**Donald Thacker**

Kent State University at Stark

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**EDUCATION**

***Masters of Business Administration*** *August 1996*

**Kent State University, Kent, Ohio**

Emphasis in Marketing - course study included an array of classes in keys to business management, diversity training, development and analysis of business procedures, problem solving, financial knowledge, and marketing management. Completed degree while maintaining a Marketing Management position in industry position.

***BS - Business Administration***  *June 1986*

**Cedarville University, Cedarville, Ohio**

Liberal Arts undergraduate degree with an emphasis in Management and Marketing – course study included general business management, accounting principles, finance, business law, and marketing principles.

Member of Kappa Epsilon Alpha Business Chapter.

**PROFESSIONAL ACADEMIC EMPLOYMENT**

***Kent State University; Kent State University at Stark Campus***

***Full-time NTT Associate Lecturer of Marketing*** *April 2012 to Present*

Associate Lecturer of undergraduate college courses in Marketing. Courses taught: Principles of Marketing, Principles of Marketing (Honors), Advertising and Promotion Management, Consumer Behavior, International Marketing, Marketing Policy and Strategies, Personal Selling, Service, Web, and Retail Marketing. Typical workload is five courses per semester.

***Full-time NTT Lecturer of Marketing*** *August 2000 to April 2012*

Lecturer of undergraduate college courses in Marketing. Courses taught: Principles of Marketing (two sections per semester), Advertising and Promotion Management, Business Marketing and E-Commerce, Consumer Behavior, International Marketing, Marketing Policy and Strategies, Marketing Research, Personal Selling, Service, Web, and Retail Marketing, and University Orientation. Typical workload is five courses per semester.

***Courses Taught (Fall 2011 – Fall 2014)***

***Call # Course # Course Description Student***

***(MKTG) Count***

***Fall 2014***

16193 25010 Principles of Marketing 34

16192 25010 Principles of Marketing (Honors) 5

16200 35035 Consumer Behavior 11

16211 45045 Advertising and Promotion Mngt. 19

16217 45060 Personal Selling 20

16226 45082 Service, Web, and Retail Mngt. 23

***Summer 2014***

12817 25010 Principles of Marketing 24

14270 45060 Advertising and Promotion Mngt. 26

***Call # Course # Course Description Student***

***(MKTG) Count***

***Spring 2014***

15170 25010 Principles of Marketing 34

19563 25010 Principles of Marketing 4

15174 35035 Consumer Behavior 21

15184 45045 Advertising and Promotion Mngt. 21

15199 45060 International Marketing 19

14205 45084 Marketing Policy and Strategies 8

***Fall 2013***

21574 25010 Principles of Marketing 34

16910 35035 Consumer Behavior 25

16921 45045 Advertising and Promotion Mngt. 7

21878 45046 Personal Selling 19

16935 45082 Service, Web, and Retail Marketing 10

***Summer 2013***

14933 25010 Principles of Marketing 4

11828 35035 Consumer Behavior 3

***Spring 2013***

15631 25010 Principles of Marketing 39

15638 35035 Consumer Behavior 15

15655 45046 Personal Selling and Sales Mngt 19

15665 45060 International Marketing 14

15671 45084 Marketing Policy and Strategies 7

***Fall 2012***

15765 25010 Principles of Marketing 34

15764 25010 Principles of Marketing 12

15780 45045 Advertising and Promotion Mngt. 24

15786 45046 Personal Selling and Sales Mngt 18

15793 45060 International Marketing . 22

15796 45082 Service, Web, Retail Marketing 8

***Summer 2012***

12391 35035 Consumer Behavior 10

14135 45046 Personal Selling 7

***Spring 2012***

15292 25010 Principles of Marketing 30

15300 35030 Consumer Behavior 18

15309 45045 Advertising and Promotion Mngt. 9

15318 45046 Personal Selling and Sales Mngt. 26

19534 45084 Marketing Policy and Strategies 10

***Fall 2011***

27741 25010 Principles of Marketing 13

27744 35035 Consumer Behavior 25

27747 45045 Advertising and Promotion Mngt. 23

27750 45060 International Marketing 18

27991 25010 Principles of Marketing 34

***Recent Academic Distinctions***

* ***Chosen to participate in Higher Learning Commission*** *April 2014*
* ***Nominated for Distinguished Teaching Award*** *April 2013*
* ***Nominated for Distinguished Teaching Award*** *April 2012*
* ***Received Community Partner of the Year Award - SCHTF*** *November 2011*
* ***Graduate Applause Certificate of Achievement*** *October 2011*
* ***Honors Faculty Certificates of Recognition*** *August 2009 – April 2014*
* ***Recognition Letter from Office of Quality Initiatives and Curriculum*** *November 2010*
* ***Co-Authored and Presented at DSI Conference: A Cross-Curricular***

