Wilson F. Zehr, PhD, MBA

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Over twenty years of proven success in the technology industry; extensive hands-on experience creating, leading, and advising startup ventures; and more than a decade of university teaching experience. Seeking an opportunity to use my knowledge of marketing, technology, entrepreneurship, and business strategy to help educate and guide the next generation of entrepreneurs and business leaders.

EDUCATION

PhD, Technology & Management, Walden University, Minneapolis, MN
   Research Concentration: Analytical Models, Innovation, & Strategy
   Delta Mu Delta International Honor Society
   Overall GPA 4.0

PhD, Engineering and Technology Management, Portland State University, Portland, OR – *all but dissertation*
   Research Concentration: Innovation, Entrepreneurship, & Strategy
   Omega Rho International Honor Society
   Overall GPA 3.85

PhD, Systems Science, Portland State University, Portland, OR – *all but dissertation*
   Research Concentration: Finance & Quantitative Economics
   Overall GPA 3.91

MBA, Portland State University, Portland, Oregon
   Selected for Top Ten Business Students in Oregon by Oregon Business Magazine
   Top student in graduating class
   Graduate Business GPA 4.0

BS, Finance, Portland State University, Portland, Oregon
   Graduated with High Honors
   Minor in Computer Science
   Overall GPA 3.97
   Beta Gamma Sigma Honor Society
   Phi Kappa Phi National Honor Society
   Walter Hershey Memorial Scholarship
   Portland Society of Financial Analysts Scholarship
   Financial Management Association National Honor Society

AS, Computer Science, Portland Community College, Portland, Oregon
   Overall GPA 3.95

UNIVERSITY TEACHING EXPERIENCE

Eastern Oregon University (www.eou.edu)

EOU is a public university that was founded in 1929 and serves as the center for education, culture, scholarship, and economic development for eastern Oregon. The school has ~3,400 full-time students (offline + online) and serves the rural areas of eastern Oregon (although EOU has online students from all over the world). Incomes in this part of Oregon are low, a majority of our students are eligible for needs-based funding, and quite a few are the first in their family to attend school. We are an important presence in this region, and we have a GREAT group of students.

September 2015 – present: Assistant Professor – Marketing, Entrepreneurship, & Business Strategy
Learning Management System: Canvas

- Designed and taught courses in Introduction to Entrepreneurship (BA 260), Introduction to Marketing (BA 312), Principles of Finance (BA 313), E-Marketing (BA 346), Marketing Research (BA 365), Retailing and Sales (BA 450), Product Planning and Development (BA 454), Entrepreneurship (BA 460), Promotion Strategy (BA 464), Consumer Behavior (BA 465), Business Policy & Strategy (BA 498 – business capstone), and Marketing Strategy and Technique (BA 503). Combined the latest academic research with practical skills and experience to further enrich course content and tie it to practical challenges. Developed extensive content and techniques for online learning at EOU using the Canvas LMS – more than half of our student population are online students, most take advantage of online education in some form.

- Participated in the complete redesign of the MBA program which was rolled out in Fall of 2018. Worked with the team to design the structure content. Developed the syllabi for many of the core courses for the program. Taught the first term of Marketing Strategy and Technique (online + on campus) making extensive use of business cases.

- Supervised and advised more than 50 student projects related to local economic development. Project clients include: Boise Cascade, Skipline, State of Oregon (Governor's office + DEQ), Union County, Union County Economic Development Corporation (UCEDC), City of La Grande, Eastern Oregon Networking, Oregon Water Company, Side A Brewing, Nicole Lewis Music, Orthmann Ironworks, West Side Bakery, Nature's Pantry, Yia Yia Nikki's, and many others. These projects give students the opportunity to complete real-world projects and serve the community in a meaningful way.

- Serve on the Urban Renewal Advisory Committee for the City of La Grande, OR. Created the Entrepreneurship Club student organization and serve as faculty advisor. Created Eastern Oregon Ventures, a 501(c)(3) non-profit, to develop the entrepreneurial eco-system in eastern Oregon. We sponsor a speaker series (Pub Talks) that feature marquee quality entrepreneurs and service providers who share their entrepreneurial journey. The speaker series is live-streamed to students and entrepreneurs throughout the state of Oregon. These recordings can also serve as a backdrop for future in-class learning exercises.

