

Harvey Markovitz

Curriculum Vitae

Lubin School of Business
Clinical Professor of Marketing (effective 9/1/17)
Date of Hire: 2007
hmarkovitz@pace.edu

Education

MS, NYU, With Distinction, NY, NY, Direct & Interactive Marketing, 1999
New School University/ Graduate Faculty Political and Social Studies, New York, NY USA, Completed course work for MA degree in Philosophy 1965-68. No degree earned.
BA, Duquesne University, Pittsburgh, PA, Political Science, 1965

Teaching Experience:

Clinical Professor of Marketing, Lubin School of Business (promotion effective 9/1/17)

Clinical Associate Professor Marketing, Pace University. New York, New York (September 2007 - Present).
Teaching courses assigned within the Lubin School of Business in undergraduate as well as graduate programs. Specialized in teaching Direct and Interactive Marketing, Selling and Sales Management and Customer Relationship Marketing. accountable for providing high impact practices and activities that help Lubin students prepare for work in the practice of marketing and a high quality level of support and service to Departmental and University initiatives. Counsel students as needed on career opportunities and academic pursuits. Create opportunities for student internships. Founded and direct the activities of the Department's internship incubator, the Interactive & Direct Marketing (IDM) Lab (www.pace.edu/idmlab), on the New York and Pleasantville campuses. Created out of the classroom programs, such as 'Lunch and Learn with the Experts', specialized internships in direct marketing and in professional sales to provide students with extra learning opportunities.

Adjunct Lecturer Marketing, Baruch College, CUNY NY, New York (2000 – 2007). Taught a variety of courses in marketing. Graduate and undergraduate level. Founded and was the director of the Direct and Interactive Marketing Resource Center. Built website for program; created national reputation for Baruch's direct marketing program.

Adjunct Instructor Marketing, Mercy College, Taught graduate level strategic planning, marketing principles and direct marketing courses. Dobbs Ferry, New York (2001 - 2005).

Business/Professional Experience

Chief Executive Officer, HBM Associates, Inc. dba Harvey Markovitz. NY, New York (1981 - Present). Direct Marketing Consulting Firm specializing in strategic marketing planning and direct marketing. Serving Privately Owned Business Sector as well as publicly owned companies. Provided a wide range of services including general business planning, marketing planning, financial planning, strategic planning, equity, bank and debt fund raising, market research, sales training, management training, executive recruiting, organization development, analysis and implementation.

President, Chief Operating Officer, Broadcast Marketing Corp (1992 - 1994)

CBS Inc. (1972 - 1981). (Various positions)

- CBS Publishing Group: Special Assignment: Prodigy joint venture Director of Marketing
- CBS Records Group: CBS Music: Director Operations and Business Development
- CBS Publishing Group: CBS International Publishing Division: Director Marketing Planning and Administration
- CBS Records Group: CBS Records Division: Director Marketing Finance & Profit Improvement.

JCPenney Corp, Assistant Buyer, (1967-1972)

Consulting HBM Associates/ Harvey Markovitz,*(Highlights of Various consulting projects amongst others :)*

- 2016- B Squared Printing. Consulting on direct marketing strategy development, writing advertising & direct mail copy, list development and prepared direct marketing mailing; recruited and trained sales team.
- 2016 Port Sailing Sailing School. Consulting on marketing strategy development.
- 2015-BMI Group Inc. consulting on direct marketing strategy development, writing advertising & direct mail copy, list development and prepared direct marketing mailing and website consulting. NYC.
- 2015- Oz Moving and Storage consulting on financial planning and strategic marketing planning, searching for accounting firm. NYC.
- 2014 -Boca Lago Golf Club marketing plan, market research, direct mail copywriting and plan execution of integrated direct marketing strategy. Boca Raton, FL.
- 2013-14 Forbes Magazine On-Line University, consulting on course curriculum and in charge of developing courses for non-competing on-line marketing certificate program. New York. (With Lubin Dean's permission).
- 2013-2015 B Squared Printing, Marketing Planning and Strategy Development; sales coaching, Financial Planning; supervising two Lubin Accounting Department Graduate Students in doing basic accounting analysis, bookkeeping and budgeting. NYC.
- 2013-2014: Pace University, Consult with the Assistant Vice President of Undergraduate Education on the Pace Retention Program. Introduced her to new business resources that assisted her. NYC. (Pro bono)
- 2012- National Minority Business Council and BNYMellon. Created and delivered marketing and business planning training programs for minority and women owned businesses in NYC. (Pro Bono). NYC.
- 2010: Brooks Brothers Corporate Training Programs, Store CEO University Program, Conducted Corporate training programs in Customer Relationship Marketing. NYC
- 2010- **International:** Warnaco-PVH Corp. Phillips Van Heusen Global Sourcing Conference. Management and strategic marketing training. NYC.
- 2009: **International:** US State Department: Ambassador to Republic of Guyana. Presented executive training program in Customer Relationship Marketing in two cities in the Republic of Guyana: Georgetown and Linden. Participated in televised program on 'The Branding of Guyana' representing the US Government. Georgetown, Guyana.
- 2009: **International:** Li &Fung International. Conducted week long seminar to train middle management in marketing, Hong Kong, China.
- 2007-2010: 42nd Street House & Home, Inc. consulting in advertising, retail merchandising, organization development, financial planning.
- 1981-2015. consulted with 20+ various companies, on marketing & sales planning; strategic business planning. NYC.
- 1981-2012: NYC Small Business Services Agency, developed and executed training programs in professional sales and marketing planning to small business. (Pro Bono)NYC.