***Approach to Using Course Projects for Developing Process Improvement***

***Abilities in Students***  *November 2010*

* ***Received Service Learning Recognition from Provost’s Office*** *April 2010*
* ***Nomination for Distinguished Teaching Award*** *April 2010*
* ***Pay-It-Forward Grant received*** *December 2009*

***Academic Advisor*** *November 2000 to May 2008, 2012 - current*

Assist and direct students in academic scheduling and undergraduate career advancement.

***Honors Faculty Member*** *August 2003 to Present*

Developed and guided several individual and student groups in discovery-based marketing learning projects. Advised individual students in development of their Honors Senior Theses.

***Co-Chair, Appointed, Kent State University***

***Provost NTT Joint Study Committee*** *August 2010 - May 2011*

Identified and proposed university solutions regarding NTT Faculty Roles. This committee generated current guidelines for NTT Promotions. Presented guidelines to Provost and Academic Chairs

***At-large Representative – Executive Committee – AAUP NTT,***

***Kent State University*** *2010, 2012 to present*

***Professional Activities Advisory Committee Member*** *September 2011 – May 2012*

***Kent State Stark Bookstore Advisory Committee*** *Fall 2014*

***Faculty Council, Committee II Member***  *2008 - 2009*

***Peer evaluator, Kent State Stark Campus*** *September 2008 – Present*

***Faculty mentor – Honors Theses and Independent Studies***

* ***Marketing Honors Section - Led Students through project with PJ’s Fabrication – Fall 2014***
* ***Marketing Honors Section - Led Students through project with Girls on the Run – Fall 2014***
* ***Marketing Honors Section - Led Students through project with the Kent State Undergraduate Research Conference Advertising Plan – Spring 2014***
* ***Independent Study – Michaela Muckelrath–Collar Cases Marketing Plan - Fall 2013***
* ***Independent Study – Zachary Eckels – Future of Library Services - Spring 2012***
* ***Independent Entrepreneurship Effort - Michael Rice - Help Water –– Fall 2011***
* ***Thesis – Natasha Brobst – Defended and complete Thesis – Sept 2009***
* ***Independent Study – John Jones – Researched consumer patterns and predictability – Fall 2009***
* ***Independent Study – Brittany Baker –Research and development of innovation - Fall 2010 – Spring 2011***
* ***Marketing Honors Section*** *-****Lead students through project with the Canton Public Schools ACTE – Spring 2011***
* ***Thesis – Joe Walker – Began completing Thesis but unable to complete due to personal issue – Spring 2010 – Fall 2011***

***Faculty Advisor to Student Entrepreneurship Team*** *November 2009 to May 2012*

Lead team of students to compete in a theme based university competition in Stark County, Ohio. Students develop entrepreneurial business plans to cure community issues and concerns. Received 2nd place in 2011, 1st place in 2010.

***Faculty Advisor to Individual Student Competitor*** *August 2010 to May 2011*

***Jumpstart Entrepreneurship Challenge***

Advised and coordinated the preparation and presentation of a student entrepreneur. They developed an individual plan related to an innovative product and market opportunity.

***Academic Advisor to Kent State Stark Student Government*** *January 2007 to May 2010*

Initially approached by group of students to revive the Student Government at the Kent State University Stark Campus. Assisted in the creation of campus administrative proposal and original student government structure. Directed student government representatives and their committees to develop and coordinate student development outside of the classroom through campus participation.

***Academic Advisor to Business Student Organization,*** *August 2007 to May 2010*

***Kent State University Stark Campus***

Led students within the Business Student group, now identified as the Business Student Leadership Society, to develop value added experiences and programs for business students as well as other disciplines.

***Learning to Lead Mentor*** *January 2009 to present*

Worked alongside students in the Business Leadership program to evaluate and develop views of leadership within business.

***Academic Advisor – student group service to variety of business and community organizations***

Voices of Canton, Inc. – May 2011; Lake Varsity Diner – May 2010; Yoder- Bontrager Insurance -*December 2009*; Baker McMillen Company -*December 2008;* Massillon Container Company *-May 2008;* Stark County Hunger Task Force -*2007-2011*

Advised and led several marketing classes through research and developmental projects to generate new marketing efforts, for newly developed product lines, as well as revised retail merchandising for existing placed product line in national retailer.

