketing (MBA), Spring 2024
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Spring 2024
Eli Broad College of Business at Michigan State University

2023

Instructor
Managerial Marketing (Undergrad), Fall 2023
Eli Broad College of Business at Michigan State University

Instructor
Entrepreneurial Marketing (Undergrad), Fall 2023
Eli Broad College of Business at Michigan State University

Instructor
New Product Development & Portfolio Management (MBA), Fall 2023
Eli Broad College of Business at Michigan State University
Instructor
Open Innovation Management (MBA), Fall 2023
Eli Broad College of Business at Michigan State University

Instructor
Business Development and Sales Management (MBA), Fall 2023
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Fall 2023
Eli Broad College of Business at Michigan State University

Instructor
Managerial Marketing (Undergrad), Spring 2023
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Spring 2023
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2023
Eli Broad College of Business at Michigan State University

Instructor
Modern Marketing (MBA), Spring 2023
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Spring 2023
Eli Broad College of Business at Michigan State University

2022

Instructor
New Product Development & Portfolio Management (MBA), Fall 2022
Eli Broad College of Business at Michigan State University

Instructor
Open Innovation Management (MBA), Fall 2022
Eli Broad College of Business at Michigan State University

Instructor
Business Development and Sales Management (MBA), Fall 2022
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Fall 2022
Eli Broad College of Business at Michigan State University

Instructor
Managerial Marketing (Undergrad), Fall 2022
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Summer 2022
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2022
Eli Broad College of Business at Michigan State University

Instructor
Modern Marketing (MBA), Spring 2022
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Spring 2022
Eli Broad College of Business at Michigan State University

2021

Instructor
New Product Development & Portfolio Management (MBA), Fall 2021
Eli Broad College of Business at Michigan State University

Instructor
Open Innovation Management (MBA), Fall 2021
Eli Broad College of Business at Michigan State University

Instructor
Business Development and Sales Management (MBA), Fall 2021
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Fall 2021
Eli Broad College of Business at Michigan State University

Instructor
Product Innovation & Management (Undergrad), Fall 2021
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Summer 2021
Eli Broad College of Business at Michigan State University

Instructor
Pricing, Profitability, and Marketing Metrics (MBA), Spring 2021
Eli Broad College of Business at Michigan State University

Instructor
Modern Marketing (MBA), Spring 2021
Eli Broad College of Business at Michigan State University

Instructor
Consultative Selling (Undergrad), Spring 2021
Eli Broad College of Business at Michigan State University

Instructor
Healthcare Services Marketing (MS in Healthcare MGMT), Spring 2021
Eli Broad College of Business at Michigan State University

2020

Instructor
New Product Development & Portfolio Management (MBA), Fall 2020
Eli Broad College of Business at Michigan State University

Instructor
Open Innovation Management (MBA), Fall 2020
Eli Broad College of Business at Michigan State University

Instructor
Business Development and Sales Management (MBA), Fall 2020
Eli Broad College of Business at Michigan State University

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

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

   Added to "Teaching Design Thinking by Discipline" collection
   https://hbsp.harvard.edu/catalog/collections/teaching-design-thinking-by-discipline/
   Harvard Business Publishing Education, September 2021

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).

Professional Development

Micro-Credential in Online College Teaching, 2020
Michigan State University College of Education

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

2021

11th annual All MSU Sales Competition excels in a virtual space
https://broad.msu.edu/news/11th-annual-all-msu-sales-competition-excels-in-a-virtual-space/

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

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 Service and Consultations

2012-2014	Judge, Canada's Next Top Ad Exec Topadexec.com
2013-Present	Judge, Mobile Web Marketing Awards Web Marketing Association
2000-2018	Judge, Web Marketing Awards Web Marketing Association
2000-2018	Judge, Internet Advertising Awards Web Marketing Association