

# Richard M. “Rick” Moran

Curriculum vitae

University of Wisconsin – Superior  
School of Business and Economics  
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## EDUCATION

**Doctor of Business Administration** 2015  
Metropolitan State University - Minneapolis, MN

**Master of Business Administration, Marketing** 1976  
University of Oregon - Eugene, OR

**Bachelor of Science, Economics** 1973  
University of Illinois - Urbana-Champaign, IL

**TEACHING Senior Lecturer** 2009 - present

*School of Business and Economics, University of Wisconsin – Superior*

- Courses taught: Principles of Marketing, Advertising, Public Relations, Entrepreneurship, Principles of Management, Strategic Management, Human Resources Management and Air Transportation Management.
- Incorporate business simulations and other active learning techniques in courses.
- Partner with businesses and non-profits to provide student teams in Advertising and Public Relations with opportunity to work with clients on real projects.
- Advise about 40 business students.
- Served as internship coordinator.

**Community Faculty** 2013 - present

*College of Management, Metropolitan State University, Minneapolis, MN*

Courses taught online: Principles of Marketing, Travel and Tourism Marketing. New course developed: Travel and Tourism Marketing.

**Adjunct Instructor** 2009

*Augsburg College, Minneapolis, MN*

Course taught: Marketing Management in hybrid evening MBA program.

**Adjunct Instructor**

2004 - 2006

*Concordia University, St. Paul, MN*

Course taught: Principles of Marketing in evening degree completion program.

**RESEARCH****Strategic Planning in Entrepreneurial Firms**

2016

Survey research project in progress examining relationship between use of strategic planning and success of small and medium sized businesses. Paper accepted for Midwest Academy of Management annual conference October 2016.

**Regional Airfreight Needs in Northern Minnesota and Wisconsin**

2015

- Includes both primary and secondary research of demand for airfreight service by area businesses.
  - Examination of service providers (truckers, forwarders, logistics firms, airlines.)
  - Competitive impact of larger airports in the upper Midwest.
- Evaluation of innovative alternatives, including truck/air solutions.

**Doctoral Research**

2014 – 2015

- Research into hotel loyalty program costs, benefits and overall effectiveness.
- Includes interviews with practitioners in the hotel industry.
- Makes use of secondary data from annual reports, corporate filings, and trade publications.
- Examines relationship between loyalty program activity levels, customer lifetime value, customer equity and profitability of hotel firms. Explores potential models.

**CONFERENCE PRESENTATIONS**

“Client Based Projects to Foster Experiential Learning Career Development Skills,” coauthor of position paper and chair of panel discussion, accepted for Marketing Management Association, Providence, RI September 2016.

“Using Business Simulations to Teach Marketing,” Marketing Management Association, San Juan, PR September 2015.

“Making the Transition from Industry to Academia,” chaired panel and coauthored position paper. Marketing Management Association, San Juan, PR September 2015.

“Strategic Planning in Small and Medium Sized Enterprises,” Midwest Academy of Management. Minneapolis, MN October 2014.

“Learning Through Consulting Projects in Management Classes,” Midwest Academy of Management. Minneapolis, MN October 2014.

“The Values of Incorporating Professional Selling in Marketing Education,” Marketing Management Association. San Antonio, TX, September 2014.

“Making It Real with Business Simulations,” Midwest Academy of Management. Milwaukee, WI, October 2013.

“Student Operated Businesses As Learning Experiences,” Midwest Academy of Management. Milwaukee, WI, October 2013.

“Active Learning Using Sales Calls and Client Pitches,” Marketing Management Association. New Orleans, LA, September 2013.

“Small and Medium Sized Businesses’ Needs for Entry Level Sales and Marketing Staff, ” Marketing Management Association. New Orleans, LA September 2013.

“An Applied Project: Relationships between Economic Indicators and Domestic U.S. Airline Industry Revenue Passenger Miles (RPMs),” Midwest Academy of Management. Itasca, IL, October 2012.

## UNIVERSITY SERVICE

**Center for Excellence in Teaching and Learning Advisory Committee** 2016 - present

**Development of Business Administration Online Degree Program** 2015 - present

Designed and implementing new online program for Fall 2016. Includes course development, recruiting instructional staff, and marketing program in conjunction with admissions.