***Program Facilitator for Leadership Academy at Kent State Stark*** *June 8, 2006*

Facilitator of Zodiak Simulation for group of area business leaders that were completing Leadership Academy through the Office of Corporate and Community Services of Kent State University Stark Campus. Also, developed and facilitated additional learning module relating to the J.M. Smucker Company and understanding the global economy.

**PROFESSIONAL EXPERIENCE**

***Consultant – New Directions Leadership***

Led the development of prospective future marketing strategies. Provided name and logo changes, marketing strategies, and templates for marketing communications.

***Consultant – PJ’s Fabricating, Canton, OH*** *September - December 2014*

Led development of marketing plan and media for sub-divisions of PJ’s Fabricating

***Consultant – RJW Global, North Canton, Oh*** *January 2011 – present*

Consult on international product development and product penetration to American markets

***Management Consultant - NCX Training, Hartville, OH*** *January 2008 - present*

***Consultant – Pappardelle’s Pasta (Gourmet Market Pasta)*** *January – May 2014*

Led development of comprehensive marketing plan including product expansion, merchandising, and external marketing communications. Strategies implemented and resulted in doubling of sales within 3 months.

***Marketing Research/ Strategist Consultant – Diebold*** *January - June 2013*Led development of market research and strategy related to “Gen Z” population. Resulted in White Paper

***Marketing Consultant, Paul and Carol David YMCA, Massillon, OH*** *February 2013*

*Consulted on development of capital fund raising campaign*

***Marketing Program Consultant, G.E. Capital / American Eagle Outfitters*** December 2011 – May 2012

Led research on current customer trends, retailing strategies, program development to build participation of credit card program and overall sales. Strategies used and developed.

***Advision Associates, Inc.,*** *Green, Ohio*  *January 2010 to present*

***Advertising Strategist and Representative Consultant***

Develop clientele by evaluating current marketing positions of advertising and communications. Create marketing initiatives for clientele that will generate better awareness and sales penetration within specific industries. Generate added value to external marketing efforts by creating a sound marketing plan that utilizes effective marketing tools.

***Consultant – Harris Battery*** *October 2010 to January 2011*

Instructed on retail buying processes and assisted in developing marketing strategies towards a national retail chain.

***Consultant - Shelter Care*** *November 2010 to present*

Evaluated current marketing materials. Developed a four level marketing plan to create awareness of non-profit’s provision of housing for troubled youth. Created materials to be used internally and externally to further mission of the non-profit and aide in recruiting qualified personnel and recipients.

***Consultant – Vail Packaging*** *October 2007 to present*

Evaluated sales efforts and developed marketing measurements to create quality improvement within sales efforts. Created customer satisfaction surveys and evaluated outcomes to re-direct sales efforts

***Consultant – Stark County Job and Family Services*** *July 2010 to October 2010*

Consulted on the production and efficiency of marketing media used to generate child adoptions in Stark County, Ohio

***Consultant - Integrated Planning Company*** *January 2010 to March 2011*

Generated a new company and marketing consortia model to generate mutually shared and value-added services.

***Consultant - North Canton Medical Foundation*** *February 2008*

Evaluated and revised Annual Marketing Plan based on research of local medical providers. Led the Marketing personnel through a valuation of Market Strategic planning.

***The J.E. Carsten Company,*** *Akron, Ohio October 1990 to January 2009*

***Part-time Marketing Project Manager/ Network Administrator*** *July 2000 to January 2009*

Develop internal standards, measure product performance, analyze sales performance, and coordinate ongoing promotional activities to distribute several product categories amongst retail operators. Responsible for vendor relationships with several Fortune 500 companies, as well as, customer relationships. Generate and analyze market information for market management.

Supervise and maintain IBM AS/400 hardware and proprietary software applications to perform daily business operations for a mid-size wholesale distribution company. Develop and create business solutions and operational decisions regarding accounting, marketing, and business management. Make continuous purchase and implementation decisions that are necessary for the improvement of software and hardware computer components.

***Marketing / Purchasing Manager (JEC)*** *September 1994 to July 2000*

Directed the overall marketing and management policy including market research, marketing strategy, sales, advertising, promotion, pricing, product development, public relations activities, and sales personnel development and supervision. Developed localized programs with many Fortune 500 companies including Phillip Morris, U.S.A., M&M Mars, Hershey U.S.A., and several other consumable products manufacturers. Developed pricing strategies to achieve maximum company profit. Assigned sales territories and goals and established training programs for sales representatives. Analyzed sales statistics gathered to determine sales potentials. Monitored customer sales and changing retailing preferences. Directed all promotional activities of the company and product sales. Played an integral role in the supervision and direction of all other operation departments and functions.

