

ROBERT W. SWEITZER, Ph.D.

CURRICULUM VITAE

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UNIVERSITY EXPERIENCE

Louisiana Tech University, 2018 – present

Ruston, LA

Professor of Management

- Holds the McGehee Chair in Entrepreneurship in the College of Business
- Develop new MBA innovation management course
- Teach Entrepreneurship and Innovative Venture Research
- Supervise field studies with Louisiana businesses and nonprofits
- Develop Bulldog Marketplace, enabling creation of student companies
- Build campus-wide engagement with the Innovation Enterprise
- Support regional entrepreneurial ecosystems



University of Maryland University College

College Park, MD

Adjunct Professor, 2017

- Taught MBA courses in Innovation through Marketing and Technology (online eLearning)

Western New Mexico University, School of Business

Silver City, NM

Visiting Professor of Marketing 2014 – 2015

- Taught MBA courses in Marketing Management (classroom and online), International Marketing (online) and Organizational Behavior
- Developed and taught new online MBA healthcare management course for Nursing Leadership program. Taught undergraduate Marketing Research and Social Media Marketing,
- Supervised field studies with New Mexico businesses and nonprofits.
- Completed QM online course and redesigned MBA classes to comply with QM online standards.

University of Oregon, College of Business

Eugene, OR

Visiting Professor of Business, 2011 – 2012

- Taught innovation and marketing strategy in the Oregon Executive MBA program, blended face-to-face classroom and online students.
- Developed Innovation & Marketing Strategy course and
- Designed Facebook page as part of revitalized Executive MBA Center in Portland.

New Mexico State University

Las Cruces, NM

Adjunct Professor of Marketing, 2006 – 2007

- Taught Marketing Management in Executive MBA program on site at White Sands

Pepperdine University; Graziadio School of Business & Management

Malibu, CA

Adjunct Professor of Marketing, 2004 – 2006

- Designed & chaired the Graziadio School inaugural Presidents and Key Executives (PKE) Collaborative event, "Marketing at the Speed of Light," for alumni, faculty and industry leaders to discuss contemporary e-commerce trends.
- Taught marketing management courses in the PKE MBA program for senior executives.

**The Peter F. Drucker Graduate Management School
Claremont Graduate University;**

Claremont, CA

Visiting Professor of Marketing 1989 - 2004

- Taught MBA Courses: Marketing Management, Sales Management, Business to Business Marketing, Channels of Distribution, Honors Consulting, Marketing Research, New Product Development, Promotion, and Pricing.
- Taught Executive MBA Courses: Marketing Management, Power Pricing Seminar, eMarketing.
- Received the Graduate School's Professor of the Year honors in 1997.
- Developed Drucker Honors Consulting courses.
- Directed teams of MBA students conducting field studies for corporate clients, such as Toyota, Countrywide Credit, Southern California Edison, Los Angeles Dodgers and Avery Dennison.

**University of Pittsburgh's Semester at Sea
Visiting Professor of Marketing, 1993**

Pittsburg, PA

- Taught undergraduate marketing management, international marketing and consumer behavior.
- Visited ten countries in 100 days, and conducted field studies sponsored by Coca Cola in countries visited.

**UCLA Graduate School of Management
Visiting Professor of Marketing, 1980-1985**

Los Angeles, CA

- Taught MBA Courses: Marketing Management, Sales Management.
- Presented various marketing topics for UCLA Medical Marketing Executive Seminars.

MANAGERIAL EXPERIENCE

**New Mexico State University, Arrowhead Center
Technology Development Advisor, 2015-2017**

Las Cruces, NM

- Commercialization of new technologies
- Entrepreneurial strategies
- Economic development grants
- New product feasibility

SciMedMedia

New York, NY and Las Vegas, NV

Vice President, Content Innovation, 2013- 2014

- Managed a virtual team of multimedia professionals producing original online executive education programs, instructional analytics and immersive learning solutions for iPad.
- Developed self-paced instruction and training, based on university level content.
- Authored five eBooks, two business simulations and numerous skill development exercises for iPad modalities, including Critical Thinking and Executive Problem Solving.

