

CURRICULUM VITAE

VERNON R. STAUBLE

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EDUCATION

Ph.D.	Claremont Graduate University	1980
	Business Administration/Government	
	Dissertation: <i>The Impact Of Changing Organizational and Political Perspectives: The Olympic Games Movement.</i>	
	Committee member: Peter F. Drucker	
MABA	University of California, Riverside	1974
	Master of Administration in Business Administration	
	Emphasis: Marketing Management	
BA	California State University, San Bernardino	1972
	Business Administration (Outstanding Alumnus Award)	
Certification	Logistics/Supply Chain Management	2010
	Manufacturing Skill Standards Council (MSSC)	

ACADEMIC QUALIFICATIONS

University of Redlands, Senior Lecturer (AY 2010-11) 1987 - Present
Business Administration and Accounting Department/College of Arts & Sciences.
Courses (2009-2017): BUS-136 Global Marketing, BUS-344 Brand Management, BUS-343 Marketing Communications, BUS-459 Business Policy and Strategy, BUS-369 Independent Study; BUS-269 Career Planning.

University of Redlands, Adjunct (summer only) 2016 – 2018
School of Business.
Graduate Courses: BUAD696 Capstone, MGMT693 Marketing Strategy BUAD642 International Business & Marketing

California State University, San Bernardino, Adjunct Professor 5/2012
Marketing Department
Course: MKTG 525 Sports and Entertainment Marketing.

Cal Poly University, Professor Emeritus 2007
 California State Polytechnic University, Pomona (Cal Poly) 1985-2007
 Full Professor, International Business & Marketing (tenured). 1987-2007
Chairman, International Business & Marketing (IBM) Department, 1994-2001
 Associate Chair, International Business & Marketing. 1987-1994

- ✓ *Internship Coordinator, IBM Department, 1995-2001*
- ✓ *Director, Sales Productivity Development Center, 1995*
- ✓ *Committee for AACSB Accreditation, 1989-1995*
- ✓ *College of Business Administration Tenure and Promotion Committee, 1992-5.*
- ✓ *Graduate Advisor, College of Business Administration, 1987-1991.*

Courses: IBM 301 Principles of Marketing Management, IBM 302 Marketing Strategy, IBM 306 Professional Selling, IBM 414 International Marketing Management, IBM 436 Business Agreements and Negotiation, IBM 421 Marketing Problems.

PROFESSIONAL QUALIFICATIONS - BUSINESS CONSULTING

Forty- four years of *MARKETING & MANAGEMENT* consulting experience extend across many industries in North America, the Middle East, Southern Africa, Europe, Latin America, the Caribbean, and Pacific Rim.

Domestic: (2016-present)

- ✓ Paradise Native, San Diego, CA.
- ✓ Buffalo House Printing Company, Lake Arrowhead, CA.
- ✓ Weather Mountain Brand, Lake Arrowhead, CA.
- ✓ Washington Commons, Los Angeles, CA.
- ✓ Redtop Auto Services, CA

Prior to 2016.

- ✓ Orangetree Dental (site decisions).
- ✓ Firestone/Bridgestone Corporation, CA. (recruitment).
- ✓ CashCall Financial Loan Company, Irvine, CA. (sales solicitation).
- ✓ Lorian Corporation, San Diego, CA (marketing/sales).
- ✓ Canyon Crest Chiropractic Clinic, CA. (Dr. Art Hurtado) – patent approval.
- ✓ Dr. Pepper Corporation, CA. (liaison and sports ceremonial figure).
- ✓ Claremont Colleges, CA, Committee for the L.A. Olympic Facility (Assistant Director, Intercollegiate Cycling).
- ✓ Morgan & Franz Insurance, CA. (documentation authorship).
- ✓ Shimano Corporation, Japan (sales representative).
- ✓ Sears, CA. (sales representative).