Professional Memberships

- Direct Marketing Education Foundation's Professors Academy, DMEF- Marketing Edge, member, International, Providing Students with knowledge of Interactive Direct Marketing Practices and resource for faculty on pedagogy for IDM. (2000 - Present).
- Hudson Valley Direct Marketing Association, HVDMA, Member, Regional, Providing Educational and Networking services to Direct Marketing Industry. (2007 - Present).
- The Direct Marketing Association (The DMA), International. (2006 - Present).
- Direct Marketing Idea Exchange Club, DMIX, member, International, CEO roundtable on Direct Marketing Issues. (2005 - Present).

Direct Marketing Club of New York, DMCNY, Vice President, Providing Educational and Networking services to Direct Marketing Industry. (2001 - Present).

National minority business council, NMBC, member, International, providing educational services to minority and women owned businesses. (2000 - Present).

Various networking groups, member, Regional, networking with entrepreneurs and small business owners. (1981 - Present).

Leadership Awards:

2012: **SILVER APPLE AWARD**. This award given to those outstanding leaders who have had more than 25 years of experience in the field of Direct and Interactive Marketing. Recognition is given for training, educating and mentoring students and colleagues into becoming scholars and future leaders in the industry. Direct Marketing Club of New York (www.dmcny.org).

Special Certifications and/or Designations

Direct Marketing Professional, Direct Marketing Club of NY. (2012 - Present).

Professional Management Consultant (PMC), The Consultant's Bureau. (1996).

Executive Management Skill's Certificate, CBS School of Management. (1980).

Professional Selling and Sales Management Skills Certificate, The Forum Corp. (1980).

Problem Solving Management Skills Certificate, Kepnoe Trigoe Corp/CBQ School of Management. (1978).

Professional Selling Skills, Xerox Corp. (1978).

Scholarship/Research & Intellectual Contributions

Refereed Journal Articles

Markovitz, H., Long, M., Sandler, D. Fain (2015), Transferable Skills Between Sales and Direct/Interactive Marketing: A Teaching Perspective, *International Journal of Integrated Marketing Communications* (www.ijimc.com) (accepted for publication) Fall, 2015.

Spiller, L., Marold, D., Markovitz, H., Sandler, D. (2011). 50 Ways To Enhance Student Career Success: In and Out of the Advertising and Marketing Classrooms. *Journal of Advertising Education*.

Markovitz, H., Spiller, L. D., Marold, D. W. (2010). Creating Winners for Life: How to Prepare Your Students to Become IDM Professionals by Using the DMEF's Collegiate ECHO Challenge as a Teaching Aid. *Journal of Advertising Education*, 14(1), 7. <http://www.aejmc.net>

Book Chapters contributions

Markovitz, H. *The Marketing Continuum*. Ernan Roman *Voice of the Customer Marketing* (pp. 197). New York: McGraw Hill.

Non-Refereed Presentations or Papers

International

Markovitz, H. (2009). *I was a panelist on a discussion of outside the classroom student activities to buttress direct marketing education. I posed the Lubin IDM lab as a model of success*. Presented at Direct Marketing Association's Educator's Conference, San Diego, California.

Markovitz, H. (2008). *Invited to be discussant on 2 panels on teaching methods in Direct and Interactive Marketing*. Presented at Direct Marketing Educational Foundation Educators Conference Direct Marketing Educational Foundation, Las Vegas, Nevada.

Regional

Markovitz, H. (2009, October). *I delivered a presentation on the principles of customer relationship marketing to a meeting of the National Minority Business Conference*. Presented at Service, New York, New York.

