

**Greg Kitzmiller**  
*Indiana University Kelley School of Business*  
*Bloomington, IN 47405*  
*(812) 855-1004 (W) (812)606-9450 (C)*  
*Fax: (812) 855-6440*  
*e-mail: [gkitzmil@indiana.edu](mailto:gkitzmil@indiana.edu)*

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## S U M M A R Y

GREG KITZMILLER COMBINES ACADEMICS IN MARKETING AND STRATEGIC EXPERIENCE WITH FOCUS ON LEARNING. HE HAS RECEIVED UNIVERSITY RECOGNITION AND GRANTS FOR SCHOLARSHIP OF TEACHING AND LEARNING

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## A C A D E M I C   A P P O I N T M E N T S

### **Indiana University Kelley School of Business** Bloomington, IN

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| ARCELOR MITTAL DISTINGUISHED LECTURER   | 2011 +      |
| FACULTY I-CORE CASE COORDINATOR   | 2011 +      |
| SENIOR LECTURER IN MARKETING, TEACHING PRINCIPLES OF MARKETING (I-CORE) & INTERNATIONALS MARKETING AT THE UNDERGRADUATE LEVEL, + KD MBA CLASS | 2008 +      |
| LECTURER IN MARKETING, TEACHING PRINCIPLES OF MARKETING AT THE UNDERGRADUATE LEVEL AND INTERNATIONAL MARKETING, MBA AND UNDERGRADUATE         | 1997 - 2008 |
| VISITING ADJUNCT PROFESSOR OF MARKETING, TEACHING PRINCIPLES OF MARKETING AT THE UNDERGRADUATE LEVEL  | 1995 - 1997 |

### **Indiana University South Bend** South Bend, IN

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| ADJUNCT LECTURER IN MARKETING, TEACHING ADVERTISING AND PROMOTION AT THE MBA LEVEL AND PRINCIPLES OF MARKETING AT THE UNDERGRADUATE LEVEL | 1994 - 1995 |
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## H O N O R S

AMA (INTERNATIONAL) FACULTY ADVISOR OF THE YEAR, AMERICAN MARKETING ASSOCIATION, STUDENT CHAPTERS, 2014-15

DEAN OF FACULTIES GRANT AWARD, SCHOLARSHIP OF TEACHING, 2006-2007, SECOND AND LARGER GRANT: 2014-2015

NAMED BY DEAN DAN SMITH AS REPRESENTATIVE TO THE MHEC 'TUNING' PROJECT TO BENCHMARK CORE COMPETENCIES AND EDUCATIONAL OUTCOMES AMONG MARKETING STUDENTS WITHIN THE U.S. MIDWEST 2011-2013

DISTINGUISHED EDUCATOR FOR TEACHING WITH CLASSROOM TECHNOLOGY: TURNING POINT (1011 – PRESENT)

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INDIANA UNIVERSITY TRUSTEES TEACHING AWARD 2007 & 2009

AWARD AND GRANT: DEAN OF FACULTIES, IU, SCHOLARSHIP OF TEACHING AND LEARNING,

CHANCELLOR'S SCHOLAR, I. U. ACADEMY OF TEACHING AND LEARNING 2003-2004

NOMINEE, PANSCHAR LECTURER AWARD FOR TEACHING, 1996-7, 1997-8, 1998-99, 2001 – 2002, 2002 - 2003

LISTED IN WHO'S WHO IN AMERICA

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## O T H E R   A C A D E M I C   I N V O L V E M E N T

### **Indiana University Kelley School of Business**

I.U. CONSORTIUM ON TEACHING AND LEARNING, FOUNDING ADVISOR, (2015)

DEPARTMENT LIASON WITH UNDERGRADUATE ADVISING (2000 – PRESENT)

MEMBER, KELLEY SCHOOL UNDERGRADUATE POLICY COMMITTEE, (2000-2008, 1011- PRESENT)

ADVISOR, I. U. STRATEGIC PLANNING COMMITTEE FOR THE RECRUITMENT OF UNDERGRADUATE UNDERREPRESENTED MINORITY STUDENTS – 2013-14

MEMBER OF MULTI-STATE, MULTI-UNIVERSITY PROJECT ON "TUNING" THE MARKETING CURRICULUM. SPONSORED BY THE LUMINA FOUNDATION THROUGH THE MIDWEST HIGHER EDUCATION COMPACT, THROUGHOUT 2012-2013