Responsible for purchasing and maintaining inventory turns of several product categories including tobacco products, sundries, consumable dry and frozen grocery, confections, automotive products, and food service products. Developed new product programs into the overall product offerings mix. Evaluated and purchased a perpetual inventory for all the mentioned product categories. Coordinated activities with all manufacturer representatives to develop sales programs and review product performances. Evaluated financial investment decisions for inventory and business operational needs.

***Special Programs Manager******(JEC)***  *September 1991 to July 2000*

Determined the distribution and marketing of food service products and dispenser programs. Monitored company and customer sales to measure and increase profitability. Created sales promotion programs and developed a complimentary advertising campaign to accomplish these sales goals. Developed overall plans, set goals and deadlines. Developed procedures to direct and improve services. Managed all sales personnel and technical service personnel. Doubled the total company profit dollars in this sales division through customer development and program improvement.

***Sales Representative (JEC)*** *October 1990 to September 1992*

Sold a variety of consumable products including wholesale grocery products, sundries, tobacco products, and foodservice programs. Developed new customer prospects, maintained regular business relations with clients, evaluated and created solutions for client needs. Began as part-time sales representative then was asked continue in this position as a full-time employee after only a month and a half. Account development was added to my responsibilities after only a few months. Several new accounts were added during this period. Began attending graduate program during this time.

***The K-Mart Apparel Corporation****, Troy, Michigan September 1986 to August 1990*

***Regional Office and Retail Soft lines Manager*** *September 1986 to August 1990*

Responsibilities included store refurbishment management, corporate headquarters management, and store design. Supervised and coordinated human resources, maintained inventory levels, and responsible for asset management and evaluation. Also, directed the distribution of goods, store production, and development of national sales programs at the retail level. Evaluated sales performance to determine future sales emphases and activities to support new objectives. Developed and implemented point-of-purchase computer scanning systems to be utilized for daily sales and inventory transactions within the retail environment. Interacted with customers in the selection and purchase of products, as well as problem resolution.

***National Sales Coordinator*** *May 1988 to September 1988*

Coordinated all activities for the K-Mart Corporation National Sales Meeting for corporate executives, regional managers, and district managers. Supervised and coordinated a crew of several managers who developed and conducted the National Sales Meeting. Interacted with corporate executives and buyers to develop the sales meeting objectives.

***Regional Office Refurbishment Manager*** *April 1987 to April 1988*

Traveled among several K-Mart locations to design and refurbish the Soft lines departments and the supporting stock areas. Coordinated the activities of several crewmembers to accomplish the refurbishment activities for a given location. Reset all Soft lines merchandise on the sales floor as well as the inventory storage and receiving areas. Made on-site corrections to corporate floor plans due to oversights or incorrect information. Developed and ordered parts inventories needed to complete refurbishment activities. Designed overall Soft lines presentation and displays throughout the given Soft lines departments including apparel, jewelry, and home furnishings.

**PROFESSIONAL AFFILIATIONS**

**Member of American Marketing Association** *1999- present*

**Member of National Association of Sales Professionals** *August 2010 to present*

**Member of American Association of University Professors Kent State University Chapter**  *2002 to Present*

**Member of Decision Sciences Institute** *2010 - 2012*

**Member of American Wholesale Marketers Association (AWMA)** *1990 to Present*

Have attended several programs sponsored by the AWMA including STEPS (Steps to Enhance Professional Selling) - October 1993, Customer Profitability and Activity Based Costing – April 1994, Tools for Successful Problem Solving - September 1995, and Wholesale Participant Forum - April 1999.

**Member of Ohio Wholesale Marketers Association (OWMA)** *1990 to Present*

**Business Member of the Akron Chamber of Commerce** *1992 to Present*

Attend and network with business leaders and associated at ACOC functions.