Local

Markovitz, H. (2008, October). *Invited by the Chinatown Manpower Development organization to provide, a training program for its members, entrepreneurs in Chinatown. The basics of Marketing*

planning and strategy development. I trained my Chinese student interns in the Interactive and Direct Marketing Lab to deliver the program. (The audience was Chinese and the need was to have Chinese speaking students provide the training.) *A letter of appreciation was sent to me and the IDM team for the presentation. I maintained the relationship and supervised the presentation.* New York, New York.

Presentation of Refereed Papers

International

- Markovitz, Harvey, Sandler, Dennis M, Fain, Deborah, (2016, October) "*Training students to be job ready through a supervised theory- to-practice practicum*" Conference paper to be presented in Los Angeles, CA,
- Markovitz, Harvey, Sandler, Dennis M, Fain, Deborah, (2015, October) "*Investigating the place of traditional sales skills education in a direct marketing context: Have we entered the age of the Integrated Marketing Maven?*", Boston, MA
- Markovitz, H., Sandler, D. M., Long, M. M., Fain, D. (2014, October). *The Intersection of Professional Selling and Direct/Interactive Marketing: Developing Transferable Skill Sets for Students.* Presented at DMEF – Marketing Edge, San Diego, CA.
- Markovitz, H., Sandler, D. M., Long, M. M., Hasan, S. (2013, October). *How Our Students Used The Science of Mind Genomics to win first place gold in the 2013 collegiate Echo Challenge.* Presented at Marketing Edge/Direct marketing Education Foundation, Chicago, Illinois.
- Markovitz, H. (2012, October). *Real Time Efforts in the Classroom.* Presented at Direct Marketing Education Foundation (www.directworks.org), LasVegas, NV.
- Markovitz, H. B., Gallucci, K. (2010). *The Measure of a Marketer.* Presented at Direct Marketing Educational Foundation Educators Conference, San Francisco, California.
- Spiller, L., Marold, D., Sandler, D. M., Markovitz, H. (2010, October). *101 Ways to Enhance Interactive Direct Marketing Knowledge.* Presented at Direct Marketing Educational Foundation, San Francisco, CA.

Research Currently in Progress

- Markovitz, Harvey, Sandler, Dennis M, Fain, Deborah, "*Training students to be job ready through a supervised theory- to-practice practicum*" On-Going, Scholarly research , A primary research study of how Lubin Students used experiential learning to apply classroom theory to a practical challenge for the City of New York . To demonstrate to other schools how to learn from our work. Conference paper to be presented in Los Angeles, CA, October 2016.
- Markovitz, Harvey, Sandler, Dennis M, Fain, Deborah, " *Investigating the place of traditional sales skills education in a direct marketing context: Have we entered the age of the Integrated Marketing Maven?*", On-Going, Scholarly research , A primary research study of the needs of the integrated and direct marketing and professional sales industry for hiring students and the skill sets needed. Relating Lubin curriculum to that need. Demonstrating how other schools could learn from our work. Conference Paper presented in Boston, MA, October , 2015.

Citation of Work in Other Publications

- 2014: Marketing Edge Website refers to: Markovitz, H., Spiller, L. D., Marold, D. W. (2010). Creating Winners for Life: How to Prepare Your Students to Become IDM Professionals by Using the DMEF's Collegiate ECHO Challenge as a Teaching Aid. *Journal of Advertising Education*, 14(1), 7. <http://www.aejmc.net>
- 2011: Markovitz monograph: "Marketing Continuum" diagnostic of selling and marketing process by Ernan Roman. *Voice of the Customer Marketing*.

Honors/Awards (amongst others)

- 2016: Two student awards given to IDM Lab students by this organization; each award was \$1500 given directly to each student. Hudson Valley Direct Marketing Association.