SPONSOR/MENTOR, AMA STUDENT CHAPTER (FORMERLY UMC), (2007-PRESENT)

SPONSOR/MENTOR, UNDERGRADUATE HOSPITALITY INDUSTRY CLUB (2010 – PRESENT)

SPONSOR/MENTOR, UNDERGRADUATE INTERNATIONAL BUSINESS ASSOCIATION, (2003-2014)

SPONSOR/MENTOR, PHI CHI THETA, BUSINESS FRATERNITY (2009-PRESENT)

ADVISORY BOARD, KELLEY INSTITUTE FOR INTERNATIONAL BUSINESS & CIBER (2012-2014)

MEMBER, KELLEY ASSESSMENT COMMITTEE (2011- PRESENT)

PRESENTER, KELLEY YOUNG WOMEN'S INSTITUTE (2010-2014)

PRESENTER, "GLOBAL BUSINESS INSTITUTE (2012-2014)

PRESENTER, "GLOBAL SOCIAL ENTREPRENEURSHIP INSTITUTE" (2014)

PRESENTER, "BUSINESS IS GLOBAL" HS PROGRAM, (2013)

PRESENTER, I.U. CITL WORKSHOP, "FLIPPING THE CLASS" (2013)

DEVELOPER AND PRESENTER, I.U. CITL-IIB VIDEO, "FLIPPING THE CLASS" (2014)

PRESENTER, I.U. CITL WORKSHOP, "CLICKERS" (2013)

MEMBER AND PRESENTER, I.U. FACULTY LEARNING COMMUNITY, "STUDENT ENGAGEMENT" (2013)

MEMBER, KSB, PRE-I-CORE COMMITTEE (2009-10)

MEMBER, CAMPUS RECREATIONAL SPORTS ADVISORY COMMITTEE (2004 TO 2011)

SCHOLARSHIP OF TEACHING AND LEARNING: (1999-PRESENT) PRESENTER IN FACULTY MEETINGS CAMPUS WIDE AND AT CONFERENCES

FACULTY SPONSOR, INDEPENDENT MAJOR PROGRAM (1997-2011)  
SPONSORING AND ADVISING UNDERGRADUATE STUDENTS THROUGH INDEPENDENT MAJORS

MEMBER, I.U. CAMPUS CALENDAR COMMITTEE, (2006-2007)

MEMBER, SCHOOL TEACHING EXCELLENCE COMMITTEE (2003 – 2004)

CO-DIRECTOR, GLOBAL BUSINESS INFORMATION NETWORK (2000 – 2005)  
EFFECTING THE VISION FOR SCHOOL'S GLOBAL OUTREACH PROGRAMS

MEMBER AND SUBCOMMITTEE CHAIR, GLOBAL POLICY COMMITTEE (2000 – 2003) CHAIRING COMMUNICATIONS GROUP

COMMITTEE, GEM (GLOBAL EXPERIENCE PROGRAM), (1999–2001) ASSISTED IN SETTING THE AGENDA FOR THE FIRST MEETING OF ADVISORY COMMITTEE, CONTINUES IN FORMING PROGRAM

FACULTY ADVISOR, UNDERGRADUATE ENTREPRENEURS' CLUB (1995-2000)  
ASSISTED IN THE FORMATION AND PROMULGATION OF THIS NEW CLUB

DEVELOPER AND FACULTY, UNDERGRADUATE ENTREPRENEURSHIP WORKSHOP, (1997-2000)

MEMBER, BOARD OF ADVISORS, CENTER FOR ENTREPRENEURSHIP AND INNOVATION (1996-2000)

FACULTY SPONSOR, ARTS ADMINISTRATION GRADUATE PROGRAM (1995-PRESENT) LEAD DISCUSSION WITH AA FIRST YEAR GRADUATE STUDENTS ON INTEGRATION OF MARKETING INTO THEIR FIELD

FACULTY, MINI-UNIVERSITY, SUMMER LECTURE, 1997-2000, 2005, 2007, 2008

HOMECOMING JUDGING COMMITTEE, (1996, 1998), COMMITTEE WAS RESPONSIBLE FOR SELECTING THE FIRST AFRICAN-AMERICAN HOMECOMING QUEEN AT I.U.

