

ANN BASTIANELLI CURRICULUM VITAE
PERSONAL DATA

Kelley School of Business, Indiana University
Marketing Department
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ACADEMIC EMPLOYMENT HISTORY

Senior Lecturer, Kelley School of Business **2008-Present**
Teach (or have taught) Strategic Communications, Advertising, Consumer Behavior and Integrated Marketing Communications in 3 programs: Undergraduate, MBA, and Executive Education.

Lecturer, Kelley School of Business **2002-2008**
Introduction to Marketing and Integrated Marketing Communications. In this dual appointment, I also served as Associate Director during the launch of the Global Sales Institute, prospecting and securing corporate partners to build professional development opportunities, including internships, for Kelley students.

Executive and Online Education

Kelley Executive Partners, Indiana University **2003-Present**
Clients include Indianapolis Chamber of Commerce, Rolls Royce, Bose, Arrow Electronics, Kimball International, and Deaconess Hospital

Mendoza School of Management, Notre Dame University **2006-2007**
Clients included Bayer, National Council of State Housing Agencies

Continuing Education, International, National and State Associations **2002-Present**
Clients include National Auctioneers Association, National Association of Purchasing Executives, International Cemetery & Funeral Association, Cremation Association of North America, National Funeral Directors Association, State Associations in Nebraska, Utah, Kentucky, Pennsylvania, Florida, Illinois, Iowa, Toronto, Canada, North and South Carolina, MISER Software Users Group.

Online Education **2009-Present**
Clients include National Auctioneers Association, National Funeral Directors Association, and FuneralReview.com

EDUCATION

Masters in Business Administration with Distinction, May 1982
Kelley School of Business, Indiana University, Bloomington, IN
Major: Marketing

Bachelors in Science with Distinction, May 1978
School of Education, Indiana University
Dual Major: Fine Arts, Education; Minor: Art History

Indiana State University, Terre Haute, IN, 1974-1976

Dual Major: Psychology, Fine Arts

Named Outstanding Freshman, Spring 1975

RESEARCH INTERESTS

Advertising & Multi-platform Marketing, Consumer Insight Mining, Leadership Development

PUBLICATIONS

1. Bastianelli, Ann, Marketing Communications Playbook (Kendall-Hunt, 2019)
2. Bastianelli, Ann, Marketing Toolbox (Kendall-Hunt, 2012)
3. Bastianelli, Ann (Technical Editor), and Erica Olsen (2006), Strategic Planning for Dummies (Wiley, 2006)
4. Bastianelli, Ann (Technical Editor), Steven Peterson, Peter E. Jaret, Barbara Findlay Schenck, Business Plans Kit for Dummies (Wiley, 2005)
5. Bastianelli, Ann (2004), What Matters Most: The Heart's Desires in Life and Death (Xlibris, 2004).
6. Bastianelli, Ann (2004) "Creating an Innovation Culture" in *The Director*, national publication of the National Funeral Directors' Association.
7. Bastianelli, Ann (2004) "Building the Strategic Architecture," in *ICFA Magazine*.
8. Bastianelli, Ann (2003) "To Succeed: Insight, Imagination & Initiative," in *The Updater*.
9. Bastianelli, Ann (2003) "Harnessing Diversity to Win," in *The Updater*.
10. Bastianelli, Ann (2002) "Been to Any Good Funerals Lately?" in *FastCompany.com*. Voted by Readers to the magazine's Fast Fifty Finalists.
10. Bastianelli, Ann (2001) "What Matters Now," in *The Director*.

HONORS AND AWARDS

Lee Ann Grotke Award, for Distinguished Contributions to IU Athletics, 2009

Trustees Teaching Award, 2013, 2018

Additional Trustees Teaching Award Nominations, 2011, 2012

Panschar Outstanding Lecturer Award Nominations, 2012, 2013, 2014, 2015, 2016, 2018

Presidential Teaching Award Nominations, 2015, 2016

Outstanding Teaching Award, Delta Sigma Pi, 2006

Most Motivational Faculty, Delta Sigma Pi, 2005

Most Inspirational Faculty, Delta Gamma Sorority, 2007

Outstanding Young Woman in America, 1981

National Battle of the Corporate Stars, Coach/Athlete, 1984 – 1988

Co-Captain of Indiana University Varsity Volleyball Team, 1976-1978

Outstanding Collegiate Athlete (Scholarship, Leadership, Athletics), 1978

Producer, I.U. Student Foundation's IU Sing, 1978

Outstanding Greek Woman, State of Indiana, 1978

Outstanding Freshman Woman, Indiana State University, 1975

U.S. PATENT US 7,634,416 B2

Method of Planning Funeral or other Memorial Service, Granted December 2009

PROFESSIONAL AFFILIATIONS

American Association of Advertising Agencies
American Marketing Association
National Funeral Directors Association
National Association of Female Executives