- 2016: Student awarded \$500 grant by the Direct Marketing Club of New York and Boardroom for excellence in Direct Marketing Studies
- 2016 Grant from Mayor's Office City of New York for IDM LAB doing work on Voter Registration \$15,000
- 2016 Grant from Direct Marketing Club of New York \$2,500.
- 2016 Grant from Hudson Valley Direct Marketing Association for \$2,500.
- 2015 Received \$2000 grant from Bightpower, Inc.
- 2015 Received \$2,000 grant from BMI Corp
- 2015 Received \$6,000 grant from the Direct Marketing Club of NY
- 2014: Received \$5,000 grant from the Hudson Valley Direct Marketing Association
- 2014: Received \$5,000 grant from the Direct Marketing Club of NY
- 2010: Gifts given to the Laura Smith Memorial Scholarship and to the IDM studies program., Various Donors: Direct Access Inc., DMCNY, HVDMA, DMIX, PMM Inc., and others.
- 2008: GRANT of 500+ volume library of direct and interactive marketing books and manuscripts pledged to the Interactive & Direct Marketing Program by a leading industry copywriter for delivery in fall semester of 2008. Value of gift is determined by Milton Pearce Family. Split between NYC Lab and Pleasantville Lab.
- 2012: Received \$500 scholarship grant for the Lubin Laura Smith Fund., Al DiGuido Foundation.
- 2012: Received \$500 scholarship grant for the Lubin Laura Smith Fund., Boardroom Foundation (Brian Kurtz, Mary Edelman).
- 2012: Received \$500 scholarship grant for the Lubin Laura Smith Fund., Leon Henry Foundation.
- 2011: Student given a cash Boardroom Company award of \$500 for being outstanding Direct Marketing Scholar and leader, Direct Marketing Club of NY.
- 2011: Students recognized and given cash awards for being Direct Marketing Scholars: 2 students each received a cash gift of \$1500., Hudson Valley Direct Marketing Association.
- 2010: Cash awards given to the Interactive Direct Marketing (IDM) Lab., Direct Marketing Club of NY.
- 2010: Student award 'Boardroom Award' given to Lubin IDM student and gift of \$500 to student. Direct Marketing Club of NY.
- 2010: Two student awards given to IDM Lab students by this organization; each award was \$1500 given directly to each student. Hudson Valley Direct Marketing Association.
- 2007-8: Raised in excess of \$62,000 in gifts to the study of Interactive & direct Marketing (IDM) at the University, Pace Philanthropy for Interactive & Direct Marketing Program.

Teaching Honors:

- 2016: Pace Path Award to the IDM Lab for the student engagement and learning that takes place there.
- 2016: Awarded because Markovitz's Graduate Students won Second Place "Silver" awards in international business plan competition. ***Marketing Edge/Direct Marketing Education Foundation.***
- 2015: Awarded because Markovitz's Graduate Students won honorable mention awards in international business plan competition. ***Marketing Edge/Direct Marketing Education Foundation.***
- 2014: Awarded because Markovitz's Graduate Students won the First Place "Gold" in international business plan competition. ***Marketing Edge/Direct Marketing Education Foundation.***
- 2013: Awarded because Markovitz's Graduate Students won the First Place "Gold" in international business plan competition. ***Marketing Edge/Direct Marketing Education Foundation.***
- 2013: Honored because three of Markovitz's UG students (1 PLV, 2 NYC) won competitive scholarships (@\$1500) because of their scholastic achievements in direct marketing studies. ***Hudson Valley Direct Marketing Association.***
- 2010: Awarded because Undergraduate Team Winner of Bronze (Third Place) Award for Best overall Interactive Integrated Marketing Strategy: Client: Microsoft's Bing, ***Direct Marketing Education Foundation.***

- 2010: Awarded because Graduate Team Winner of Bronze (Third Place) Award Collegiate Echo Competition Winner. Client; Microsoft's Bing, ***Direct Marketing Education Foundation***.
- 2008-2010: Nominated by Pace Lubin Marketing Department (Professors Topol, Lala and Sandler) for the Robert Clark Outstanding Educator Award for service in these years, awarded by the ***Direct Marketing Educational Foundation***.
- 2008-2010: Nominated by Christopher Newport Professor and textbook author Lisa Spiller for the Robert Clark Outstanding Educator Award for service in these years, awarded by the ***Direct Marketing Educational Foundation***.
- 2009: Received \$1500 scholarship grant for the Lubin Laura Smith Fund., Direct Access Inc.
- 2009: Grant of \$1500 for support of the IDM studies program. Direct Marketing Club of New York (DMCNY).
- 2008: A grant of \$5,000 for the support of the Interactive & Direct Marketing Studies program and Lab Practicum., Boardroom Inc.
- 2007: DMA Leadership Echo award, Direct Marketing Association/ Direct Marketing Education Foundation.
- 2006: DMA Leadership Echo award, Direct Marketing Association/ Direct Marketing Education Foundation
- 2005: In recognition of exemplary service in furthering knowledge of Direct and Interactive marketing within the academic community and your vision for creation of the Direct and Interactive Marketing Resource Center at the Zicklin school of Business, Baruch College., ***Direct Marketers Gateway, Inc.***
- 2005: DMA Leadership Echo award. DMA Leadership Echo award, Direct Marketing Association/ Direct Marketing Education Foundation.
- 2004: DMA Leadership Echo award. DMA Leadership Echo award, Direct Marketing Association/ Direct Marketing Education Foundation
- 2003: DMA Echo leadership award. DMA Leadership Echo award, Direct Marketing Association/ Direct Marketing Education Foundation.

ACADEMIC EXPERIENCE

Administrative Assignments (September 3, 2007 - PRESENT).

Director, Interactive Direct Marketing (IDM) Lab.