### **University of Illinois**

FACULTY AFFILIATE, FUNCTIONAL FOODS FOR HEALTH PROGRAM, 1999 - 2004, PROVIDE MARKETING AND STRATEGIC PERSPECTIVE TO FACULTY GROUP THAT IS PRIMARILY SCIENTISTS AND INTERFACES WITH FIRMS

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## **E M P L O Y M E N T   H I S T O R Y**

*1995 - present*

**Kitzmiller Consultancy**

Bloomington, IN

FOUNDER AND PRINCIPAL, STRATEGIC CONSULTING FOR SUCH CLIENTS AS:

- AMERICAN HOME PRODUCTS
- CON-AGRA
- JOHNSON & JOHNSON
- SARA LEE
- TETRA PAK
- DMV
- PHARMACIA & UPJOHN
- SCHWANS

**Miles Inc/Bayer USA subsidiary of Bayer AG**

1981 - 1995

Elkhart, IN, USA/Leverkusen, Germany

MARKETING DIRECTOR (1994-1995), RESPONSIBLE FOR NEW PRODUCT DEVELOPMENT WITHIN CONSUMER HEALTHCARE - PROVIDED MAJOR NEW STRATEGIC OPTIONS FOR DIVISION, COORDINATED WITH INTERNATIONAL TEAMS

OPERATIONS COMMITTEE MEMBER (1991-1994), MEMBER OF THE LEADERSHIP GROUP RESPONSIBLE FOR THE GENERAL MANAGEMENT OF CONSUMER HEALTHCARE - AWARDED PERSONAL QUALITY EXCELLENCE AWARD FOR TEAM COACHING

DIRECTOR, SALES SUPPORT OPERATIONS (1991-1994), CREATED MAJOR NEW DEPARTMENT, LAUNCHED TRADE MARKETING, REINVENTED SALES TRAINING PROGRAMS, PROVIDED LEADERSHIP TO RETAIL MERCHANDISING AND SALES ADMINISTRATION

GROUP MANAGER, MARKETING (1987-1991), REVIVED ONE-A-DAY SUPPLEMENTS BRAND WITH NEW PACKAGING, ADVERTISING, AND PROMOTIONS, CHANGED MARKETING CAMPAIGNS FOR SEVERAL ADDITIONAL BRANDS

SENIOR PRODUCT MANAGER, ALKA-SELTZER (1982-1985), CHANGED BRAND STRATEGY TO NEW CORE POSITIONING

PRODUCT MANAGER, ALKA-SELTZER (1981-1982)

**Bayer AG, Leverkusen, Germany**

INTERNATIONAL DELEGATE / INTERNATIONAL MARKETING MANAGER (1986-1987), MANAGEMENT DEVELOPMENT PROGRAM, CONSULTANT FOR INTERNATIONAL STRATEGY, RESPONSIBLE FOR CHARTING NEW PRODUCT DEVELOPMENT WORLD WIDE IN SELF-CARE DERMATOLOGY CATEGORY

**Stokely-VanCamp, Inc.**

1976 - 1981

Indianapolis, IN

PRODUCT MANAGER, GATORADE THIRST QUENCHER (1978-1981), LAUNCHED INSTANT GATORADE, LAUNCHED MAJOR NEW ADVERTISING CAMPAIGN WITH CONCEPT THAT LASTED APPROX. TEN YEARS

PRODUCT MANAGER, CANNED FRUITS AND VEGETABLES (1976-1978), CHANGED BRAND GEOGRAPHIC FOCUS AND ADVERTISING

**American Cancer Society, Indiana Division Inc.**

1973 - 1976

Indianapolis, IN

EXECUTIVE DIRECTOR, INDIANAPOLIS (1975-1976)

DISTRICT REPRESENTATIVE (1973-1974) FUND-RAISING, MARKETING, & PROGRAMMING

**Provident Mutual Life Insurance Co.**

1972 - 1973

Philadelphia, PA (Indianapolis office)

REPRESENTATIVE

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## E D U C A T I O N

**MBA      Management, Indiana University School of Business, 1981**

**BA Marketing, Ball State University, College of Business, 1972**

OUTSTANDING MARKETING STUDENT AWARD, 1972

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## C O M M U N I T Y   S E R V I C E