- Serve on the University Council, the Diversity Committee, the Safety Committee, the State of Oregon mandated Tuition Advisory Committee, and the Strategic Planning and Operating Committee. Team Leader and group member of two strategic university teams designed to find and resolve key issues related to recruiting, retention, and technology. Worked with administrative leadership to create a strategic plan, university values, and strategic goals for 2029 – these goals have been adopted by the Board of Trustees. Served as Chair of the Teaching and Learning Technology Coordinator Search Committee and on the College of Business Dean Search Committee.

Northeastern University (www.northeastern.edu)

Founded in 1898, Northeastern University is a private research university located in the heart of Boston. Northeastern is a leader in worldwide experiential learning, urban engagement, and interdisciplinary research that meets global and societal needs. The University offers a comprehensive range of undergraduate and graduate programs leading to degrees through the doctorate in nine colleges and schools. The Graduate Business School is ranked in the top 60 programs nationwide by U.S. News & World Report.

January 2013 – September 2016: Online Instructor
Learning Management System: Blackboard

- INTB 6217, Creating and Sustaining Competitive Advantage Through Global Innovation. This is a five week graduate (online MBA) course that introduces students to the art and science of innovation and explores the critical role it plays in creating and sustaining a competitive advantage. The course is built around a series of readings and articles, case studies, lectures, and discussion boards.

- ENTR 6216, Entrepreneurship. This is a five week intensive graduate (online MBA) course that takes students the process of identifying a market opportunity and starting a new business venture. This course is built around case studies, lectures, and a business proposal that the students develop from scratch working with the instructor. The topic of social ventures is also explored and offered as an attractive alternative to students.

Oregon State University (www.oregonstate.edu)

Founded in 1868, Oregon State is Oregon's Land Grant University and is one of only two universities in the U.S. to have Sea Grant, Space Grant, and Sun Grant designations. Oregon State holds both the Carnegie Foundation's top designation for research institutions and its prestigious Community Engagement classification. As Oregon's leading public research university, with $263 million in external funding for the 2013 fiscal year, Oregon State's impact reaches across the state and beyond. With 12 colleges, 15 Agricultural Experiment Stations, 35 county Extension offices, the Hatfield Marine Sciences Center in Newport and OSU-Cascades in Bend. Oregon State welcomes a diverse student body of over 26,000 students from across Oregon, all 50 states, and more than 100 countries.

December 2013 – September 2015: Instructor
Learning Management System: Blackboard

- BA 260, Introduction to Entrepreneurship. This course provides an introduction to entrepreneurship including the characteristics of an entrepreneur, identifying new venture opportunities, evaluating the attractiveness, forming the formal business entity, identifying the proper sources of capital, and operating the venture. We cover both internal (Intrapreneurship) and external (Entrepreneurship) new venture creation. We also explore traditional for-profit ventures as well as social and sustainable ventures that can be for-profit or non-profit.

- BA 390, Marketing. This is an introductory course on marketing that covers product, people, price, place, promotion, along with brand and strategy. This is the marketing foundation course for all business students.

Portland State University (www.pdx.edu)

Portland State University is Oregon's largest and public university located in the heart of one of America's most progressive cities. It offers more than 60 undergraduate and 40 graduate programs in fine and performing arts, liberal arts and sciences, business administration, education, urban and public affairs, social work, engineering and computer science. PSU offers more than 226 bachelors, masters and doctoral degrees. The 50-acre downtown campus—with the motto "Let Knowledge Serve the City"— places students in a vibrant center of culture, business and technology.

February 2005 – September 2015: Adjunct Professor (university capstone program team)
Learning Management System: Desire2Learn

- BA 495, Business Policy & Strategy, the capstone course for the School of Business and the university. Designed and taught this 6 credit hour offering where students learn business strategy and also complete a live consulting engagement with a community partner: state or local agency, non-profit organization, or commercial enterprise. This requires mastery of the academic content, the ability to manage simultaneous relationships with community partners (clients), and the ability to complete consulting projects with students. The university has now completed over 1,000 projects for community partners.