Founded and currently directs the activities of the Lubin School's Interactive and Direct Marketing (IDM) Lab. both on the NYC campus and on the Pleasantville campus. This is a student run marketing agency. Job involves recruiting and training managers, training student interns in how to handle Lab client consulting activities, recruiting clients for the lab, raising external funding for the lab activities (not financially supported by the University), Lab budget, managing the generation of publicity both internally and externally for the Lab as well as managing IDM Lab activities of other faculty members.

Courses Taught

Advanced Marketing Management
Bus Honors Program Senior Thesis in Marketing
Business Internship
Consumer Behavior
Direct Marketing
Entrepreneurial Marketing
Graduate Marketing Independent Study
Undergraduate Independent Study in Marketing
Interactive & Applied Direct Marketing (graduate)
LLSP Senior Project in Marketing

Managerial Marketing
Marketing Internship
Sales Management (graduate)
Selling and Sales Management
Special Topics: Applied Interactive marketing (graduate)

Program and Curriculum Development

- 2013-15: **Course Development:** Developed Major and Minor in Professional Selling and Sales Management with new course syllabus created. Researched academic market place and developed a competitive program for Lubin .. Minored started in spring 2015.
- 2009: **Course Development.** I created a new, practicum concept for Mar 332 (Undergraduate Professional Sales and Selling) and Mar 640 (Graduate Professional Sales and Selling): A 'Sales Lab' in which students are encouraged to participate. Students learn how to make personal sales calls/personal presentations in class. They then must role play with other students to simulate an actual in-person sales call. They then go to the Sales- IDM lab which I created using Education Media resources. Student Interns from the Interactive and Direct Marketing (IDM) Lab act as video producers and record the presentation. Ed Media then uploads it to Blackboard. We review the presentations in class. At the end of the course students can measure progress against the first video presentation. There are 1-3 simulations that are done each semester. I secured physical lab facilities to do this both in Pleasantville and in NYC at no additional out of pocket expenses. Program continues through present.
- 2007-15: **Program Development:** Incubator Internship Program within Marketing Department. Created and manage the concept to institute a student run direct marketing agency wherein students, in a practicum environment, apply the classroom to real time marketing challenges brought to the students. The students in the 'Lab' take the practicum for credit or volunteer for experience. Supervise the program and acquire outside clients for the students. Appoint Lab manager who builds management teams and analytical teams. Projects are chosen based on full gamut of marketing challenge from research through to execution of plans for client. Choose & recruit clients, collect fees from clients to support program, assign projects, direct projects, recruit and train students to complete projects professionally, In spring of 2008, opened 2 **Interactive & Direct Marketing (IDM) Labs** (www.pace.edu/idmlab) : one in New York and the other in Pleasantville. Recruited students, appointed student managers, purchased fixtures the labs with grant monies. Not at all funded by University or Lubin. , enlist other faculty members as required to provide additional coaching. Some students in the 'Lab' take the practicum for credit and commit a minimum of 15 hours a week to the Lab's work. recruit outside university clients as well as internal Pace clients for the students. Internal clients are those University departments who need marketing effort to promote a departmental initiatives such as the marketing department of Lubin and Pace University Publishing. Projects are chosen based on being able to provide a full gamut of marketing learning activities for the students including having students conduct both primary and secondary research , writing strategic marketing plans and the tactical execution against those plans using Client dollars to do so.

Faculty Development

Conference Attendance

- 2009-16: Conference Attendance, Direct Marketing Association's Educator's Conference, Participated on panel as well as moderated panel, networked with other educators and attending panel discussions on how to teach direct marketing., San Diego, CA, Boston, MA, Los Angeles, CA International.

Seminar

- 2009-16: Seminar, Direct Marketing Association Annual Conference, Attended industry presentations by professional practicing expert direct marketers and visited with industry suppliers at the trade show portion of the event., Multiple years including: San Diego, California, Boston, MA, Chicago, IL, Las Vegas, NE, San Francisco, CA, Los Angeles, CA. International.
- 2009-15: Seminar, Direct Marketing Club of NY, Participate in monthly meetings and idea exchanges with other professionals and educators. New York, New York, Regional.

- 2009: Seminar, Direct Marketing Days Conference and Expo, Attended industry expert presentations and visited with industry suppliers. New York, New York, International.
- 2009-15: Seminar, Direct Marketing Exchange, Participate in monthly meetings and idea exchanges with other professionals and educators. New York, New York, International.
- 2009-15: Seminar, Hudson Valley Direct Marketing Association, Participate in monthly meetings and idea exchanges with other professionals and educators. Stamford, Connecticut, Regional.
- 2007-14: Seminar, Direct Marketing Educational Foundation Educators Conference- Marketing Edge; Participant and panel leader on several panels presenting papers or talks: Multiple years including: San Diego, California, Boston, MA, Chicago, IL, Las Vegas, NE, San Francisco, CA International

SERVICE ACTIVITIES

Directed Student Learning

Internship Advisor

- September 2014-May 2016
- September 2013 - December 2013.
- February 2013 - May 2013.