**American Cancer Society, Indiana Division**

*1994 - 1998*

MONROE COUNTY BOARD MEMBER (1997- 1998)

STATE EXECUTIVE COMMITTEE AND BOARD MEMBER (1996-SEP. 1997), CANCER CONTROL TEAM LEADER AND FINANCE COMMITTEE MEMBER, REVAMPED STRATEGIC APPROACH TO CANCER CONTROL FUNCTIONS

CANCER CONTROL TEAM LEADER (1996-SEP.1997), TEAM MEMBER (1995-1996), REORGANIZED TEAM TO SMALL HIGHLY FUNCTIONAL UNIT, REVISED TEAM PRIORITIES TO KEY CORE ACTIVITIES

ELKHART COUNTY BOARD MEMBER AND CRUSADE CHAIR (1994-1995), INSTIGATED NEW FUND-RAISING APPROACHES

**American Marketing Association**

*Member 1987 - present*

STUDENT CHAPTER ADVISOR (2011- PRESENT)

NATIONAL PROFESSIONAL DEVELOPMENT TEAM MEMBER (1995-1996), PROVIDED FRAMEWORK FOR REVAMPED PROFESSIONAL DEVELOPMENT

MICHIANA CHAPTER BOARD MEMBER (1992-1995), ORGANIZED AND CHAIRED ANNUAL MARKETING ACHIEVEMENT AWARDS

**Council for Responsible Nutrition**

*1991 - 1994*

Washington, DC

BOARD OF DIRECTORS (1993-1994, 1990-1991), OF THIS DIETARY SUPPLEMENT INDUSTRY TRADE ASSOCIATION. INVOLVED IN THE NEGOTIATION FOR PASSAGE OF THE LANDMARK DIETARY SUPPLEMENT HEALTH AND EDUCATION ACT OF 1994. CHAIRED A TASK FORCE ON AIDS SUPPLEMENTATION.

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## C O N F E R E N C E S   A N D   P U B L I C A T I O N S

Conferences & Executive Education:

“TECHNOLOGY IN THE CLASSROOM, USING 'CLICKERS' AND OTHER COURSE TOOLS” PRESENTED AT NATIONAL LILLY CONFERENCE ON TEACHING AND LEARNING, NOV. 2012

“STUDENT SUCCESS AND THE MARKETING DISCIPLINE, TUNING INITIATIVE.” DISCUSSANT AT MARKETING MANAGEMENT ASSOCIATION, FALL CONFERENCE, OCTOBER, 2012

“STRATEGIES IN THE FOOD INDUSTRY,” KEYNOTE, FOOD TECHNOLOGY SUMMIT, LATIN AMERICA, MEXICO CITY, MEXICO, SEPT. 2011

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“STUDENT ENGAGEMENT IN THE LAND OF TWITTER” INTERNATIONAL SOCIETY FOR THE SCHOLARSHIP OF TEACHING AND LEARNING, OCT. 2009

“EMERGING MARKETS” I.U. MINI-UNIVERSITY, JUNE 2011, 2009, 2008, 2007

“CRITICAL THINKING FROM A STUDENT PERSPECTIVE” IU SOTL, FEB. 2007

“CRITICAL THINKING IN COLLEGE” LILLY CONFERENCE ON COLLEGE TEACHING, NOVEMBER, 2006

“UNDERSTANDING FUNCTIONALITY OF FOODS,” TALK FOR THE CENTER FOR GLOBAL CHANGE, JULY, 2006

“CRITICAL THINKING IN COLLEGE” LILLY CONFERENCE ON COLLEGE TEACHING, NOVEMBER, 2005

OVERVIEW OF THE BUSINESS OF “FUNCTIONAL FOODS,” TALK FOR THE CENTER FOR GLOBAL CHANGE, JULY, 2005

“THE EVOLVING EUROPEAN UNION: A LOOK AT THE EU AND ITS IMPACT ON THE U.S.”, INDIANA UNIVERSITY, MINI- UNIVERSITY, JUNE, 2005

“CRITICAL THINKING BY COLLEGE STUDENTS” FIFTH INTERNATIONAL CONFERENCE ON THE SCHOLARSHIP OF TEACHING AND LEARNING, THE GOODENOUGH COLLEGE, CITY UNIVERSITY, LONDON, UK, MAY, 2005