**Assessment Committee** 2015 - 2016

University committee overseeing revisions in assessment efforts of all departments.

**Innovation Task Force** 2015

Member of small task force identifying opportunities for innovations that can increase enrollment/retention, increase efficiency, increase quality or reduce costs.

**Program Review Task Force** 2014 – 2015

Worked on team assessing performance of academic programs across the institution.

**Strategic Planning Committee** 2013 – 2014

Worked with team to develop framework for new strategic plan for institution.

**Assessment Coordinator** 2011 - present

Coordinate all assessment for Department of Business and Economics, combining department needs with assessment activities of the university.

**Networking Event** 2009 - present

Created partnership with career services and alumni association that sponsors annual networking event for business students featuring opportunities to meet and converse with employers and alumni. Used to develop networking skills of the students.

**Global Awareness and Education Committee** 2009 - 2013

Worked with others to create opportunities for students to learn about other cultures, and encourage connections between U.S. and international students. Promoted University of Wisconsin residential programs in Scotland and China. Assisted in exchange program agreement with Korean institution.

**COMMUNITY SERVICE Challenge Center** 2011 - present

Board of directors for Challenge Center, Superior, WI, provider of housing assistance, training and employment opportunities for developmentally challenged adults.

**Chamber of Commerce** 2012 - present  
“Customer Relationship Management (CRM)” and “Marketing for Small and Medium Sized Businesses” presentations for Duluth Chamber of Commerce Professional Development Series.

**Academic Service Learning** 2011 - present  
Projects connecting nonprofit organizations with student teams who work on advertising and public relations projects for partner organizations.

### **PROFESSIONAL MEMBERSHIPS**

American Marketing Association, Marketing Management Association, Midwest Academy of Management

### **INDUSTRY EXPERIENCE**

**Riser Marketing** – Principal – Minneapolis, MN 2007-2011  
Marketing consulting and services for entrepreneurs and small businesses.

**AirPlus International** – Regional Sales Manager – Minneapolis, MN 2005 – 2006  
Managed B2B sales of credit card travel payment system in Midwest US.

**Holiday Marketing, Inc.** - President & CEO – Herndon, VA 1991 – 2004  
Developed business plan, found investors and grew company to over \$45 million in sales. Established market niche providing marketing support services to small travel agents throughout the US. Achieved above average client retention. Successful marketing centered on trade show appearances and seminars at industry events recruiting new clients and differentiating firm.

**USTRavel Systems** – Director Government Business - Arlington, VA 1990 – 1991  
Introduced this large travel management firm to the government and military market, developing customer relationships and training staff on differences in selling to and serving this market segment. Developed system for creating proposals in response to government requests for proposal (RFPs)

**SatoTravel** – Director of Marketing - Arlington, VA 1989 – 1990  
CMO of this \$1 billion+ airline industry owned travel management firm serving military and government market. Transformed marketing to focus on product management, increasing sales dramatically. Created successful new products in leisure travel niches targeting military and families.

**Roth Graham, Inc.** – Vice President - Minneapolis, MN 1987 – 1989  
Partner in advertising/marketing agency focused on travel, healthcare and financial services industries. Managed client relationships. Supervised marketing and loyalty programs for clients. Also supervised marketing research, traditional media and direct marketing efforts for clients. Client list included: Airline Network, Better Homes and Gardens Realty, La Quinta Inns, MLT Vacations, Northrup-King, Sheraton, TCF Bank and Thrifty Car Rental.

**Northwest Airlines**

1977 – 1987

- Director, Commercial Marketing – Minneapolis, MN - Managed business travel marketing for airline, including frequent traveler program and airport clubs. Led the redesign of business and first class products. Identified new marketing strategies to increase market share of business travelers in key markets.
- Manager, Agency Sales – Minneapolis, MN – Responsible for travel agency distribution channel in the US. Supervised advertising, promotions, trade shows, commission programs and training. Also managed relationships with global distribution systems (GDS) serving travel agents.
- Sales Representative - Boston, MA – Managed sales territory in Boston area and northern New England, including travel agents, tour operators and commercial accounts.