- BA 101, Introduction to Business. This is a survey course of business administration targeted at first year business students – although it is open to all university students. The students are broken into teams that must each come up with a new business idea and build a business plan. The semester concludes with a competition between teams to establish the winning business plan(s).

- BA 346, Entrepreneurship. This is a basic introduction to starting and running an entrepreneurial business for non-business majors. This class includes the creation of a business plan and frequent class visits by entrepreneurs.

- MGT 510, Financing Emerging Growth Companies. This course takes students through the basic phases of a firm's lifecycle starting from raw startup and advancing to mature enterprise. We examine the funding sources and challenges at each stage of development. We assemble panels of investors that specialize in funding companies at each stage and entrepreneurs whose firms are operating at that stage. The class finishes with students making an actual "pitch" to a panel of investors who help determine their final grade.

Marylhurst University (www.marylhurst.edu)

Marylhurst University is a private, co-educational, liberal arts institution. It offers accredited academic and professional programs designed for students who must balance school with work and other responsibilities. The University emphasizes peer learning, personal attention and sense of community. A Catholic university, Marylhurst was founded in 1893 by the Sisters of the Holy Names of Jesus and Mary. Today, Marylhurst provides quality and innovative educational experiences for individuals of many religious beliefs and backgrounds.

June 2011 – September 2015: Adjunct Professor
Learning Management System: Moodle

- BM 371, Business, Media, and Popular Culture. This class explores how business is portrayed in theatre, literature, movies, television, and advertising; and how this representation relates to the actual culture and operation of business enterprises. This is a 5 credit accelerated course that includes both online and on-ground components.

- MGT 534, International Business. This is an online graduate (online MBA) course designed to lead students through the details, challenges, and rewards of international business. The course uses a traditional textbook, case studies, and online discussion board. Students are also required to complete a business plan for an international business venture including concept, screening, structure, financing, and operations.

Concordia University, School of Management *(www.cu-portland.edu/som)*

Concordia University is a private Christian university located in Portland, Oregon. Concordia has been preparing leaders for the transformation of society since 1905. The university is a regional leader offering undergraduate and graduate degree programs in Theology, Nursing, Education, and Business Administration.

August 2007 – June 2011: Associate Professor, Marketing & Entrepreneurship – Marketing Practice Leader

Learning Management System: WebCT

- Designed and taught courses in Marketing (BA 360), Global Marketing (BA 366), Entrepreneurship (BA 321), Entrepreneurial Finance (BA 472), Starting New Ventures (BA 471), Internet Marketing (BA 364), Business Policy & Strategy (BA 458), Economics (EC 201), and graduate level eBusiness (MBA 505). Combined latest academic research with practical skills and experience accumulated over 30 years to further enrich course content and tie it to practical business situations. Developed courses for Innovation & Product Lifecycle (MKT 365) and a graduate level Internet marketing course (MBA 504).

- Performed research related to specific Ph.D. projects at Portland State University and then leveraged this research work to further enhance courses offered at Concordia. Research topics leveraged in classes at Concordia include: The Evolution and Future of the Internet, Innovation in China, Strategic Position of Apple Computer, Comparison of Porter's Generic Competitive model with the Strategic Marketing Model, and more. Served as reviewer for the PICMET (Portland International Center for Management of Engineering and Technology) conference papers 2010 (www.picmet.org) – the 2010 conference was held in July in Bangkok, Thailand.

- Orchestrated visits to classes at Concordia for over a dozen local executives to share their experiences with students and introduce the visitors to Concordia University. Since arranging each successful visit requires reaching out too many local executives who ultimately can't attend; this activity has significantly increased the visibility of Concordia within the local business community – many business leaders are not aware of Concordia.

- Support students in studies, professional activities, networking, and follow-on education. Provide insights into academic material in class, during office hours, and after hours via email/telephone. Discuss career objectives and suggest promising ideas, paths, and opportunities. Encourage students to connect with me on LinkedIn and explore my extensive contact (over 11 million connections). Provide introductions for internships and job opportunities and provide recommendations for degree applications.