“DO STUDENTS CARE ABOUT CRITICAL THINKING?” LILLY CONFERENCE ON COLLEGE TEACHING, NOVEMBER, 2004

“CONSUMER PERSPECTIVE” WORLD CONGRESS ON OBESITY, WASHINGTON, D.C., JULY, 2004

“REFLECTIVE TEACHING TO INCREASE CRITICAL THINKING” LILLY CONFERENCE ON COLLEGE TEACHING, NOVEMBER, 2003

“INTERNATIONAL MARKETING RESEARCH – BUT HOW INTERNATIONAL?” INDIANA UNIVERSITY INTERNATIONAL BUSINESS CONFERENCE, OCTOBER, 2002

“DEVELOPMENT OF FOOD FUNCTIONALITY” ASOCIACION AMERICANA DE SOYA, MEXICO CITY, MAY, 2002

FACULTY SEMINAR, SCHOLARSHIP OF TEACHING AND LEARNING, IU, “SOTL: CHECKING PROGRESS AND MAKING PLANS”– APRIL 2002

“PLANNING WITH PASSION” NATURAL PRODUCTS EXPO WEST, MARCH 2002

“EVALUATING AND PRODDING CRITICAL THINKING OVER TIME” INDIANA STATE UNIVERSITY WINTERFEST CONFERENCE ON TEACHING, JANUARY, 2002

“MARKETING SOY FOODS” ASOCIACION AMERICANA DE SOYA, MEXICO CITY, JUN, 2001.

“STRATEGY IN THE NUTRITION MARKET” NUTRIMARKET 2001 CONFERENCE, SAN FRANCISCO, APRIL, 2001.

“DEVELOPMENT OF FOOD FUNCTIONALITY” ASOCIACION AMERICANA DE SOYA, MEXICO CITY, SEP, 2000.

“FOOD INDUSTRY TRENDS” KRAFT INTERNATIONAL SALES MEETING, CHICAGO, IL JULY 2000

“FOOD INDUSTRY TRENDS” TETRA-PAK INTERNATIONAL SALES MEETING, SWITZERLAND, JULY, 2000

“OVERVIEW OF FOODS BUSINESS TRENDS” FOOD INDUSTRY CONFERENCE, MIILAN, ITALY, JUNE 2000

"OVERVIEW OF FOOD STRATEGIES" UNIV. OF ILLINOIS FFH PROGRAM ANUAL MEETING, MAY, 2000

"FUNCTIONAL FOODS," CONFERENCE ON WELLNESS, CHICAGO, IL, OCT. 1999.

"UNDERSTANDING THE SIZE OF THE SUPPLEMENT MARKET USING DATA," COUNCIL FOR RESPONSIBLE NUTRITION ANNUAL CONFERENCE, PALM SPRINGS, CA, OCT. 1999.

"DEVELOPMENT OF FOOD FUNCTIONALITY" ASOCIACION AMERICANA DE SOYA, MEXICO CITY, SEP, 2000.

"FOOD INDUSTRY TRENDS" KRAFT INTERNATIONAL SALES MEETING, CHICAGO, IL JULY 2000

"FOOD INDUSTRY TRENDS" TETRA-PAK INTERNATIONAL SALES MEETING, SWITZERLAND, JULY, 2000

"OVERVIEW OF FOODS BUSINESS TRENDS" FOOD INDUSTRY CONFERENCE, MIILAN, ITALY, JUNE 2000

"OVERVIEW OF FOOD STRATEGIES" UNIV. OF ILLINOIS FFH PROGRAM ANUAL MEETING, MAY, 2000

"FUNCTIONAL FOODS," CONFERENCE ON WELLNESS, CHICAGO, IL, OCT. 1999.

"UNDERSTANDING THE SIZE OF THE SUPPLEMENT MARKET USING DATA," COUNCIL FOR RESPONSIBLE NUTRITION ANNUAL CONFERENCE, PALM SPRINGS, CA, OCT. 1999.

"GLOBAL FOODS AND FUNCTIONALITY" ASOCIACION AMERICANA DE SOYA, GUATEMALA CITY, GUATEMALA, AUG. 1999

"GLOBAL FOODS AND FUNCTIONALITY" WORKSHOP TOPICS, ASOCIACION AMERICANA DE SOYA, MEXICO CITY, AUG, 1999.