TED TALK

“Powerful Personal Branding” Ted Talk presented at Wabash College, January 2017

CONFERENCE KEYNOTE PRESENTATIONS

“Powerful Personal Branding” keynote at Target Annual Meeting, September 2019
“Consumer Engagement” keynote presented at 4As Professor Summit held at Leo Burnett Global Headquarters, June 2018
“Creativity: The Complex Art of Selling” keynote presented at Young Professionals Program, September 1992
“What Matters Most,” convention keynote, Utah FDA, January 2003.
“What *They* Think,” convention keynote, International Cemetery & Funeral Association, March 2003.
“Building Your Company’s Strategic Architecture,” Cremation Association of North America Marketing Summit, April 2003
“What Matters Most” convention keynote, Nebraska FDA. April 2003.
“Working to Win,” convention keynote, Florida FDA, June 2003.
“The Heart’s Desires in Life and Death,” convention keynote, Cremation Association of North America (CANA), August 2003.
“What Matters Most” convention keynote presented at the National Concrete Burial Vault Association, February 2004
“The Heart’s Desires in Life and Death,” convention keynote, Kentucky FDA, February 2004.
“What Matters Most is What *They* Think,” convention keynote, National Funeral Directors Association, October 2004
“What’s Your Story?” convention keynote, State Farm Insurance Annual Meeting, February 2006.
“What’s Your Story?” keynote, University of Tennessee, Chancellor’s Leadership Symposium, February 2006.
“What’s Your Story?” Indiana University Alumni Association, Leadershape IU, January 2007-2009
“What’s Your Story?” convention keynote, Chi Omega National Convention, June 2010
Keynote, Global Corporate Meeting, Kimball International, May 2011
Convention Keynote, National Auctioneers Association, January 2012
Keynote, National Customer’s Meeting, Kimball International, October 2012

Keynote, IU Health Statewide Marketing Conference, May 2012
Keynote, Regional Meeting, Bartholomew County Rural Electric Coop, October 2012
Convention Keynote, MISER Users Group, March 2012
Convention Keynote, National Rural Electric Cooperatives, February 2013
Keynote, ChiOhio Centennial, April 2013
Conference Keynote, Ohio Rural Electric Cooperatives' Annual Meeting, August 2013
Conference Keynote, PR Society of Alabama, September 2013
Conference Keynote, Alabama Electric Power Cooperatives, September 2013
Keynote, JBS United Annual Meeting, August 2013
"Insights to the Grieving and Mourning," Iowa Western Community College, October 2014.
Keynote, 100th Anniversary of Chi Omega at University of New Hampshire, March 2015
Keynote, The Alliance Business Forum, Indianapolis, Indiana, November 2015
TED Talk, 'Powerful Personal Branding,' Wabash College, January 2017

TELEVISION PROGRAMMING

Market Ready Weekly Cable TV Program: Producer, Director, Host, 2009-Present

Series Topics:

- The Crisis in Business
- The Five Rs of Marketing
- What's Your Story?
- Stories Beat Facts
- Telling A Great Story
- Lessons From Leaders
- Initiative
- Vision
- Prioritization
- The Golden Rule
- Coachability
- Adaptability
- Balance
- Purpose
- What Are You Doing Here?
- Marketing Misperceptions
- Under the Radar and Getting Seen
- Widening the Lens
- Measuring Your Life
- Kelley School Student Panelists address 'How Will You Measure Your Life?'