- Prepare and deliver presentations and webinars on topics of interest to industry and professional organizations: Embrace Evolution : Web-to-print webinar for the Pacific Printing & Imaging Association; Strategic Marketing for the Metropolitan Senior Network; Strategic Marketing seminar for the Oregon Entrepreneurs Network; Strategic Marketing with Social Media for Senior Financial Planners Retreat; and others. Publish articles and presentations online related to direct mail, strategic marketing, and social media.

- Complete special projects requested by the university. Review online marketing programs for the university and suggested changes that resulted in a savings of over $38,000/month. Developing business, marketing, and roll-out plans for the new Sports Management degree program. Serve as the Marketing Practice leader helping to align the student objectives with the objectives of the School of Management and the university.

INDUSTRY EXPERIENCE

Cendix (*www.cendix.com*)

Cendix is the leading provider of Web-to-print solutions that automate on-demand marketing campaigns and increase sales both online and offline. Cendix offers hosted Internet application software for print shops, commercial printers, and enterprise marketing organizations. Cendix supplies all the software, hosted systems, and technical talent; Cendix creates and customizes the online application; and manages all the ongoing operations and system maintenance.

June 2004 – present: Founder

- Created Cendix to provide the next generation of Zairmail-like (web-to-print) capabilities for commercial printers and enterprise marketing organizations. Secured the first contract to provide maintenance and engineering services for Global Document Solutions. Guided average annual revenue growth of over 28% per year.

- Designed and delivered online applications for Home Savings of America (200+ branches), Employers Insurance (1,000+ agents), Sage Software (6,000+ distributors), All American Hearing, Marriott Courtyard, Red Lion, Integra Telecom, Charles Schwab, Digital Insight (Intuit), Pelican Hill, 3 Day Blinds, Long Term Clients, Falcon Graphics, Mail Computer Services, WW Metal Fab, Mail Manger, Telerose Printing, Lithtex, and others.

- Designed and delivered websites and online marketing services for clients in a broad range of industries. Clients include Cendix, Cube Management, Panther Systems, OnPlan Solutions, Pacific Printing & Imaging Association, Vigor Industrial, Zairmail/eLetter, Green Dog Printing, Alesco Data Group, Code Blue Solutions, Yolo Colorhouse, Yoga Body, Church of God, 3 Public Relations, Ascend, Xeinium, and many others.

- Provided strategic marketing and sales consulting services for numerous startup and emerging growth companies, including: Cube Management, Agilis Solutions, Compli, Exterro, EthicsPoint, Kietra, Panther Systems, OnPlan Solutions, DevonWay, GetGordon.com, Synotac Design, EiD Passport, City Broadcasting, Perpetua, Floragenex, Allmed Healthcare Management, and others. Please see www.cendix.com/consulting/consulting_overview.html for additional details and project examples.

Zairmail/Launchpoint (*acquired by Global Document Solutions*)

Launchpoint leverages digital print-on-demand, Internet communication, and document automation technologies to make sending a letter faster, easier, and 50% less expensive. The company was funded by Hewlett Packard, Tim Draper, Timberline Ventures (Northwest affiliate of Draper Fisher Jurvetson), and others.

September 1999 – June 2004: Founder, President, & CEO

- Invented the concept of hybrid (electronic to hard copy) mail for short-run direct mail campaigns. Created the product specifications, co-authored three patents related to distributed print communication and advertising, and led the development, positioning, and launch of the company and its products.

- Guided the company from a seed stage start-up to a mature organization with 12,000 small business customers. Highlights include: 300% growth in 2001; 200% growth in 2002; reduced expenses by 50% and doubled profit margins in 2003; re-capitalized the company as Launchpoint in September 2003; reached break-even August 2004.

- Established and managed more than 25 strategic and affiliate relationships including: Microsoft, USPS, UPS, Office Depot, Xerox, Kinko's, IKON, Experian, InfoUSA, Pitney Bowes, GMAC Real Estate, Prudential Real Estate, First American Real Estate, and AeA.

- Served as the corporate spokesperson for Zairmail/Launchpoint including sales/investor presentations, conference sessions, editor interviews, television appearances, and radio shows. Created articles on small business growth and direct response marketing for external publications and our own monthly newsletter of 110,000 subscribers.