"THE U.S. HERBAL REMEDY CONSUMER," NUTRACON '99, CONFERENCE ON NUTRACEUTICALS, DIETARY SUPPLEMENTS, FUNCTIONAL AND MEDICAL FOODS, SAN ANTONIO, TX JULY, 1999.

"TODAY'S FOODS CONSUMER," INSTITUTE OF FOOD TECHNOLOGISTS, SECTION MEETING, OAKLAND, CA, APRIL, 1999

"THE U.S. HERBAL REMEDY CONSUMER," HERBAL REMEDIES CONFERENCE, IOWA STATE UNIVERSITY, APRIL, 1999.

"OVERVIEW OF U.S. FUNCTIONAL FOODS MARKET," FUNCTIONAL FOODS WORKING GROUP. LEATHERHEAD FOOD RESEARCH ASSOCIATION, LEATHERHEAD, SURREY, UK, APRIL, 1999

"COMMERCIAL AND REGULATORY DEVELOPMENTS OF FUNCTIONAL FOODS IN THE U.S." CONFERENCE ON GLOBAL DEVELOPMENTS AND OPPORTUNITIES IN FUNCTIONAL FOODS, COPENHAGEN, DK, OCT. 1998

"STRATEGIES FOR FUNCTIONAL FOODS" ASOCIACION AMERICANA DE SOYA, GUATEMALA CITY, GUATEMALA, SEPT. 1998

"MARKETING, STRATEGY, AND NEW PRODUCT DEVELOPMENT" PRIMARY PRESENTER, WORKSHOP, ASOCIACION AMERICANA DE SOYA, MEXICO CITY, JULY, 1998.

"NEW PRODUCT DEVELOPMENT," SOLE-PRESENTER EXECUTIVE EDUCATION WORKSHOP, THE ASOCIACION DE MARKETING DEL PERU, LIMA, PERU, JUNE, 1998.

"STRATEGIC MARKET APPROACHES," NUTRACON '98, CONFERENCE ON NUTRACEUTICALS, DIETARY SUPPLEMENTS, FUNCTIONAL AND MEDICAL FOODS, SAN ANTONIO, TX JULY, 1998.

"THE BUSINESS OF NUTRITION," MINI-UNIVERSITY, INDIANA UNIVERSITY, JUNE, 1998.

"UNDERSTANDING WHO WILL BUY FUNCTIONAL FOODS: THE BABY BOOM GENERATION AND ITS INFLUENCE ON PRODUCTS," SECOND CONFERENCE ON DIETARY SUPPLEMENTS, FUNCTION & MEDICAL FOODS FOR CHRONIC DISEASES OF AGING, ANAHEIM, CA, MARCH, 1998.

"TECHNICAL ASPECTS OF NEW PRODUCT DEVELOPMENT: A CURRENT APPROACH," SOLE-PRESENTER EXECUTIVE EDUCATION WORKSHOP, SOCIETY OF COSMETIC CHEMISTS REGIONAL MEETING, CHICAGO, IL, NOV, 1997.

"THE POWER OF THE BRAND," SOLE-PRESENTER EXECUTIVE EDUCATION WORKSHOP, THE ASOCIACION DE MARKETING DEL PERU, LIMA, PERU, OCTOBER, 1997.

"DEVELOPING THE THREE M'S: MOTIVATION, MANAGEMENT, AND MARKETING," EXECUTIVE EDUCATION WORKSHOP, REGIONAL MUSEUM STORES ASSOCIATION MEETING, BLOOMINGTON, IN, OCT, 1997.

"STRATEGIC & REGULATORY OVERVIEW," CONFERENCE ON DIETARY SUPPLEMENTS, FUNCTIONAL, AND MEDICAL FOODS FOR WOMEN'S HEALTH, EXECUTIVE EDUCATION WORKSHOP, BALTIMORE, MD, SEPTEMBER, 1997.

"ALTERNATIVE PRODUCT STRATEGIES," NUTRACON '97, CONFERENCE ON NUTRACEUTICALS, DIETARY SUPPLEMENTS, FUNCTIONAL AND MEDICAL FOODS, LAS VEGAS, NV, JULY, 1997.

