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**SENIOR EXECUTIVE***Trust ♦ Leadership ♦ Partnerships*

Proven success building customer partnerships with Fortune 500 companies. Internationally recognized and widely published thought leader, scholar, and consultant in the areas of trust, leadership, internal communication, partnerships, and organizational downsizing. Leader in developing brand awareness and achieving fundraising goals for nonprofit organizations. Eighteen years' experience teaching, coaching and mentoring at several top-ranked U.S. business schools.

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**AREAS OF EXPERTISE**

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- ♦ Building Trust-based Customer Partnerships
- ♦ Nonprofit Marketing Communications
- ♦ Employee Loyalty and Commitment
- ♦ Building internal communication
- ♦ Leadership & Organizational Development
- ♦ Effective and Humane Downsizing

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**EXPERIENCE**

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**Meredith College School of Business, Raleigh, NC****August 2007 – Present*****Assistant Professor***

- Teach marketing, international business
- Advise American Marketing Association

**AKM Consulting & Research, East Lansing, MI****August 1992 – Present*****Managing Partner***

- Provide sales training, leadership development, and executive coaching to Fortune 500 companies and executives
- Co-developed executive education program for senior executives in partnership with global talent management firm

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**SELECTED EXECUTIVE EDUCATION, COACHING, AND CONSULTING ENGAGEMENTS**

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- Executive education programs taught: Leadership and organizational development, building trust with key stakeholders, managing organizational change, sales training, nonprofit marketing and public relations, and effective and humane organizational downsizing.
- Executive coach through Duke University Corporate Education
- Selected previous clients: AlliedSignal Aerospace (now Honeywell), bioMérieux (U.S.), Deutsche Bank (U.S./Malaysia/Hong Kong), SC Johnson, Oshkosh Truck Corporation, ATL Ultrasound Supplies and Accessories (now Philips Medical Systems), and Two Men and a Truck International.
- Co-wrote two business plans which raised \$1.5 million in angel funding for two North Carolina-based health care startups.

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**INNOVATIVE THOUGHT LEADERSHIP AND COLLABORATIONS**

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- Published in many top management journals, including *MIT Sloan Management Review*, *Public Relations Review*, *The Journal of Historical Research in Marketing*, *Human Resource Management*, and *the Journal of Relationship Marketing*
- Co-founded the “*Trust Network*,” providing real-time and online mentoring, coaching, and career opportunities to a network of several hundred executives, former students, and clients.
- Co-authored the book *Trust is Everything: Become the Leader Others Will Follow*, with Aneil Mishra in 2008. The global publisher Routledge Press has just contracted to publish the sequel, *Trust-Based Leadership: Psychology and Practice*, in 2011.
- Regularly interviewed in many leading news outlets, including *BizEd Magazine*, *AdWeek* and *the Associated Press*.

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## COMMUNICATIONS/COACHING EXPERIENCE

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**Lansing Christian School Foundation, Lansing, MI***Marketing/Communications Chair*

September 2009-Present

Responsible for all communications to parents, donors, and alumni to raise \$800,000 each school year.

**Samaritan Ministries, Winston-Salem, NC***Board President and Board Member*

September 2000-June 2004

Responsible for raising organization's funding each year; Developed new fundraising event "Save Room for Dessert" that raised \$16,000 in first year and \$20,000 in second year in cooperation with local chefs.

**The University of Michigan Ross School of Business, Ann Arbor, MI***President Student Council, Class of 1988 Representative*

September 1986-September 2008

Participated in annual fundraising for class, including raising 20-year Reunion gift of \$50,000.

**Princeton University, Princeton, NJ***Annual Giving Campaign*

May 1984-Present

Assisted Class of 1984 in raising tens of thousands of dollars for Annual Giving.

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## PREVIOUS EMPLOYMENT HISTORY

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**School of Business, Meredith College, Raleigh, NC***Assistant Professor of Marketing, American Marketing Association Advisor*

August 2007-July 2009

**The University of North Carolina at Chapel Hill, Chapel Hill, NC***Doctoral Research Assistant, Teaching Assistant; Roy H. Park Fellow*

August 2004-May 2007

**Babcock Graduate School of Management, Wake Forest University, Winston-Salem, NC***Adjunct Professor of Marketing; Champion, Social Entrepreneurship Initiative*

August 1998 – June 2004

**Calloway School of Business, Wake Forest University, Winston-Salem, NC***Visiting Professor of Marketing*

August 1998-December 2003

**Smeal College of Business, Penn State University, State College, PA***Adjunct Professor of Sales and Marketing*

August 1992 – August 1997

**Johnson Controls, Plastic Container Division, Manchester, MI***Account Manager for \$75 million Pepsi Cola Account*

July 1988-July 1992

**General Motors Corporation, Buick-Oldsmobile-Cadillac Group, Lansing, MI***Human Resources Specialist*

June 1982 – August 1986

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## EDUCATION

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**Albion College, Albion, MI**

B.A., Economics &amp; Management, 1985

**The University of Michigan, Ann Arbor, MI**

M.B.A., Marketing, 1988

**The University of North Carolina at Chapel Hill, Chapel Hill, NC**

Ph.D., Mass Communication, 2007