DEBORA M. GROSSMAN

51 Applefield Drive Williamsville, New York 14221 Phone: 716-380-7725 Email: dmg33@buffalo.edu

PROFILE: Experienced Clinical Assistant Professor and academic advisor at the university level.

Marketing professional with several years' experience in product development,

communications and management.

ACADEMIC EXPERIENCE:

UNIVERSITY AT BUFFALO

School of Management, Marketing Department

Clinical Assistant Professor 2011-Present

Adjunct Professor 2006-2010

- --Instructor for advertising, product management, marketing, sales and introduction to business classes, both undergraduate and graduate levels.
- --Recipient of Milton Plesur Teaching Award for Excellence in Teaching.
- --Developed a new course for freshmen management students, as well as transfer students; fulfilled university's requirements for a first-year seminar course.
- --Instructed UB Seminar freshmen course 2016-present, while also coordinating professors for the recitations, as well as faculty for UB Seminar transfer students' course.
- --Assisted with hiring of faculty and course design at the Singapore UB satellite.
- --Coordinated product development for reusable sanitary pad project in Musoma, Tanzania, Africa; manufacturing has been in progress for 1.5 years; acceptance and sales of product have been strong.
- --Assisting with expansion for reusable sanitary pad project in Roryo, Tanzania, Africa.
- --Assisted with development of required course for fall 2020: MGG 150, Business & Society. Added material that is relevant to SOM freshmen. Deleted material that overlaps with the UB Seminar, MGG 199. Rewrote syllabus to include necessary university requirements.

Committee/Service Work:

- --UB Freshmen Seminar for all University at Buffalo's courses. Reviewed, advised & approved first-year seminar course syllabi (140+). Developed MGG 199 for School of Management. 2016.
- --Undergraduate Learning & Community Center, Rebranding and operational changes. 2020.
- -- Faculty committee on Diversity & Inclusion for School of Management. 2020.
- -- Judge for undergraduate poster competitions 2015, 2017 & 2020.

NIAGARA UNIVERSITY 1996-1999; 2003-2006

Adjunct Professor College of Business

- --Instructed business administration classes, including marketing and human resources.
- --Coordinated freshmen introductory business class for three semesters to help ensure retention within the College of Business.
- --Worked with freshmen students to help with orientation to university and department.
- -- Earned award for Excellence in Teaching.

<u>Academic Advisor</u> College of Business

- --Advised students on both academic and career decisions.
- -- Determined acceptability of transfer credits.
- --Dealt with numerous issues, including academically-at-risk students, student probation, and an international student population.
- -- Monitored student progress for degree requirements.

EDUCATION:

Master of Business Administration

Syracuse University, Syracuse, New York

Concentrations: Innovation Marketing Management & Human Resource Management

Bachelor of Science in Marketing

State University of New York, College at Oswego

INDUSTRY

EXPERIENCE:

- 2020: Consultant, Brand Awareness & Advertising, Dickey's BBQ Pit, Buffalo, NY Pro Bono
- 2019: Consultant, Advertising, SPOT Coffee Pro Bono
- 2019: Consultant, Advertising, Trellis Marketing, Buffalo, NY Pro Bono
- 2017: Consultant, Product Development, Perry's Ice Cream Pro bono
- 2014: Consultant, Advertising, AMVETS of Western New York, Buffalo, NY Pro bono
- 2014: Consultant, Advertising, Bocce's Pizza, Amherst, NY Pro bono
- 2014: Consultant, Advertising, Kissing Bridge Ski Resort, Buffalo, NY Pro bono
- 2008: Consultant, Advertising, Cold Stone Creamery, Amherst, NY Pro bono
- 2007: Consultant, Brand Awareness, Keep It Organized, LLC, Amherst, NY
- 2006: Consultant, Product Development, Thomson Consumer Electronics (RCA), Indianapolis
- 2005: Consultant, Advertising, Raymour & Flanigan, Syracuse, NY
- 2004-2005: Consultant, Product Development, Thomson Consumer Electronics (RCA),

Indianapolis, IN

1998-2001: Consultant, Market Research, IdeaWorks, Syracuse, NY

THOMSON CONSUMER ELECTRONICS (Formerly a GE Division), Syracuse, NY 1987-1994 *Marketing Consultant*

- --Assisted marketing department within communications division, including sales presentations & development of promotional materials.
- -- Continued as Product Manager for several product lines.

Product Manager

- --Managed product development of entire GE/RCA audio product line representing \$130 million in sales and 50% of the total audio budget.
- -- Coordinated manufacturing in Asian factories.
- --Worked with advertising to increase sales in Europe and U.S.
- --Traveled extensively throughout Asia: Japan, Hong Kong, China, Taiwan, Thailand, South Korea, Malaysia and Singapore.

Project Director, Market Research

--Identified research needs and conducted all necessary research for existing and new GE/RCA audio product lines; Collected and evaluated numerous sources of data.

RAYMOND CORPORATION, East Syracuse, New York 1984-1987

Marketing Specialist

--Developed communication programs to help dealers market and sell products; Created written materials including promotional brochures.