"THE BUSINESS OF NUTRITION," MINI-UNIVERSITY, INDIANA UNIVERSITY, JUNE, 1997.

"KEY ECONOMIC ISSUES IN THE DEVELOPMENT OF NEW PRODUCTS," EXECUTIVE EDUCATION, FUNCTIONAL FOODS FOR HEALTH ANNUAL RETREAT, UNIVERSITY OF ILLINOIS, MAY, 1997.

"WHY AGING IS A CONSUMER HOT BUTTON: A STUDY OF THE BABY BOOM GENERATION AND ITS INFLUENCE ON PRODUCTS," CONFERENCE ON DIETARY SUPPLEMENTS, FUNCTION & MEDICAL FOODS FOR CHRONIC DISEASES OF AGING, ANAHEIM, CA, MARCH, 1997.

CHAIR, POST-CONFERENCE WORKSHOP, AND PRESENTATION "THE CURRENT MARKET: TRENDS AND TRIVIA," CONFERENCE ON NUTRACEUTICALS, NEW ORLEANS, 1996.

CHAIR AND PRESENTATION, "FUNCTIONAL FOODS AND NUTRACEUTICALS IN 1996," NUTRACON '96: ANNUAL CONFERENCE ON SCIENTIFIC AND MARKETING OPPORTUNITIES IN NUTRACEUTICALS, DIETARY SUPPLEMENTS, FUNCTIONAL AND MEDICAL FOODS, NASHVILLE, TN, 1996.

"TECHNICAL ASPECTS OF NEW PRODUCT DEVELOPMENT: A CURRENT APPROACH," PRESENTATION, AMERICAN CHEMICAL SOCIETY NATIONAL MEETING, NEW ORLEANS, LA, 1996.

"THE DIETARY SUPPLEMENT MARKETPLACE," COUNCIL FOR RESPONSIBLE NUTRITION ANNUAL CONFERENCE, LAKE TAHOE, CA, 1995

"HOW TO GAIN A PROPRIETARY POSITION IN THE FUNCTIONAL FOOD MARKET," NUTRACON '95, ANNUAL CONFERENCE ON SCIENTIFIC AND MARKETING



OPPORTUNITIES IN NUTRACEUTICALS, DIETARY SUPPLEMENTS, FUNCTIONAL AND MEDICAL FOODS, LAS VEGAS, NV, 1995.

"THE FUNCTIONAL FOOD MARKET: CURRENT MARKET STRATEGIES AND EMERGING MARKET SEGMENTS," FUNCTIONAL FOODS FOR HEALTH ANNUAL RETREAT, NORDIC HILLS, IL, 1995

INTERNATIONAL MARKETING CONFERENCE, BAYER AG, MILAN, ITALY  
RESPONSIBLE FOR ORGANIZING AND CO-CHAIRING THIS WORLD-WIDE  
CONFERENCE FOR THE SELF-CARE GROUP OF BAYER, 1987

Articles:

COLUMNIST, NUTRACEUTICAL WORLD MAGAZINE, 1990's - 2005

"Think Global, Act Global," (APP) The Global Connection, Summer 1999, IU Global Programs Office

"OVERCOMING HURDLES IN NEW PRODUCT DEVELOPMENT," CHEMTECH, MAY, 1997.

"STRATEGIC ISSUES IN FUNCTIONAL FOOD NEW PRODUCTS" JOURNAL OF NUTRACEUTICALS, FUNCTIONAL, AND MEDICAL FOODS: PRODUCT DEVELOPMENT, COMMERCIALIZATION, AND POLICY ISSUES, VOLUME 1, NUMBER 4.

Journal:

REVIEWER, JOURNAL OF NUTRACEUTICALS, FUNCTIONAL, AND MEDICAL FOODS: PRODUCT DEVELOPMENT, COMMERCIALIZATION, AND POLICY ISSUES, VOLUME 1, NUMBER 4.

Papers: Improving Exams to Assess Concept Learning in Large Classes, presented to IU Faculty, 2000

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P R O F E S S I O N A L   M E M B E R S H I P S

**American Marketing Association**

*1987- 2003, 2010- Present*

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L A N G U A G E S

ENGLISH, FLUENT

GERMAN, FLUENT

SPANISH, BEGINNING