Undergraduate Honors Thesis

- 2012: Supervised the topic development and edited documents presented. Counseled on thesis development and research.
- 2010: Counseled on thesis development, research, writing and editing. Created opportunity for student (*Kaitlin Gallucci*) to present findings of her paper at direct marketing academic conference. Peer Reviewed . She presented paper that *we co-wrote* for that conference. She was given accolades by other university faculty for presentation of paper.

Department Assignments

Committee Chair

- January 2013-16: **ad hoc committee to increase internships in direct and interactive marketing and professional sales:** Self-started project to find new opportunities for internships or jobs in Direct and Interactive marketing and professional selling industry. Created professional sales internship at Bank of America Merchant Services, B Squared Printing ; Created Minor in Professional Sales and Sales Management
- October 2012 - Present: **Direct Marketing Career development and engagement;** gained access for our students when Macy's was unable to hire proper candidates; we had five students who applied and three were given a job offer and are working at Macy's. One (Stephanie Baldelli) has been promoted to manager.

Faculty Mentor Service

2009 - 2016:

- Actively involved in participating in activities related to students such as orientation, advising, recruiting, retention, and graduation and awards ceremonies.
- Assisted the Marketing Department's chair of Undergraduate Studies with orientation and advising efforts in student forums on both PLV and NYC campuses.
- Taken leadership positions in presenting the value to students of majoring in Marketing at these events. I also counsel 20+ students in the IDM Lab on both campuses.
- Participated in the Pace High School Summer Scholars Institute to teach and recruit high school students.
- An active formal student advisor for sophomores and juniors.
- Provide active service to student service areas such as cooperative education and career services.

- Recruited companies such as AIG and Epsilon to create specialized marketing internships for our students, both graduate and undergraduate. I recruited students for these programs and monitored their progress.

Faculty Sponsor Service

2007- 2016: Continued to direct and expand the IDM Lab program began in 2007. Continue to develop a robust program for marketing management students; continue to develop positive image of Lubin in the direct marketing industry and successfully achieved interest in the school's marketing program.

Local Industry Organizations as a result of these activities recognizes Lubin-Pace as a leader in marketing education and training focal point for marketing executives.

2007 - 2016: Sponsored Program Development for Direct and Interactive Marketing Studies Program;

- Raised money for the Direct Marketing Studies and Scholarship program from several direct marketing NYC regional organizations.
- Created Pace University representation at local DMA organizations for students. Gained recognition that Pace is now a factor in Direct Marketing education in the metro region. Created job opportunities and internships for students.
- Lubin-Pace University as a result of this work is now a strategic partner with the Hudson Valley Direct Marketing Association (www.hvdma.org). Pace's direct marketing program is represented on its own page on the HVDMA website. (http://hvdma.org/Education_Opportunities.html)
- Successful in gaining scholarship grants for Direct Marketing students from the Direct Marketing Club of NY, the Hudson Valley Direct Marketing Association, Direct Marketing Idea Exchange and the Direct Marketing Association's DMEF.
- Positioned Lubin-Pace for future grant from the Lee Epstein Fund.
- Created competitive paid internship for Epsilon (Interactive) Inc. wherein Lubin students accepted have best chance to fast track into jobs. Six interns accepted into program.
- Created the relationship in 2007 for a paid internship program within the marketing department of AIG through its senior VP of Direct Marketing. Began in spring of 2008. One graduate student converted to full time employee of AIG. Created paid internship program with Zeta Interactive, and AITI Solutions Inc.

Other Service

2007: External Relations Committee; to support the Interactive Direct Marketing Lab and Studies program, actively involved in raising donor gifts for two funds to provide resources for the program, raised in excess of \$65,000 in gifts of kind and cash to support the program which is not funded by the University.

College/University Assignments

Committee Member

- 2007-2016: Committee membership in various Lubin Faculty Council Committees including
 - Faculty Affairs,
 - Curriculum Graduate,
 - Curriculum Undergraduate,
 - External Relations
 - Corporate Education.
 - Undergraduate Admissions
- Member of the NY Faculty council Kenan Committee.
- Work with the Assistant VP for Undergraduate Education (Provost Office) to enhance University wide retention program

- Assisted, by being in several meetings, the Lubin Director of Development to visit alumni to solicit funds to support Lubin activities.
- Established relations with Lubin Marketing Alumni and have secured financing for the Lab from them including gaining matched grants.