International:

- ✓ Liwa Trading Enterprises, United Arab Emirates (customer relations and brand strategy).
- ✓ M.K.S. Research - client Bosch Corporation, Germany (research for distribution of new wiper blades).
- ✓ Pepsi-Cola, Saudi Arabia (liaison with headquarters, New York).
- ✓ Soglio Produkte Company, Switzerland (product development and distribution strategy).
- ✓ Professional Cycling Coach, U.S. & Caribbean (National and World Games medalists).
- ✓ Aquila/BST Computer Est., Canada (liaison and marketing research).

Executive Seminars: (1997-2015)

- ✓ Health Care Industry, Lorian Company, San Diego (relationships; branding).
- ✓ Liwa Trading Enterprises, United Arab Emirates (branding and customer service).
- ✓ Negotiation Strategies, Delegation from Central America.
- ✓ Marketing Strategy, Delegation from Croatia.
- ✓ Executive Management 5-day program, TTC Corp., California.
- ✓ Mexico City, Mexico (4 times); Bogota, Colombia (2 times).
- ✓ Marketing Strategy in a Global Environment 1-day program, Vietnam and Chinese delegations (clients include dignitaries from the public/private sector).
- ✓ Global Marketing Strategies 1-day program, M.K.S. (Germany) (directors, top officers and middle managers of 10 industries).

COMMUNITY SERVICE

- ✓ *Ronald McDonald House, Inland Empire (promotional campaign), 2015-2017.*
- ✓ *Moderator, WTO (World Trade Organization) Permanent Normal Trade Relations Today and Tomorrow”, San Gabriel International Conference.*
- ✓ *Year 2000 Wang Awards Selection Committee (other members: 2 trustees, the academic vice chancellor, the human resources vice chancellor, the chair of the statewide academic senate).*
- ✓ *Moderator, panel of Vice-Presidents for Development, Cal State's system, theme: "Integrated Marketing & Communications".*
- ✓ *Keynote speaker, German Marketing Association, University of Saarbrucken.*
- ✓ *Assessment report of accounting majors, submitted to Director, Accounting Program, University of Redlands.*
- ✓ *Speaker for Non-Profit Fundraiser, T.G.V. Express Cycle Club, New York, "Winning in Sports Despite Adversity".*
- ✓ *U.S. Department of State, Foreign Service Institute - National and International Affairs (issues related to the 1984 Olympic Games).*

PUBLICATIONS & PRESENTATIONS

Textbooks:

- ✓ **Global Marketing: Foundations, Strategies and Perspectives (2017).**
- ✓ **Marketing Management; Tasks, Decisions, Practices, Special Edition, 2015.**
- ✓ **Marketing Principles & Practices: A Global Approach, Special Value Edition, 2014.**
- ✓ **Personal Finance & Investing Guide, 2014.**
- ✓ **Marketing Principles: A Global Approach, Special Value Edition 2012.**
- ✓ **Personal Finance & Investing Guide, 2012.**
- ✓ *Marketing Principles and Practices: An Introductory Approach, Novus Publishing, 2007 edition, with CD Updates, published in 2008.*
- ✓ *Marketing Principles and Practices: An Introductory Approach with CD, Novus Publishing, 2007 (Include: Framework Design - Marketing Plan).*
- ✓ *Marketing Principles and Practices: An Introductory Approach, Novus Publishing, 2005.*
- ✓ *Instructor's Manuals and Test Banks: Marketing Principles and Practices: An Introductory Approach, Novus Publishing, 2005.*
- ✓ *Marketing Strategy: A Global Perspective, Thomson-Learning Publishers, 2003. (previous Dryden Press/Harcourt, Brace and Jovanovich Publishers, 2000.)*
- ✓ *Professional Selling: A Relationship Process, (co-author), Dryden Press/Harcourt, Brace and Jovanovich Publishers, 1995, 2nd edition*
- ✓ *Professional Selling: A Relationship Process, (co-author), Dryden Press/Harcourt, Brace and Jovanovich Publishers, 1995.*

Booklets/Manuscripts:

- ✓ *Negotiating in the Global Arena: Selected Topics, Ask Printing, 2005.*
- ✓ *Marketing Applications in the Computer Age, (co-editor Schaffer), 1986.*
- ✓ *The Changing Role of Government and its Relationship with Business, Freedoms Foundation at Valley Forge. George Washington Gold Medal for Economic Education, 1985.*
- ✓ *"Ancient Olympic: A Suggested Solution" in Future Considerations and Potentialities (dissertation). Commendation from the President of Greece, 1980.*

Articles & Presentations:

- ✓ Enhancing The Customer Service Experience: Differentiating Factors In Constructing A Customer Loyalty Program, 9th. International Business & Social Science Research Conference, Dubai, UAE, December 2013.
- ✓ "Teaching Contracts To Undergraduate Business Students: A Lesson Plan Design" (co-author), *Western Decision Sciences Institute, Hawaii, 2006.*
- ✓ "The Process of Acculturation: Targeting the Hispanic Market" (co-author), Proceedings, International Business Association, Canada, 2005.
- ✓ "Service Provisions as Vital In Logistical Thinking: A Case for the International Industrial Buyer", Proceedings, International Business Association, Italy, 2004.
- ✓ "Interpersonal Communication and Professional Selling in the International Arena", International Business Association, Proceedings, Italy, 2004.
- ✓ "In Pursuit of the Olympic Ideology", Proceedings, Academy of International Business, Costa Rica, 2002.
- ✓ "Relationships as Core Strategy in International Negotiating", Proceedings, International Business Association, Canada, 2002.
- ✓ "Revisiting The Case Method", Marketing Educator's Association Conference, Hawaii, 2001.
- ✓ "Interactive Tools of the Trade: Experiential Exercises for Teaching International Marketing", World Association for Case Method Research & Application, Sweden, 2001.
- ✓ "Evaluating The Performance of Operations: Applications in Measurement", Proceedings, Western Decision Sciences Institute Conference, Hawaii, 2000.
- ✓ "Towards a Theory of Direct Marketing WWW Success" (co-author), Direct Marketing Educators Conference, Toronto, 1999.
- ✓ Session Chair, Academy of Business Association Conference, London, 1999.
- ✓ "Innovativeness in Sales Research: Utilizing Ethnography in Studying the Comprehension of Relational Sales Constructs" (co-author), Proceedings, Western Decision Science Institute Conference, Mexico, 1999.
- ✓ "Determining Sales Productivity: A Measured Approach to Evaluating Promotional Tactics Applied by Small Businesses" (co-author), Proceedings, Western Decision Sciences Institute Conference, Mexico, 1999.
- ✓ Session Chair, Academy of International Business Conference, Toronto, 1998.

- ✓ *"Reforming Transactional Selling to Relationship Selling in Gaining a Competitive Edge in the Global Arena" (co-author), Proceedings, International Business Association Conference, Hawaii, 1998.*
- ✓ *"The Russian Mindset Under Scrutiny: Preliminary Insights of a National in Transition" (co-author), Proceedings, International Business Association Conference, Hawaii, 1998.*
- ✓ *"Investing in Relationships as a Selling Strategy in the International Arena" Saudi Arabia National, 1997.*
- ✓ *"Investing in Relationships as a Selling Strategy in the International Arena", Proceedings, International Business Association Conference, Canada, 1997.*
- ✓ *"Expanding NAFTA to include the Caribbean Basin: Issues and Initiatives", (co-author), Proceedings, International Business Association Conference, Canada, 1997.*
- ✓ *"Rethinking the Basic Model of Consumer Satisfaction: Exploring the Service Encounter from the Perspective of Legendary Companies" (co-author), Proceedings, Recent Advances in Retailing and Service Conference, Austria, 1996.*
- ✓ *"Gaining a Competitive Edge in the International Arena: Insights and Guidelines for Implementing Sales Automation", Proceedings, the International Business Association Conference, Mexico, 1996.*
- ✓ *"Rethinking the NAFTA Agreement" (co-author), Proceedings, International Business Association Conference, Mexico, 1996.*
- ✓ *Track Chair, International Economics, 1996 Conference of the Academy of International Business Association Conference, Mexico, 1996.*
- ✓ *Discussant, "Empirical Issues in International Finance", Western Decision Sciences Conference, California, 1995.*
- ✓ *"Exploring Exchange Rate Volatility and Derivatives in International Business" (co-author), Proceedings, Western Decision Sciences Institute, California, 1995.*
- ✓ *"A Cross-Cultural Exploration of Country-of-Origin Preference" (co-author), Proceedings, Western Marketers' Educators Conference, 1995.*
- ✓ *"The Effects of the North American Free Trade Agreement on U.S. Global Competitiveness" (co-author), Journal of Interdisciplinary Studies, Cal Poly, Pomona, 1994.*
- ✓ *"The Significance of Sports Marketing and the Case of the Olympic Games" Sports Business, Brown and Benchmark, 1994.*