- Raised over $14 million from corporate, institutional, angel investors, and economic development agencies. Financing activities include seed funding, institutional financing (venture capital and venture debt), bridge financing, and creative debt restructuring. Completed four acquisitions of competitors.

eFusion, Inc. (acquired by ITXC/Teleglobe NASDAQ: TLGB)

eFusion pioneered the market for Voice over Internet Protocol (VoIP) applications as a technology provider and an application service provider. The primary customers of eFusion were large Telco's, CLEC's, national Internet service providers, and call centers. The company was funded by Intel, Microsoft, AT&T Ventures, France Telecom, and others, and was acquired by ITXC for $165M.

August 1996 – September 1999: *Marketing/Business Development*

- Defined the products, positioning, and marketing strategy for eFusion's Network Products. Drove the branding and created all the initial sales collateral and marketing materials. Network Product Division sales represented almost 100% of eFusion's total revenue – $10 million target in 1999 – those sales results were instrumental in driving the acquisition of the company by ITXC (now Teleglobe).

- Responsible for spinning-up, managing, and expanding eFusion's portfolio of strategic partners including: two funding partners (Intel, Microsoft); three network edge device vendors (Ascend, Cisco, and 3Com); as well as several new strategic marketing and technology relationships.

- Directly responsible for closing and managing eFusion's largest accounts – over 80% of revenues. Drove sales in North America by directly owning strategic accounts (GTE, Bell Canada, America Online, UUnet, MSN, Intel, Cignal Global Communications); guided sales engagements resulting from partnerships with our edge device partners (Ascend, Cisco, and 3Com); and supported sales development nationwide (US West, SBC, and others).

Sequent Computer Systems *(acquired by IBM NYSE: IBM)*

Sequent Computer Systems was the leading provider of open systems computers for large-scale enterprise database applications. In this timeframe there were more than 130 large-scale Oracle database implementations on Sequent; only 7 on Hewlett Packard; and 1 on Sun. Significant Sequent customers included Boeing, US West, Oracle (ran their business and engineering operations on Sequent), Walgreen's, Burlington Coat Factory, and Eurocar.

January 1994 - August 1996: **Program Manager**

- Responsible for managing all aspects of Sequent's day-to-day activities with Oracle Corporation. The Oracle relationship leveraged over $198 million (63% of Sequent's business) in 1994, up from $126 million (46% of Sequent's business) in 1993.

- Generated 56% growth in Oracle leveraged revenue for 1994 – with comparable gains in 1995. Delivered a direct sales program for Oracle database products that generated over $6 million in incremental revenue in just six months; eliminated $1.6 million in excess pre-paids; and forged stronger field sales relationships.

- Responsible for delivering supported Oracle-based offerings on Sequent platforms – *Oracle products on Sequent were routinely the first to market.* Managed over $10 million of Sequent equipment at Oracle and directed the activities six engineers working on-site at Oracle.

- Responsible for the definition and delivery of Sequent's Custom OLTP (Online Transaction Processing) Program. The market for Custom OLTP applications represented $290 million (over 65% of Sequent's revenues) in 1995.

- Drove the North American rollout of Sequent's Bull mainframe migration program. This program was on target to produce $10 million in incremental revenue in 1996, and over $30 million in 1997.

Cadre Technologies *(acquired by Computer Associates NYSE: CA)*

Cadre Technologies was a leading provider of Computer Aided Software Engineering (CASE) tools for large-scale software development projects. CASE tools are often required for design and documentation in government projects.

January 1991 - December 1993: **Product Line Manager**

- Responsible for defining, developing, positioning, and promoting Cadre's Teamwork/FORTRAN Rev reverse engineering tool and defining Cadre's next generation reverse engineering and software re-use tools for C/C++.

- Coached, motivated, and supported a worldwide direct sales force of more than 80 people

- Responsible for Cadre's corporate relationship with Sun Microsystems. Software sales on the Sun platform represented over 50% of Cadre's $50 million in annual revenue. Forged closer relationships with Sun, IBM, Hewlett Packard, and Digital Equipment Corporation to leverage their field sales resources.