The Matrix Group

Las Vegas, NV, Las Cruces, NM & Redlands, CA

Founder and Managing Partner, 1993 to 2012

Developed strategy and B2B marketing programs, researched markets, products and services, and business development programs for high growth companies.

- Real Estate valuation apps and website development, planned launch.
- New technology in identity theft, financial fraud and privacy protection.
- Digital sheet music ecommerce innovation and website launch.
- Merger and acquisition strategy for outpatient healthcare company to expand in eleven states.
- Merger of five environmental companies to pursue Brownfields market.
- Startup companies in e-commerce, internet publishing, retail and automotive.

University of Nevada, Las Vegas

Las Vegas, NV

Director, Technology Transfer, 2008 – 2009

- Revitalized Office of Technology Transfer and motivated faculty to submit invention disclosures.
- Pursued patents for UNLV technologies in alternative energy, biotechnology, security and nanotechnology; Licensed security, nanotechnology and biomedical technologies.
- Negotiated spin- off companies with IP in nanotechnology, ergonomics and dust suppression.

Technology Ventures Corporation

Albuquerque, NM

Director, Project Development & Business Assistance, Southern New Mexico, 2005 - 2006,

Director, Nevada Operations, 2007-2008

- Technology transfer from New Mexico State University and from White Sands Missile Range: new business formations and job creation as well as equity capital investment
- Assisted NMSU Arrowhead Center with NMSU Intellectual Property, supported NSF, TRC, SATOP and SBIR research grants, and supported the International Symposium for Personal Spaceflight, plus projects for the Institute for Energy and the Environment.
- Promoted to direct Nevada Operations, based upon success in New Mexico.
- Directed Las Vegas office, launching initiatives with the Nevada Test Site, UNLV and Nevada technology companies.

SKILLS

Corporate Strategy	Market Research	Strategic Planning
Entrepreneurship	Innovations & Start-ups	Leadership
Marketing Strategy	Business Strategy	Marketing

(See <http://www.linkedin.com/in/sweitzer> for these skill endorsements and others.)

EDUCATION

Purdue University **West Lafayette, IN**

Bachelor of Science (B.S.) 1967

Major: Industrial Management, Minor: Chemical Engineering

Michigan State University **East Lansing, MI**

Master of Business Administration (M.B.A) 1968

Concentration: Marketing

Michigan State University **East Lansing, MI**

Doctor of Philosophy (Ph.D.) 1974

Business Administration, Major: Marketing

University of Iowa **Iowa City, IA**

Iowa Writers' Workshop, 1982, '83 & '84

Summer Writing Festival Workshops: Nonfiction, Short Story Structure and Beginnings & Endings

Western New Mexico University **Silver City, NM**

Quality Matters, 2015

Online Learning Certification

PUBLICATIONS

"The Great Train Wreck" w/ Thomas Schott, *Common Sense*, Vol. 15, No.2 (June, 2014), pp 5-8.

"The Innovative Peter Drucker," *TechComm, The National Journal of Technology Commercialization*, February/March, 2006, Vol. 4 No. 1, p. 9.

"Interactions in the DMU," *Marketing History Knows No Boundaries*, D.G. Brian Jones and Peggy Cunningham (eds.), Proceedings of the American Marketing Association, 1997, 159-169.

"Three (Plus One) Keys to Megagrowth," with Thomas Schott, *Inland Business Journal*, January, 1994, p. 30-31.

"Similarity in the Buyer—Seller Dyad Revisited," with D. Doreen and D. Emery, *Proceedings, National Conference in Sales Management*, April, 1992, 63-73.

"Is Anybody Listening To Your Salespeople?" with Joseph Thompson, *Proceedings, National Conference in Sales Management*, April, 1991, 31-34.

Marketing Handbook for British Shipbuilders, Bedford, England: David Seekings, 1986.

"Staying Alive in a Desperate Market", *Maritime Industry: High Risk - Low Return, Seascope '86*, The Northeast Coast Institution of Engineers and Shipbuilders, April, 1986, 1-13.