- ✓ *Customer Service and Support as a Competitive Tool for Small Businesses" (co-author), Proceedings, Western Decision Sciences Institute Conference, Hawaii, 1994.*
- ✓ *Strategic Planning for an Olympic Games: The Complexity of Work and the Performance of People" Sports Business, Brown and Benchmark, 1994.*
- ✓ *Rethinking and Reshaping of the U.S. Workforce in Response to Global Competitiveness" (co-author), Proceedings, Academy of International Business, California, 1994.*
- ✓ *"Selecting International Distributors: Insights for Small to Mid-Sized U.S. Companies" (co-authors), Proceedings, U.S. West Regional Conference, Academy of International Business, California, 1994.*
- ✓ *"A Diverse Workforce as a Strength in Global Competition" (co-author), Proceedings, U.S. West Regional Conference, Academy of International Business, California, 1994.*
- ✓ *"Effective Listening: A Teaching and Learning Skill to Enhance Student Performance", Proceedings, 2nd. Annual ERAU Teaching Effectiveness Symposium, Florida, 1994.*
- ✓ *Chair, Special Session Panel, "So You Want to be An Author", Western Educators' Conference, California, 1994.*
- ✓ *Paper Reviewer, Western Decision Sciences Institute, IBA (1994-2005).*
- ✓ *"A Precision Sales Training Model" (co-author), Proceedings, Sales Management Conference, Florida, 1993; "Precision Sales Training Model" (co-author), Sales Management Journal, (Abstract), 1993.*
- ✓ *Special Session Panel, "Teaching Marketing Students to be More Creative", Western Educators' Conference, California, 1993.*
- ✓ *"The Impact of Technology in Restoring U.S. Competitiveness", Proceedings, Academy of International Business, West Region Meeting, Canada, 1992.*
- ✓ *"Ethical Perspectives in the Development of Long-Term Relationships in Selling", Proceedings, National Conference in Sales Management, Volume XI, 1991.*
- ✓ *"International Trade Show Saavy: Exploring Opportunities in Europe" (co-author), Proceedings, Academy of International Business, California, 1991.*
- ✓ *"Insights for the Professional Salesperson: Exploring Cultural Sensitivities" (Abstract), Journal of Personal Selling & Sales Management, Volume XI, 1991.*
- ✓ *"Cultural Variations and Implications for the Professional Salesperson", Association of Global Business, Florida, 1990.*

Prior to 1990:

- ✓ *"Marketing Professor Profiles 'Ideal' Student for Career in International Marketing", International Center Newsletter, Cal Poly University.*
- ✓ *"Marketing in the International Environment" - delegation from Yunnan University and Yunnan Province, People's Republic of China.*
- ✓ *"Finding the Right Price for Your Product", Inland Business, California.*
- ✓ *"The Olympic Games Antiquity", Olympic Library, Switzerland.*
- ✓ *"The Olympic Games and Its Tribulations to World Order with Focus on the Realm of Politics", Olympic Library, Switzerland.*
- ✓ *"A Need to Restrengthen Public Acceptance in the Olympic Games", Olympic Library, Switzerland.*
- ✓ *"Selecting Top Salespeople", Inland Business, California.*
- ✓ *"Budgeting Advertising Dollars", Inland Business, California.*
- ✓ *"What Does The Future Hold For Inland Retailers", Inland Business, California.*
- ✓ *"Los Angeles 1984: The First Private Enterprise Olympics", Public Research Syndicated, California.*
- ✓ *"The Story of Claremont's Bid For The 1984 Olympic Games Cycling Velodrome", U.S. Olympic Committee.*
- ✓ *"Dealers Important in Bike Racing", Bicycle Dealer Showcase, California.*
- ✓ *Chair, Strategies II Session, National Conference in Sales Management, Texas.*
- ✓ *California Conference on Trade with Asian Pacific Rim, California.*
- ✓ *Pre-Business Conference, University of California, Santa Barbara.*
- ✓ *World Trade Center Institute Workshop, "Developing An International Marketing Plan", California.*
- ✓ *Third Annual International I.M.P. Research Seminar on International Marketing, "Research Developments In International Marketing", France.*
- ✓ *Co-Chair, Third Annual Microcomputers in Marketing Education Conference, Cal Poly University, Pomona.*
- ✓ *Chair, Teaching Techniques Session, Western Marketing Educators Association, California.*
- ✓ *Discussant, Product and Price Strategy, Academy of Marketing Science, California.*

Textbook Reviewer:

- ✓ **Marketing 3e, Grewal and Levy, Mc-Graw-Hill, 2011.**
- ✓ **Global Marketing, 1e, Alon, Jaffe, McGraw-Hill 2011.**
- ✓ *Entrepreneurial Small Business, Jerry Katz and Richard Green, McGraw-Hill/Irwin, (2006).*
- ✓ *Focus on Personal Finance, Kapoor, Dlabay, Hughes, McGraw-Hill/Irwin, 2006.*

Editorial Reviewer (past):

- ✓ *Journal of Applied Business Research*
- ✓ *Journal of Consumer Marketing*
- ✓ *Journal of Business & Industrial Marketing*
- ✓ *Journal of Services Marketing*
- ✓ *The Journal of Business & Management*
- ✓ *Journal of Product & Brand Management*
- ✓ *Journal of Marketing Education*

HONORS & RECOGNITIONS

- ✓ *Whitehead Leadership Society, School of Business, University of Redlands. Inducted in 2015.*
- ✓ *"Favorite" faculty member, Cal Poly, 2007.*
- ✓ *Outstanding Professor - International Business 1993-94, 1994-95; Marketing 1985-86, 1986-87, 1987-88, 1988-89, 1991-92, 1992-93, 2002-2003.*
- ✓ *Golden Leaves Award, Cal Poly, "In Recognition of Writing and Publishing a Substantive Contribution to the Literature of Higher Education", 1996, 2002.*
- ✓ *The Wang Family Excellence Award for 1999, Education and Professional and Applied Sciences, in Recognition of Extraordinary and Exemplary Contributions.*
- ✓ *Men of Achievement (Vol. 8, Cambridge, England); Who's Who in Business & Finance; Who's Who in the West; INTERNATIONAL DIRECTORY OF DISTINGUISHED LEADERSHIP, for exemplary performance by the American Biographical Institute, Inc., 1998.*
- ✓ *Distinguished Marketing Educator Award nomination, in recognition of outstanding contribution to discipline sponsored by Irwin Publishing, 1997.*
- ✓ *Certificate of Merit, for Praiseworthy Contribution to the Development of the Sport of Cycling in Trinidad & Tobago, and as a Prominent Figure in Society, 1997.*
- ✓ *Brother's Keeper Award, "For Services Rendered Beyond the Normal Call of Duty", Brooklyn, New York, 1997.*
- ✓ *Beta Gamma Sigma, the honor society for collegiate schools of business, in recognition of high scholastic achievement, 1996.*