Faculty Advisor Service

2009-16: serve as an adviser to a student organization. The Interactive and Direct Marketing (IDM) Lab. (www.pace.edu/idmlab) on both the PLV and NYC campuses providing them with career counseling. Introduce students to internship and job opportunities in the direct marketing and professional sales industry. Fall 2016 there are 30+ students in the lab.

Faculty Sponsor

2011: Direct Marketing Club of NY Breakfast lecture series; Created opportunity for Lubin to host the spring lecture series for the DMCNY at Lubin/Pace. Over 100 outside visitors attended this on campus event that was memorialized in a video.

2010: Education Dynamics Inc.: Gift in Kind \$150,000. As a part of the negotiations to have Education Dynamics provide marketing recruiting services for the White Plains Lubin Grad Center a gift of service was given to Lubin of Education Dynamics Student Retention program. It has a market value of \$150,000.

Other Service

Created internship opportunities at several companies including:

- Pace University Provost Office: Retention Challenge
- B Squared
- Hudson Valley Direct Marketing Association
- Direct Marketing Club of New York
- Bank of America Merchant Services
- Envirosell,
- KBuzz,
- Zeta Interactive,
- Participatory Marketing Network,
- AIG
- Epsilon
- Alliant Cooperative Data Solutions and
- Data Management Inc.

Other Institutional Service Activities and general comments. Service; Internal/external

Internal:

- Work collaboratively within the department and school. I have developed a team effort in the Marketing Department as well as within the business school and University to promote the objectives of our department. I have been successful in rallying members of the department and colleagues behind endeavors to raise grant money and gifts for the department and have created partnerships with University Support Services in support of department initiatives including involvement in the marketing of the Lubin School of Business Executive Summit 2009.
- Volunteer for special assignments. I volunteered to direct the marketing effort to promote the Executive Summit 2009 as well as volunteered to be a part of the Department Curriculum

committee. I was the director of marketing for the Executive Summit of 2009. The project for the Executive Summit was akin to a consultancy project to manage the launch of a new product/service using integrated, interactive marketing media and promotional strategies and tactics.

- Attend and participate regularly in departmental, school and university committee meetings. I am an active participant in the periodic LFC meetings as well as departmental meetings voicing my opinion and contributing to the progress of each.

External

- Active in professional organizations. I am an active member of the Direct Marketing Club of NY, the Hudson Valley Direct Marketing Association, the Direct Marketing Education Foundation Professors' Academy and the Direct Marketing Idea Exchange. I am thereby kept abreast of Industry activities and trends that I bring back to the classroom.
- Served as a reviewer for an academic conference; participated in academic conferences including program chair and discussant. For the past three years I have been invited to attend the annual Direct Marketing Education Foundation Educators conference as either a discussant or panel chair.
- Invited to attend the conference by the Direct Marketing Association of Philadelphia to participate with other panelists from Wharton University.
- Engage in consulting which benefits teaching and research. I am an active marketing consultant in my own professional practice. I bring the experience of that consultancy to the classroom for student experiences. I also function as a consultant to clients that are engaged by the Interactive & Direct Marketing (IDM) Lab as part of my directorship of that organization and with that provide guidance for students in this incubator internship. Studies that are being done by the Lab will help faculty research, such as the study of the On-line habits of Generation Y marketplace.
- Provide service related to teaching field to community and civic organizations. As a result of my consultancy, I was invited to teach Marketing to the Chinatown (NY) small business development organization. I trained our lab interns to develop a seminar and present it to a meeting of approximately 25 local Chinese business folks. The students represented the Lubin Business School and its IDM Lab and studies program. I have run training seminars for the NYC Small Business Services Agency.
- Hold media interviews which explicitly mention Pace University and Lubin School. The IDM Lab's client Participatory Marketing Network (PMN) asked the IDM to conduct research amongst generation Y on line activists. As a result, the IDM conducted a survey of 225 targets. The ground breaking results of this study were publicized by PMN. Each publication of the results prominently mentioned Pace University and the Lubin School of Business. The media included, to date, about 35 news articles placed in United States Marketing news outlets as well as in the United Kingdom and Russia. As a result, we participated in an Industry panel conference in Boston during June of 2009 (Internet Retailer) and in one in San Diego in October of 2009. Students presented their work together with me at national/international conference industry conference. (The DMA).
- Taught in non-degree executive education programs. Taught a program on marketing principles for the US State Department to local business entrepreneurs in two markets in the Republic of Guinea in May of 2009.
- Taught a program on customer relationship marketing for non-marketing executives at the Li & Fung Company in Hong Kong in August of 2009. In 2010.
- Taught executive programs for Warnaco Inc. and Brooks Brothers. In all situations promoted the Lubin School of Business.
- Engage in consulting which benefits teaching and research. An active marketing consultant in my own practice. Bring the experience of that consultancy to the classroom for student experiences. Function as a consultant to clients that are engaged by the Interactive & Direct

Marketing (IDM) Lab. With that provide experiential, a practicum, and experience for interns in the Lab.

