

Curriculum Vitae of Richard S. McPherson (Rick)

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Academic Areas of Interest

Business Planning
Digital Media Marketing
International Business

Leadership
Management (broad topics)
Marketing

New Business Development
Organizational Behavior
Strategic Management

Academic Experience

UNIVERSITY OF WASHINGTON (UW)

2006 to Present

Full-time Lecturer - Management and Organization, Michael G. Foster School of Business

Have taught a variety of management courses in the Undergraduate, Graduate and in the Professional and Continuing Education Programs (see list below). Consistently receive high course evaluations from students and faculty awards for teaching excellence. Emphasis has included strategic management, business planning, new business development, leadership, organizational behavior, corporate social responsibility, ethics and integration across business functions. Project Manager for the Undergraduate Capstone Case Competition and MBA Winter case competition. Have consistently trialed and implemented innovative experiential learning experiences in the classroom including integrating the Business Simulations, using "flipped classrooms" and implementing the Foster Strategy Development Competition (MGMT 430 Case Competition) and managed the development and delivery of the first major online certificate program for the Foster School of Business (15 graduate credit program), which has been running for 3 years and received strong student ratings. Faculty Director for study abroad programs in China, India, Southern Africa and Brazil. Selected as Technology Teaching Fellow at the UW and now am responsible for onboarding new instructors to the Foster School.

Adjunct Faculty – Department of Communication, School of Arts and Sciences

2009 to 2016

Teaching in the Communication Leadership graduate school degree programs integrating business concepts into the program. Emphasis has included applying business concepts to Digital Media and Community Networks. Consistently recognized by program leadership for excellent teaching and engagement with students. Course instructor for the 1st place 2010 UW Business Plan Competition team members (\$25,000 prize).

SEATTLE UNIVERSITY

2005 to 2012

Adjunct Professor – Marketing, Albers School of Business and Economics

Teaching various Marketing and Management courses in both the Undergraduate and Core MBA Programs. Emphasis has included Principles in Management, Marketing Strategies, Marketing Principles, Consumer Behavior and International Marketing areas. Consistently received top course evaluation ratings.

BAINBRIDGE GRADUATE INSTITUTE (BGI)

Faculty Member - Strategy and Implementation

Spring 2012

Taught Strategy and Implementation course in the MBA Program. Emphasis on integrating focus on sustainability.

Member – Academy of Management, including attending annual conference

2017 to present

Relevant Professional Experience

MANAGEMENT CONSULTING – VARIOUS CLIENTS

2005 to Present

Performed consulting projects in Strategic Planning, Business Feasibility, Leadership Development, Business Planning, Outsourcing/Insourcing, Operations Improvements, Succession Planning and Organizational Design

ALPINE EVERGREEN

2004 to Present

Board of Directors and Officer (strategic planning, finances and business development leader)

T-MOBILE USA

2003 to 2005

Vice President

Led the development of new corporate department which then opened 200 new retail stores in 2004 alone.

CRESA PARTNERS

2003

Partner – Strategic Planning and Consulting Services, Transaction Services

MEDIAONE GROUP and AT&T BROADBAND

1997 to 2002

Vice President and Executive Director Positions

Foster School of Business and University Community Service

Faculty Advisor for Delta Sigma Pi Co-ed Business Fraternity (2012- present) (Founding member for UW Chapter)
Faculty Adviser for the Montlake Consulting Group (2009 to present)
Served as Judge or Coach for various case competitions such as IKEA, Russell Investments, Deloitte and others.
Served as Coach for several of the UW Business Plan Competitions
Served on the UW Fulbright Scholarship selection committee
Served on the Husky Leadership Initiatives committee
Faculty Advisor for “The Leadership Experience” conference hosted by Delta Sigma Pi

General Community Service

Board of Advisers – the Fieldhouse Project (2014 to present)
Advisory Board – Expedition Quest (2015 to present)
Board of Directors and Officer– Eastside Domestic Violence Program, Bellevue (2004-2008)
Board of Directors and Officer– Denver Children’s Home, Denver (2000 to 2004)
Board of Directors and Officer – Washington State CoreNet (2004-2008) (President 2006-07)
Board of Directors and Officer – Balloon Federation of America (two elected terms)
Various positions with Junior Achievement, DECA, IDRC, National CoreNet and Church Groups

Education, Certifications and Licenses

Masters in Business Administration, University of Denver, Executive MBA Program, 1997
Bachelors in Business Administration (with honors), Arizona State University, 1979
Certified Facilitator- problem solving, process improvement and quality

Courses Taught or Being Taught

Applied Strategies (BA 510 – MBA Core)	Leading High Performance Organizations (MBA 545)
Business Development Strategies and Planning (CP 500)	Management Essentials (MGMT 275)
Business, Government and Society (MGMT 320)	Marketing Management (MBA 517)
Business Planning - Essentials for Business (Admin 510)	Marketing Principles (MBA 508)
Business Planning Practicum – Undergrad (MGMT 490)	Motivating for High Performance (MGMT 403)
Business Strategy (Capstone course) (MGMT 430)	Principles of Management (MGMT 380)
Consumer Behavior (MKTG 351)	Principles of Marketing (MKTG 350)
Digital Media Economics and Management (COM 587)	Recruiting, Hiring & Retaining Talent (MGMT 411)
Digital Marketing and Branding (COM 588)	Strategy and Implementation (MGMT 563)
Global Environments of Business (MGMT 320)	Strategic Research & Business Practices (COM 529)
International Marketing (MKTG 456)	Strategic Management (COM 597E)
Leadership & Organizational Effectiveness (MGMT 300)	

Sample Academic Achievements

Implemented with the Undergraduate Program Office the Foster Strategy Development Competition, a new experiential learning experience, for the MGMT 430 Business Strategy course where students analyze a real business situation and make recommendations to company management regarding solutions. This has also helped to build stronger relations with local companies for both recruiting and business development opportunities.