Verdix Corporation *(acquired by Rational/IBM NYSE: IBM)*

Verdix was the leading provider of Ada compiler technology. Ada is a programming language required by the Department of Defense for all mission critical and embedded systems applications.

May 1985 - January 1991: Software Engineer

- Designed and implemented the Verdix a.mkvar object file archive utility
- Designed and implementation of the MVME133a interface template and porting test suite
- Designed and implemented interfaces between Ada and other programming languages (50K+ lines of code)
- System administrator for an extensive in-house network (Unix, VMS, DOS; LAN, WAN; custom scripts)

PUBLICATIONS

Selected Articles

1. Zehr, W. (various). The Direct Mail Journal [web log]. http: www.directmailjournal.com

2. Zehr, W. (2020, October 1 – 3). Innovation and Market Leadership in a Technology Industry [Poster Presentation]. Walden University Research Conference, Minneapolis, MN, United States [virtual]. Retrieved from https://www.dropbox.com/s/zuogizsk0gn6d4q/Innovation_and_Market_Leadership_in_a_Technology_Industry.pdf?dl=0

3. Zehr, W. (2020). Innovation and market leadership in a technology industry (Order No. 2791360). Available from ProQuest Dissertations & Theses Global. Retrieved from https://ezp.waldenulibrary.org/login?qurl=https%3A%2F%2Fsearch.proquest.com%2Fdocview%2F2404627282%3Fac

4. Zehr, W. (2016). Market-based innovation for sustainable competitive advantage. 2016 Portland International Conference on Management of Engineering and Technology (PICMET), Portland, July 2016 (pp. 914-924). Portland, OR: PICMET. https://doi.org/10.1109/PICMET.2016.7806572

5. Wang, B., Anderson, T, & Zehr, W. (2015). *Competitive Pricing using Data Envelopment Analysis - Pricing for Oscilloscopes*. Innovation and Technology Management, October 2015. https://doi.org/10.1142/S0219877016500061

6. Zehr W., Alawini A., Alharbi M., Borgan M. (2014). *Chapter 2: Call Tracking Selection Model*, Technology Development, Innovation, Technology, and Knowledge Management. Cham, Switzerland: Springer International Publishing. https://doi.org/10.1007/978-3-319-05651-7_2

7. Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2012). *Strategic management cases: competitiveness and globalization*. Boston, MA: Cengage Learning. [textbook contributor]

8. Wilson Zehr, *Hosted Applications: The Future of Information Technology*, Cendix newsletter, July 5, 2007. http://www.cendix.com/resources/articles/future_of_technology.html

9. Wilson Zehr, *Knocking Down the Ivory Tower*, Cendix newsletter, February 9, 2006. http://www.cendix.com/resources/articles/ivorytower.html

10. Wilson Zehr, *More Direct Mail for Less Time and Money*, Zairmail newsletter, October, 2005. http://www.cendix.com/resources/articles/moredirectmail.html

11. Wilson Zehr, *Postcards Work!*, Zairmail newsletter, September 2005. http://www.cendix.com/resources/articles/postcardswork.html

12. Wilson Zehr, *When to Test a Mailing?*, Zairmail newsletter, May 2005. http://www.cendix.com/resources/articles/whentestmailing.html

13. Wilson Zehr*, It's a Wired World, Why Are You Still Using Your Father's Direct Mail Campaign?*, Zairmail newsletter, January 2005. http://www.cendix.com/resources/articles/whyfatherscampaign.html

14. Wilson Zehr, *Get Better Results with Direct Mail – Make the Call*, Zairmail newsletter, September 2004. http://www.cendix.com/resources/articles/makethecall.html

15. Wilson Zehr, *Mailing List Boot Camp*, Zairmail newsletter, June 2004. http://www.cendix.com/resources/articles/mailingbootcamp.html

16. Wilson Zehr, *How to Measure Your Direct Mail Campaign's Success Using Return-on-Investment Tools,* Zairmail newsletter, January 2004. http://www.cendix.com/resources/articles/roitools.html

17. Wilson Zehr, *On-Demand Postcards The New Easy Way to Market Your Business Fast!,* Zairmail newsletter, June 2000. http://www.cendix.com/resources/articles/ondemandpostcards.html

Patents/Applications

1. System and Method for PC or Smartphone, Desktop-Direct One-to-One Digital to Hard Copy USPS Mail at Discount Postal Rates. US 62789377. January 7, 2019.