TEACHING INTERESTS

Advertising, Branding, Media & Marketing Strategy, Leadership, Consumer Behavior

TEACHING EVALUATIONS

M415, Integrated Marketing Communications Indiana University, Fall & Spring 2005-2018
Overall Ratings: 6.7 / 7.0

M311, Advertising and Promotion Management, Indiana University, Fall & Spring 2008-2014
Overall Ratings: 6.6 / 7.0

Online Education —What Matters Most: The Heart's Desires in Life and Death, 2009-2015
Overall Ratings: 6.9 / 7.0

Continuing Education – Certified Auctioneers Institute, 2011-2012
Overall Ratings: 6.8 / 7.0

M405, Consumer Behavior, Indiana University, Fall 2011
Overall Ratings: 6.3 / 7.0

M300, Introduction to Marketing, Indiana University, Fall & Spring 2003-2004
Overall Ratings: NA

M301, Introduction to Marketing Management, Summer 2002
Overall Ratings: 6.0 / 7.0

M544, MBA Advertising and Promotion Management, Kelley School of Business, Fall 2006-2010.
Overall Ratings: 5.2 / 7.0

Executive Education, Kelley Executive Partners, 2003-Present
Overall Ratings: 4.7 / 5.0

Executive Education, Mendoza School of Business, Notre Dame, 2006-2007
Overall Ratings: 4.8 / 5.0

Online Education, Funeral Review.com, 2009-Present
Overall Ratings: 4.9 / 5.0

Executive Education, Iowa Western Community College, Spring 2005-Present
Overall Ratings: 4.9 / 5.0

Executive Education, National Auctioneers Association
Overall Ratings: 4.9 / 5.0

Public/Executive Education, Franklin-Covey, 2003-Present

7 Habits of Highly Effective People
Overall Ratings: 4.9 / 5.0

S E R V I C E

U N I V E R S I T Y S E R V I C E

Indiana University Office of Admissions 2012-Present
Final Review Committee for Student Candidate Applications

Indiana University Alumni Association
Executive Council, 2013-Present
I-Association Board of Directors, President Emeritus, 1999-Present

Athletic Department
Athletics Committee 1999-2007
Faculty Sponsor for athletes, 2007-Present
I.U. Varsity Club National Board, 1999-2007

Chi Omega Women's Fraternity
Housing Corporation Board, 2010-2017
Head Advisor, Theta Beta Chapter at Indiana University, 2010-2018

Public Affairs

National Public Affairs Board 1990-2000

KELLEY SCHOOL OF BUSINESS SERVICE

Alumni Board of Directors, 1987-1991

Dean's Council, 1987-1991

Co-Chair, Annual Business Conference, 1989

DEPARTMENTAL SERVICE

Direct Admit Day Featured Lecturer, 2019

Faculty Advisor, Advertising Club, 2013-Present

Faculty Supervisor, Student Travel to Chicago Ad Federation Career Day, 2015-2018

Career Services Liaison, Advertising & Marketing Communications, 2006-Present

I-Core Expansion Day, February 2006, February 2008

Parents' Weekend: 2003-2007

Guest Lecturer

Delta Sigma Theta Sorority, 2019

Kelley Advertising Club, 2018, 2019

X420 Career/Personal Development: "What's Your Story?" 2002-2015

Northwestern U. Medill School of Journalism, Media, & Marketing Communications, 2011

Kelley Undergraduate Marketing Club, 2005

Zeta Tau Alpha Sorority, 2006

Delta Gamma Sorority, 2007

Chi Omega Sorority, 2012-2014

Sigma Phi Epsilon Fraternity, 2014-2015

Leadershape I.U. 2007

PROFESSIONAL, NATIONAL, & COMMUNITY SERVICE

Chi Omega National Women's Fraternity - Nancy Walton Laurie Leadership Institute

National Speaker – Leadership Development

University of New Hampshire, April 2015

Indiana University, October 2010-2014

University of California, San Diego, May 2014

Cal Poly Pomona University, May 2014

Arizona State University, February 2013

Ohio State University, April 2013

University of Iowa, October 2012

Colorado State University, October 2012

American University, February 2012

George Washington University, February 2012

George Mason University, February 2012

Stanford University, November, 2011

University of California, Los Angeles, November 2011

Indiana State University, June 2011

Ball State University, August 2011

Rollins College, November 2011

Mitchel & Scott Board of Directors, 2006-Present

Flanner & Buchanan Board of Directors, 2007-2010
Craine House Board of Directors, Indianapolis Episcopal Archdiocese, 1998-2006
Fatima Retreat House Board of Directors, Indianapolis Catholic Archdiocese, 1991-1998
Park Tudor School, Leadership Retreats, 2009-2012
Wayne Township School Corporation
 Faculty Development Retreat, 2004
 Counseling Department Retreat, 2006
Cathedral High School, Indianapolis, IN, 2007
 Keynote (Student/Parent Organization)
St. Richard's School, Indianapolis, IN
 Faculty Development: 7 Habits of Highly Effective People, 2003-2004
 All-School Leadership Assembly, 2005
 Independent School Re-charter Strategy Development