- Studies that are being done by the Lab will help faculty research, such as the study of the *On-line habits of Generation Y marketplace*.(2009)

Collegiate Echo challenge

- So that they would apply the theory of the classroom to practical business challenges, instituted as part of the course curriculum of the Direct Marketing Studies (undergraduate and graduate) program, the requirement that students, prepare strategic integrated interactive marketing plans for entry into international collegiate competition. These plans are for real-time marketing challenges. Our students act as 'marketing agencies' for the client in the competition, challenged against an international grouping of 200+colleges. Our students win awards in these challenges demonstrating their mastery of the subject material and getting them job ready.

Student practicum internship

2009: Research work done by the IDM Lab on the *on-line behavior of Generation Y* for one of the Lab clients, resulted in approximately 35 articles that appeared in the on-line business press mentioning the Lubin School of Business' IDM Lab. The student leaders on this project were asked to present the study's findings at two industry events, the **Internet Retailer conference** in June and the **DMA conference** in October 2009. To have our practicum students present was a first of its kind at both conferences. Both enhanced Lubin's position in the marketplace.

University Assignments

Committee Member

November 15, 2013 - 2016: **Ad Hoc committee** to increase retention at the University; Helping the Assistant Vice President for Undergraduate Education develop strategy to increase the University's student retention rate

Faculty Sponsor

2010: National Community Reinvestment Collation: Development grant; The National Community Reinvestment Collation has included Lubin's IDM Lab in a proposal to get federal government grant for helping small businesses in the NY metro market. Succeeded in getting approximate \$25,000 grant from the NCRC.

Professional Service to University

Committee Member

2013-2014: Pace University, Consult with the Assistant Vice President of Undergraduate Education on the Pace Retention Program. Introduced her to new business resources that assisted her. NYC. (Pro bono)

2010: Lubin Dean Task Force to Grow White Plains Lubin Grad Center; Lead marketing effort on task force to market the Grad Center in White Plains. Introduced Education Dynamics to Dean to assist in recruitment efforts.

2009: Lubin School of business Executive Summit: Technology & Marketing- the next generation; Acted as the Marketing Director for the event held on May 8, 2009. Appointed by the Marketing Dept. Chair. Responsibility was to develop the marketing strategy and integrated marketing tactics to sell seats on line for the meeting. Developed the strategy document, hired the support team at no cost to the University to execute the plan. Support team consisted of printer, public relations firm, copywriter, creative designer, mail list broker and names, as well as data processing organization to clean and prepare lists for mailing. Directed Student interns to create website and prepare emails for targeted audience.

Professional Organization Member

January 2009 - Present: Direct Marketing Cub of NYC; (www.dmcny.org) active member.

January 2009 - Present: Direct Marketing Idea Exchange; (<http://dmixclub.com>) active member.

January 2009 - Present: Hudson Valley Direct Marketing Association;(www.hvdma.org)active member.

Web Page Design

2009: Lubin Executive Summit. Designed concept for webpage and complete web mapping for announcing the Lubin School of Business 2009. Led the team of student and Lubin staff developers to launch in February 2009.

2008: : IDM Lab Website. (www.pace.edu/idmlab) Gained permission for and developed concept design for new web site for this program:. Launched in spring of 2009. Developed concept, mapping, content and led student and staff designers.

Public Service

April 2009 - December 2009: *Assisting Emerging Companies*; The Interactive & Direct Marketing Lab (IDM) in Pleasantville worked with the Milton Sweet Company to help it launch. The IDM is functioning as its marketing agency. Pro Bono basis

May 2009: *Assisting Emerging Companies International*: US State Department: Ambassador to Republic of Guyana. Presented executive training program in Customer Relationship Marketing in two cities in the Republic of Guyana: Georgetown and Linden. Participated in televised program on 'The Branding of Guyana' representing the US Government. Georgetown, Guyana

.April 2008 - June 2008: *Assisting Emerging Companies*; Day Timers Inc. engaged in March 2008 as the first client for the Lubin Interactive & Direct Marketing (IDM) Lab students developed a strategic marketing Plan for the company. Day Timers also gave a \$3,500 gift to the IDM studies program at Lubin. Students presented findings and recommendations to client in June 2008. This launched the Lab and demonstrated its success model for future endeavors.