Led the development of a 15 graduate credit certificate Online program, including development of the program with 6 other instructors, design of the course with an Instructional Designer and ongoing oversight for quality and improvements.

Founded the UW chapter of the Delta Sigma Pi professional business fraternity, organizing students to recruit members and progress from a Colony to a Chapter in record time. The Chapter has already received numerous Dean’s Awards from the Undergrad Program Office.

Consistently receive high student evaluation scores for teaching effectiveness, instructor contribution to the course and amount learned in a course. Received the Faculty of the Quarter/Year award for past 3 years, Undergraduate teacher of the year for 2016 and the Teaching Excellence Award in 2014 from UW Professional and Continuing Education.

Faculty adviser for a 1st Place team in an internationally ranked Business Case Competition

Instructor for a Business Planning course where a student’s project was submitted and won the UW’s Business Plan Competition (\$25,000 in seed money, raised significantly more money and started the company)

Teaching through “Real Life” Consulting projects - Student coursework has included over 70 real life consulting projects for businesses ranging from Microsoft to start up ventures, and ranging from international expansion projects to new market entries, to business planning to process improvement. Consistently high client satisfaction results from work provided through student teams.

Teaching through “Real Life” Business Plans – Student Coursework has included the creation of over 250 business plans for the development and funding for various business ideas ranging from small consulting practices to retail stores to internet gaming sites and even corporate jet leasing programs. Several projects have gone forward with development and implementation.

Sample Professional Achievements

Leadership:

Managed the process and organizational improvements of a 500-person team to become a best-in-class, operationally efficient, and financially viable organization. An independent consulting company identified that the organization was “best in class” in cost and quality. A leading industry publication named our department as one of the 5 best managed in the country in the Fortune 500 companies.

Led the development and implementation of a “self directed work team” that took the responsibility and accountability to dramatically improve operations while improving the quality of work life. Employees became engaged in improving the business by understanding how they impacted it, and together we implemented a 21% productivity and 40% cost improvement with service levels rising to 98%.

Led several cross-department organizational analysis and design projects at a major regional telecommunications firm identifying over \$80M in annual savings through improved and streamlined processes and flatter organizations, creating more meaningful jobs for all employees and implementing key metrics for future success.

Persuaded top management and the Board of Directors of a Fortune 50 Company to invest \$70M to improve operations and reduce costs when they originally thought we could not afford to do anything.

Led and implemented a strategic planning project for a \$40M family owned business that included a survey of the shareholders, development of action items and subsequent decisions to enable new ideas and better aligned strategies and objectives. Led the succession planning process and the search and hiring of a new General Manager.

Led several multi-billion dollar merger integration teams and one divestiture team for major telecommunications firms.

Customer Focus and Operational Excellence:

Managed several customer care and customer service organizations that required improvement in service and productivity. Productivity improved by 20-30% while service also improved to 98% as measured through customer satisfaction surveys.

Led the negotiation of a restructuring of a major IT Services contract in a way that resulted in a “win-win” for company and supplier. Identified each stakeholder’s key needs from the contract and then determined how to reach those goals for mutual satisfaction. Reduced cost to company by 25% while increasing service levels to client groups and preserving profitability for supplier.

Served on Customer Care Management Committee for two major telecommunications firms that resulted in developing solutions to improve the customer care provided to customers through improved processes, systems and decreasing turnover of employees.

Financial Analysis and Problem Solving:

Conducted over 30 major feasibility analysis projects that were all approved for implementation. Tasks included problem/opportunity definition, root cause problem solving, alternatives identification, recommendations and implementation plan. Included both financial analysis and other factors evaluations.

Led the IT initiatives funding approval process to optimally allocate \$600M in capital and expense budgets for a large telecommunications firm.

Selected Professional Presentations

- “Looking Ahead to Corporate America’s Space & Service Needs”, Wharton School of Business, Philadelphia
- “Mergers and Acquisitions – Meeting Wall Street’s Expectations”, IDRC World Congress, New York
- “Mergers and Acquisitions – Tools to Manage Change” NACORE High Tech Conference, San Francisco
- ““Outsourcing Strategies, Issues and Actions” CoreNet Global Summit, Philadelphia
- “Infrastructure Management – Strategies & Issues”, CoreNet Leadership Discovery Forum, Los Angeles
- “Strategic Planning”, Denver Children’s Home Board of Directors, Denver
- “Global Business Issues”, Seattle University Global Studies Seminar, Seattle
- “Doing Business with US Firms”, Methodista University, Sao Paulo
- “Business Proposal Evaluation and Return on Investment”, Communications Leadership Program, Seattle
- 20 other presentations covering strategic planning, leadership, change management and operations improvement