EXECUTIVE COACHING CERTIFICATION

Certified Hogan Consultant for Leadership, Hogan Personality Index, Hogan Development Survey, and Motives, Values, Preferences Inventory, May 2015

MEDIA

August 2015 Interview, Los Angeles Times, "Amazon's Culture War"
September 2014 Interviews with USA Today:
 "NFL Intent on growing female fan base"
 "NFL Storm over Abuse"
January 2012-2015, ESPN Superbowl Advertising Expert
August 1994, Interview with Wall Street Journal, "Dow Spokesdigit revives Ziploc"
May 1982, Interview: BusinessWeek, "Plight of the Trailing Spouse."
May 2003, Interview: Cincinnati Business Courier, "A Personal Send-off. Batesville Looks for Ways to Expand."

PROFESSIONAL EXPERIENCE

Anthology Consulting, Indianapolis, IN

2002-Present

President

- Key Clients: Bosma Enterprises for the Blind, Kimball International, National Office Furniture, National Funeral Directors Association, I.U. Health, Chi Omega Fraternity, JBS United, National Auctioneers Association, Bayer, Altria, State Farm Insurance, Buchanan Group, University of Tennessee, Wilbert, Inc.

Hillenbrand Industries, Batesville Casket Company, Batesville, IN

1999-2001

Chief Innovation Officer, Director of Marketing.

- Developed and implemented the strategic framework and business plan for this \$700 million industry leader, resulting in 19% year-over-year growth. Led eight direct reports and Marketing Services Department, with responsibility for Advertising and PR, Emergent market strategy, Merchandising, Research, E-Business, Customer Service, Conventions, Batesville Management Services Consulting, and Customer Continuing Education.

IKON Office Solutions, (formerly Alco Standard Corporation) Indianapolis, IN / Malvern, PA

1995-1999

Vice President of Marketing and Employee Development

- Led consolidation strategy for 108 independently-run copy centers across the country, which resulted in average annual revenue gains of 12% once the consolidation was complete. Hired and guided advertising agency for the

national launch of the new corporate identity with a budget of \$50 million. Built employee development competency by hiring subject matter experts, developing curriculum, and launching certification programs for all crucial disciplines.

DowBrands, L.P., Dow Chemical Company, Indianapolis, IN

1988-1994

Director of New Products Marketing, 1992-1994

Director of Marketing Communications, 1988-1992

- Defined corporate strategic architecture, including an aggressive plan for increasing global business through the year 2000. Led development and launch of new products, reducing concept-to-launch process time by 75% and increasing product success through effective leadership of cross-functional team, prioritization of resources, elimination of marginal SKUs, and re-engineering the development process. Supervised advertising & promotion departments and oversaw brand strategies for \$900 million brand portfolio. Won Clio and Effie Awards for Saran Wrap and Dow Bathroom Cleaner. Saved \$380 million by consolidating agency assignments & streamlining planning processes.

Leo Burnett Company, Inc., Chicago, IL

1982-1988

Account Supervisor for McDonald's, Kraft, and Kellogg's

Head College Recruiter, Account Management

- Directed strategic and creative development as well as media planning for McDonald's, Kraft Velveeta Cheeses, Parkay Margarine, Eggo, and Kellogg's Raisin Bran. Launched Happy Meals for McDonald's, enhanced merchandising in 10,000 stores, and achieved 85% household penetration, resulting in revenue growth in households with kids' and tweens' of 22% over two years. Successfully launched Kellogg's Raisin Squares, Apple Cinnamon Squares and Low Sodium cereals, preempting key competitors.

Indiana University Department of Athletics, Bloomington, IN

1978-1981

Director of Public Relations for Men's Basketball, 1979-1981

- Press liaison for Coach Bob Knight. Established & nurtured working relationships with key broadcast and print media, improving communications with Coach Knight via closed and closely managed press-conferences. Initiated conversations for '60 minutes' story with Dan Rather involving full-season filming of team and coaches throughout national championship season.

Director of Women's Sports Information, 1978-1981

- Coordinated regional and national media planning, wrote press releases, and designed programs and press guides for the ten varsity women's sports.