"Home Heating Oil Consumption: Profiling 'Efficient' and 'Inefficient' Households", with P.J. Rosson, *Energy Policy*, (December, 1981), 4-12.

RESEARCH PAPERS

"Physicians Response to Nonsmoking Communications Strategies," Claremont Working Paper, 2001.

"The Market Potential for Horizontal and Vertical eMarketplaces Focused on Environmentally Friendly and 'Green' Products and Services," with Eric Cho and Maria Lomoro, 2000.

"An Evaluation of Demand Creation Strategy, 1994 to 1998, USA and Worldwide, for Mechanical Engine Flush Systems," Matrix Group Research Paper, 1999.

"A Lifestyle Analysis of the Ticket Purchasers for Los Angeles Dodger Home Games," with Genevieve Beauvais and Nancy Ho, 1998.

"The Creditworthiness of Customer Segments for Electrical Utilities in Southern California," Southern California Edison. 1997.

"Preferences for Chinese Food Products and Brands Among non-Asian Consumers," with Genevieve Beauvais and Nancy Ho, 1997.

"Transportation Issues for Canadian Finished Wood Products in Southern California Consumer and Homebuilder Markets," with Bettina Tapscott and Mickey Bridges, 1997

"A Crisis in the Making – California Water Supply and Demand in the '90s," Matrix Group Research Paper, 1996.

"School and Government Copier Markets in Arizona," Matrix Group Research Paper, 1995.

"The Last Move – the Arizona Market for Retirement Living," Matrix Group Research Paper, 1994.

“Price Responsiveness of Various Investor Groups to Interest Rate Differentials in Term Deposits,” Matrix Group Research Paper, 1993.

“Consumer and Institutional Demand for Organically Grown Produce in California and Arizona,” Strategy Research Associates. 1990.

“The Demand for Farm-Grown Fish in the Western United States,” Strategy Research Associates. 1989.

“Retail Markets for California Casual Clothing,” Ocean Pacific Research Paper, 1988.

CONSULTING RESEARCH STUDIES

Market studies, (clients) and resulting strategies:

- Outpatient healthcare market trends in the Western United States (A Physical Therapy Corporation) analyzed market and merger & acquisition strategy, negotiating with lenders and private capital.
- The Hydrogen Car Market, Retrofits, Fleets and Fuel Distribution Centers (The Hydrogen Car Company) analyzed domestic market and facilitated introduction to Iceland.
- eMarketplaces for ‘Green’ Products and Services (Internet entrepreneur) tested verticals for industrial and commercial market responses to commercial websites for environmentally friendly products.
- Mechanical Engine Flush Systems (ThyssenKrupp Bilstein of America) market analysis of unique engine flush system leading to acquisition of a California company and regional launch.
- Lifestyles of Los Angeles Dodger Ticket Purchasers (Los Angeles Dodgers) some home games had up to four to five thousand unsold seats; developed targeted lifestyle approaches for group sales and marketing.
- Customer Segments for Electrical Utilities in Southern California, (Southern California Edison) developed multi-tier marketing approach based on household characteristics.
- California Water Supply and Demand in the ‘90s (Watershed Group) prompted by merger of five environmental service companies, conglomerate targeted California water quality problems.
- School and Government Copier Markets in Arizona (Document Technologies) developed targets based on factors leading to institutional purchase preferences of professional purchasing agents.
- Consumer and Institutional Demand for Organically Grown Produce (Yaqui Indian Tribe) examined emerging ‘salad in a bag’ preferences among supermarket shoppers.
- Retail Markets for California Casual Clothing (Ocean Pacific) conducted market surveys leading to launch of OP retail stores in six metro areas.
- Automotive Struts and Shock Absorbers (LiquidSpring Corporation) evaluated preferences among Big Three automakers for high performance options; institutional barriers to new suppliers.
- The Market Potential for Decompression Mobilization Therapy (Gravity Guiding System) analyzed market for Gravity Boots leading to second round financing by Brentwood Associates.

PERSONAL

Born: Chicago, Illinois.

Married, two children

<http://www.linkedin.com/in/sweitzer>

<http://www.twitter.com/@RobertSweitzer>