**UNIVERSITY SERVICE**

***Appointee, Kent State University College of Business Non-Tenure Track Faculty Promotional***

***Advisory Board*** *December 2014, Spring 2012*

***Appointee, Kent Stark Campus DTA Restructuring Committee*** *September 2014 – November 2014*

*As a member of the committee, we evaluated past DTA nomination and award processes followed by created a structure that would guide and enhance the awarding of the Distinguished Teaching Awards at the Stark Campus*

***Kent State University Stark Campus Handbook Committee*** *Academic Years 2014, 2013, 2010*

***Appointee, Kent State Stark High Learning Commission visit team*** *May 2013*

***Kent State Stark Faculty Cabinet Member*** *Academic years 2014, ‘13, ‘11*

***Kent State Stark Faculty Council Member*** *Academic years 2014, ‘13, ‘11*

***Appointee, Kent State Stark Assistant Dean Search Committee*** *February 2013 – August 2013*

***Appointee, Kent State College of Business Non-tenure Promotional***

***Advisory Board*** *January 2012 – April 2012*

***Co-Chair of University Provost’s NTT Joint Study Committee*** *August 2010 to present*

***Member of AAUP NTT Executive Committee*** *2010-2011; 2011 to present*

***Member of Stark Campus Faculty Cabinet*** *2008-2009; 2011 to present*

***Member of Stark Campus Faculty Council*** *August 2006 to May 2009, August 2010 to present*

***Interfaith Ministries Board – Kent State at Stark, Stark State College*** *August 2010 to June 2012*

***Advisor to BSLS, Campus Crusade, and Students of Student***

**Government Student Organizations** *August 2005 – Fall 2010*

**Chair, Member - Kent State University Stark Campus Distinguished** *November 2007 – June 2010*

**Faculty Recognition Award**

**Member of Tenure-Track Marketing Search Committee** *October 2008 – August 2009*

**Peer Evaluator of Adjunct Business Faculty Member** *Fall 2008 - present*

**PAST ACCOMPLISHMENTS**

**Nominated for Distinguished Teaching Award – Kent State Stark Campus** *May 2013*

**Nominated for Distinguished Teaching Award – Kent State Stark Campus** *May 2012*

**Promoted to Associate Lecturer, Marketing**  *April 2012*

**Received Community Partner of the Year Award - SCHTF** *November 2011*

**Graduate Applause Certificate of Achievement**  *October 2011*

**Received Student Organizations Advisor of the Year for 2007-2008** *May 2008*

**Nominated for Distinguished Teaching Award – Kent Stark Campus** *April 2008*

**Kent State University Recognition for Service Learning** *May 2007*

**Received Distinguished Faculty Award at Kent State Stark** *May 2007*

**Received Student Organizations Advisor of the Year for 2006-2007** *May 2007*

**Finalist for Distinguished Teaching Award at the Kent State Stark** A*pril 2007*

**Honorable Mention from Kent State University College of Business** *May 2007*

**RECENT Conferences, Webinars, PUBLICATIONS, PRESENTATIONS, and Grants**

**Kent State Stark Distance –Learning Community:**

**Continuous Improvement in Your Online or Hybrid Course** *December 3, 2014*

**Kent State Stark Distance –Learning Community:**

**DL Working Group** *September – November 2013*

**University Teaching Conference Kent, Ohio** *October ‘12, 2013*

**American Marketing Association Webinars:**

**Mobile Apps Place in Digital Strategies at UNC** *October 28, 2014*

**Big Data, Magic Data** *February 21, 2014*

**Future Trends in Marketing** *February19, 2014*

**Positioning Mission-Driven Organizations** *October 4, 2013*

**Kill the Chaos of Campaign Management *May 21, 2013***

**How Consumer Behavior with Mobile Technology is Changing the Game**

**for Retail and Brand Marketing'** *November 17, 2011*

**Decision Sciences Institute Conference - San Diego, CA** *November 2010*

**Decision Sciences Institute Conference Paper and Presentation: Co-Authored and Presented:**

**A Cross-Curricular Approach to Using Course Projects for Developing Process Improvement Abilities in Students**  *November 2010*

**University Teaching Conference Kent, Ohio** *October 2009*

**Various on-going Webinars through American Marketing Association**

**Pay-It-Forward: Student Led Philanthropy Grant, Ohio Campus Compact:** *January 2010*

Worked with two community service organizations to create market-based opportunities and utilize the federal monies to seed the beginnings of newly developed marketing efforts and processes

**Community SeRVICE AND INVOLVEMent**

**Relay for Life** *July 2007 - present*

Have participated in several teams for Relay for Life. Raised funds and completed the walks in several community relays including Green, Canton, and Hartville/Lake Township.

**Girls on the Run, Stark County** *September – December 2014*

Led development of short-term marketing plan and media strategies

**North Canton Hoover Softball Field Development**- *June 2011 – May 2014*

Vice President; Marketing Coordinator

Developed fundraising marketing materials. Participate in community meetings and presentations.

**Charley Company** *Jan. 2010 – May 2010*

Developed practical start-up marketing plan for newly organized non-profit organization.