

Ward Utter

Education

Harvard Business School Boston, MA 1988-1990 Awarded Master in Business Administration degree.

Hastings College Hastings, NE 1982-1986 Awarded Bachelor of Arts degree in Psychology and Business Administration with distinction.

Employment

Villanova University, School of Business Villanova, PA 2017-present *Associate Department Chair, Management & Operations* Provide leadership and support for department including strategic initiatives, class scheduling and coordination of adjunct instructors.

2019-present *Professor of Practice*

2010-2019 *Instructor*

- Leading courses with a management focus including:
 - Business Dynamics – survey of business disciplines to provide foundation for future coursework. Instruction provided in management in addition to marketing, finance, and accounting.
 - Competitive Effectiveness – combines study of management and marketing. Class work includes challenging student consulting teams to solve for a real-world business problem with a client. Serving as course coordinator (2018 – present)
 - Business and Culture in the Italian Context – taught students Competitive Effectiveness through a partnership between Villanova and the University of Urbino (Italy, Spring 2020)
 - Strategic Thinking & Implementation and Global Strategic Management– capstone courses in the undergraduate and graduate programs that focuses students’ attention on the entire enterprise through case study to understand both crafting and executing strategy
 - Global Practicum – led study programs to China, S. Korea, Viet Nam, Singapore, Israel, and South Africa, providing students the opportunity to immerse themselves in the cultures of these countries while developing an understanding of their economies and business practices.
- Faculty Director - Bartley briefCASE Challenge (2014 – present)
 - Developed and launched a case competition for all juniors. Several educational modules were created including case analysis, team presentations, effective PowerPoint usage, and professional business writing. This program now incorporates 200+ students each semester and incorporates the help of 60+ faculty and

executive volunteers.

- Received a Teaching Innovation Grant for developing a text for Competitive Effectiveness (2020)
- Received the Gerald A. Dougherty Endowed School of Business Faculty Award for excellence in undergraduate teaching (2019)
- Received the Thomas J. Carmody, Jr. Award for integrating teaching, theory, and practice (May 2015)
- Selected by the University-wide graduating class to deliver the “Last Lecture” (May 2014). Selected as a finalist representing the business school (April 2016 and April 2020).
- Coached student team to a first-place finish in the CUIBE Case Competition (October 2016)

University of Denver, Daniels College of Business Denver, CO 2006-2008

Adjunct Professor

- Taught *Leadership and Communications* (undergraduate level) and the *21st Century Professional* (graduate level)
 - Courses developed leadership skills by focusing on effective behavior, team dynamics, values and ethics, emotional intelligence, persuasion and influence, and communications
 - The graduate course included leading students on a three day trip to develop self-awareness, experiment with leadership strategies, and study team behavior
- Lectured in the executive M.B.A. program and conducted corporate seminars on strategic marketing including the branding and the marketing of new products

Self-Employed Denver, CO 2004 *Strategy Consultant*

- Analyzed and developed strategic plan for international food manufacturer

MakeTheMove.com Denver, CO 2000-2001 *Senior Vice President, Operations*

and Marketing

1999-2000 *Vice President, Marketing*

Senior Management Team

- Developed and executed e-commerce strategy for a startup online relocation services company
- Set and maintained direction for company as member of operating committee • Provided general management and oversight for day-to-day operations • Prepared and presented board reports on a monthly basis

Operations

- Launched inbound call center operations to complement website traffic
- Managed the operations for customer care, order fulfillment, and lead fulfillment program
- Optimized procedures and established standards to reduce order fulfillment times by 20%.

Marketing

- Developed integrated marketing communications including television, radio, print, and online. Recognized by Denver Advertising Federation for excellence
- Managed all cooperative advertising and promotional opportunities (\$10MM) with partners
 - Generated 10-fold increase in monthly customer volume and raised transactions per order by 15% in first six months
- Directed the design of new website and maintained a schedule of continuous improvements
- Revised website resulted in:
 - 65% conversion rate of registrants to customers, more than doubling the prior rate
 - 90% customer intent to re-use the service
- Tripled revenue per customer with the creation of sales programs to sell opt-in leads, and email and website advertising. Defined products and determined pricing
 - Generated national visibility for the company through public relations efforts

Licensing

Mrs. Fields Original Cookies Salt Lake City, UT 1997-1999 *Senior Director,*

Wrote and executed strategic plan for licensing at \$400MM retail/consumer products company. Created new applications for brand licensing after conducting category and channel analysis. Developed and negotiated relationships with licensing partners. Led internal/external teams to implement new brand executions.

- Secured licensing agreements for boxed chocolates, shelf stable cookies, boxed mixes, and maintained airline contracts with United Airlines and TWA
- Established licensing agreement with premium lodging chain. Program includes product usage in all aspects of lodging food service
- Prepared launch of in-store bakery test of *Mrs. Fields Take-Home*

Chef America Englewood, CO 1996-1997 *Senior Marketing Manager*

1995-1996 *Marketing Manager*

Directed and executed new product strategy at \$300MM consumer products company. Led cross-functional project teams from concept through first year in market. Managed all aspects of marketing including research, pricing, distribution, advertising, promotions, sales planning/trade spending, broker management, and forecasting. Conducted recruiting and hiring of analysts and managers.

- Introduced CROISSANT POCKETS and HOT POCKETS PIZZA MINI'S which contributed over 25% of sales in 1997. Set and maintained launch timelines.
- Wrote, implemented and evaluated ongoing marketing plans
- Managed internal/external teams in resolving issues in purchasing, manufacturing, and logistics.
- Produced television commercials including creative supervision, director and

casting decisions, and editing. Directed planning and placement of media (\$12MM) • Led creative development for packaging design, advertising, and collateral materials

- Designed and analyzed mail panel surveys, focus groups, home-use tests, and copy tests

Robinson Dairy Denver, CO 1992-1995 *Marketing Manager*

Managed marketing and branded retail sales.

- Launched two new consumer products, ½% PLUS and SMOOTHY. Directed all aspects of launches including concept development, research, packaging, sales, and advertising. Products sold successfully into 90% ACV in the region
- Managed trade relationships with regional grocery chains
- Received trade association's Master Dairy honors for outstanding achievement in print advertising
- Directed public relations efforts and attained numerous exposures on radio, TV, and print media

Mercer Management Consulting (formerly SPA) Washington, DC 1990-1991

Associate

1986-1988 ***Research Analyst***

Conducted quantitative and qualitative analysis and crafted solutions for a diverse set of business clients

Community

2012 – 2016 **Conestoga United Way**, chaperone and volunteer

2006 – 2008 **Hills West Homeowners Association**, Vice Chairman, Board of

Directors 2002 - 2008 **Operation Frontline**, Chairman, Board of Advisors

2004 - 2005 **Taste of the Nation Denver**, Leadership Committee and Restaurant Chairman