2. Method and apparatus for supplementing mailing transaction costs. US 20010025274 A1. September 27, 2001.

3. Credit based advertising through email. WO 2001071616 A2. September 27, 2001.

4. Distributed system for conducting physical delivery mail service over the internet. WO 2000057285 A1. September 28, 2000.

<u>Selected Presentations</u> (http://www.cendix.com/resources.html)

1. Sales Channels, prepared for Portland State University, Spring 2012.   http://www.slideshare.net/wzehr/sales-channels

2. Strategic Marketing for New Ventures, prepared for Open Technology Business Center, September 16, 2011. http://www.slideshare.net/wzehr/otbc-strategic-marketing-0911

3. China: Controlled Innovation, prepared for ETM 620, Portland State University, November 30, 2009. http://www.slideshare.net/wzehr/china-controlled-innovation

4. Strategic Marketing with Social Media, prepared for Senior Financial Planners Retreat, November 12, 2009. http://www.slideshare.net/wzehr/social-networking-nov-10-2009

5. Strategic Marketing Fundamentals, prepared for Oregon Entrepreneurs Network, April 29, 2008. http://www.slideshare.net/wzehr/strategicmarketingfundamentals

6. Embrace Evolution: Web-to-Print, prepared for PPI (www.ppiassociation.org), February, 2008. http://www.slideshare.net/wzehr/webtoprintwebinar0208-2209158

7. Crush the Competition and Build Sales with Strategic Marketing, Cube Management, June 21, 2006. http://www.slideshare.net/wzehr/strategic-marketing-2006 http://www.cendix.com/press/boostsaleswebinar.html

Samples of additional publications, presentations, and webinars is available on request.

ADDITIONAL EXPERIENCE

University Council, Eastern Oregon University, La Grande, OR

Interinstitutional Faculty Senate, public universities in OR (www.oregonifs.org)

Entrepreneurs Club, Faculty Advisor, Eastern Oregon University, La Grande, OR

Urban Renewal Advisory Committee (URAC), City of La Grande, La Grande, OR

Strategic Policy and Operating Committee (SPOC), Eastern Oregon University, La Grande, OR

Executive Director, Eastern Oregon Ventures

Advising Charter Team, Eastern Oregon University, La Grande, OR

Recruiting Charter Team, Eastern Oregon University, La Grande, OR

Diversity Committee, Eastern Oregon University, La Grande, OR

Industrial Systems Advisory Committee, Blue Mountain Community College, Pendleton, OR

Manufacturing Leadership Council, Frost & Sullivan, San Antonio, TX

McKinsey Executive Panel, McKinsey & Company, Boston, MA

Board of Directors, Youth Official Supervisor, Lake Oswego Youth Football, Lake Oswego, OR

Publication Review, Portland International Center for Management of Engineering and Technology, Portland, OR

Strategic Contributor, Oregon Entrepreneurs Network, Portland, OR

Venture Competition Judge, Future Business Leaders of America, Portland, OR

Venture Mentor, Lab2Market Program, National Science Foundation, Portland, OR

Board of Directors, Program Management Forum, Portland, OR

Board of Directors, American Advertising Museum, Portland, OR

Board of Directors, Software Association of Oregon, Portland, OR

Small Business Advisory Council, American Electronics Association, Washington, DC

Technical Advisory Board, Oregon Advanced Computing Institute (OACIS), Portland, OR

International Experience: Conducted business or traveled in over 24 countries globally. Graduate level research on the Japanese manufacturing industry and Marketing in "Greater China" (China, Hong Kong, Taiwan) ; graduate level research on Chinese economics and politics; taught graduate classes, worked, and lived in Bangkok, Thailand; completed consulting projects with the Thai Military Bank and Esso (Thailand) Limited; presented at conferences and worked extensively with customers/investors in Asia and Europe.