Jeffrey J. Bowe

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Professional Objective:

To combine over 25 years of business experience including ownership of multiple companies with my advanced education in an educational environment to impact the lives of students and future leaders.

Academic Credentials:

Doctor of Business Administration in progress (projected December 2012) with a major in Marketing and research emphasis of sales ethics and entrepreneurial marketing. **Master of Business Administration** from Indiana University (1990) with a major in management and minor in finance. **Bachelor of Arts** with honors from DePauw University (1985) with double majors in psychology and world religions. **Author of "Get INFOCUS Get Cash,"** a 510-page book on sales tactics, strategy and related communication skills. Have completed advanced leadership programs at Center for Creative Leadership and Resource Associates Corporation, and attended additional training in strategic planning, mergers and acquisitions, management, negotiations, finance, communications, manufacturing regulatory compliance, business and ethical conduct, and conflict resolution.

Research Interests:

Ethical sales team development and leadership, including recruiting and compensation models.
Impact of type and location of undergraduate education on post-graduation behavior.
Entrepreneurial marketing for highly competitive markets.

Professional Background:

Unique background of **sales, marketing, and strategy** combining conceptual foundations and practitioner application. Highly practiced oral and written skills from **extensive public speaking**, published writing, and **college level teaching**. Have established **strategic, marketing, and business plans**, completed mergers, acquisitions, and divestitures, hired and recruited sales teams, created financial analyses and forecasting models, developed process control and improvement systems, completed operational overhauls, and been instrumental in successful turnaround ventures. Customers, colleagues and partners attest to my work ethic, noting the following key abilities:

- **Comprehensive senior manager** with full P&L and balance sheet responsibility, including sales, marketing, and manufacturing.
- **Train, coach and motivate** sales representatives of varying experiences in wide ranging industries including writing several comprehensive sales and marketing plans for clients.
- Analyze and assess **strategic partnerships** with private and commercial organizations.
- Accurately **discern market demographics** and market climate to establish **new product offerings**.
- Integrated statistics and **market research methods** to business planning process.
- Cost and revenue **analysis and modeling.**
- Created and delivered **leadership and management development** programs to clients.
- Researched and **written comprehensive manuals** for training, operations, and compliance.

Career History:

Assistant Professor (Tenure Track) **2011-Current**
Eastern Nazarene College **Quincy, Massachusetts**

- Design and instruct traditional undergraduates and non-traditional undergraduate and graduate students in marketing, strategy, and economics.

Adjunct Faculty **2003-Current**
Oakland City University, Anderson University, **Central Indiana**
Capella University, Indiana Wesleyan University

- Instructed both traditional undergraduates and mid-career adult learners in marketing, finance, managerial accounting, organizational development, psychology, and human resources.

Chief Sales Strategist **2005-Current**
ACTUM Group **Central Indiana**

- Consult with clients (senior management through operational level) on sales and marketing plans, market analysis, strategic planning, financial modeling including cost and revenue analysis, operations documentation and quality control procedures, mergers and acquisitions, human resources and team development processes and selection
- Integrated research based marketing methods to business planning process

Regional Vice President **2000-2005**
The Resource Development Group LLC **Central and Southern Indiana**

- Develop and facilitated leadership and custom sales training and development processes for individuals and organizations, from technical people to senior sales and management teams
- Consulted in sales, marketing, and strategic planning for numerous for profit and not for profits
- Earned spot on training team for international sales and leadership organization within 3 years due to selling in top 2% of all associates in international network
- Delivered keynote to international training meeting within 4 years of entering organization
- Consulted on operational and manufacturing issues in printing and manufacturing installations

Midwest General Manager **1997-2000**
Disc Graphics, Inc. **Regional Mid-west**

- Transitioned manufacturing plant from local to national production capabilities
- Established contract with Fortune 100 company resulting in 50% of year 2000 sales revenue
- Established goals, controls, and process for ISO 9000 registration and implementation
- Took initiatives to increase regional manufacturing output by 75% in 36 months
- Interfaced with national regulatory agencies to monitor investments, retirement, and financial plans

Owner/President **1985-1997**
Benham Press, Inc. **Indianapolis, IN**

- Multi-operation executive responsible for all operations: P&L, balance sheet, sales, marketing, manufacturing, purchasing, facility utilization, capital equipment, risk management, inventory, and logistics
- Served as point person in Due Diligence in acquisition and transfers of corporate ownership
- Acquired and integrated photo studio to increase product offering and commercial capabilities
- Performed all Human Resource functions; hire, train, payroll, benefits, scheduling, annual reviews
- Decreased cost estimating time by 83% using revised benchmarks and models
- Acquired and designed new facility which increased production facilities by 47%
- Designed and implemented computerized programs for estimating, price quoting, production time
- Conducted evaluation, risk prevention, and project management during removal of underground storage tanks in compliance with local and national regulatory agencies

Recent Speaking Engagements and Presentations:

Institutional impact on post-graduation sales ethics: Comparing the ethical foundations of recent graduates of sales schools v. non-sales school. Eastern Nazarene College, Academic Symposium Presentation, April 17, 2012.

Captivate Attention in One Sentence: Creating Conversations that Count. Indy's Premier Women in Networking, November 10, 2010.

Why Not All Sales Models Are Created Equal. Two day guest presentation to Personal Selling course at Anderson University, October 2008, October 2009, and October 2010.

Recession Resistant Selling: Pick Your Customers, Clarify Your Brand, Ignore Time Sponges. Greenwood Chamber of Commerce, June 2010.

The Art of Closing: How to Irritate Prospects vs. Ingratiate Customers. Invited speaker at Hullabaloo 2010, Indianapolis, Indiana, April 22, 2010.

From Reactive to Proactive: Know Your Customers, Drive Sales, Guide Your Team. Invited Speaker to Simons-Bitzer Client Education Series, February 17, 2010

Sales and Marketing in 2009 and Beyond, Business Ownership Initiative, Indianapolis, Indiana, 2009 – 2010 repeated presentation two to three times per year.

Proactive Sales: Crime Doesn't Pay so Learn How to Sell. ISES Educational Conference, Indianapolis, Indiana, November 11, 2009.

Finding your VIP. Keynote speaker at Rainmakers, July 31, 2007.

Improve your FOCUS in Selling © using the GERCO © Model. Invited speaker to Printing Industry of Indiana training meeting. January 2006.

Why I am NOT a Product of the Product: How Little Differences Create Massive Payoffs. Invited speaker to international training symposium for Resources Associates Corporation, May 6. 2005.

The 1 Difference: How Little Differences Create Big Payoffs. Fishers Chamber of Commerce. February 9, 2005.

Budgeted Hourly Rates: Find Your Rates, Grow Your Business. Training Workshop for Printing Industry of Wisconsin. September 15, 2004.

Isn't Tracking for Plants? Metrics for Business Development. Invited speaker to quarterly international training symposium for Resources Associates Corporation, January 23, 2004.

Budgeted Hourly Rates: Find Your Rates, Grow Your Profits. Training Workshop for Printing Industry of Indiana. January 15,2003.

Living in the Limelight. Invited speaker to Bluegreen International training meeting. January 2004.

Indianapolis Small Business contributing author for Examiner.com. August 2009 to current.

Academic Conferences:

National Conference for Sales Management, March 2012.

National Conference for Sales Management, March 2011.

Society for Marketing Advances and *Doctoral Consortium* at Society of Marketing Advances, November 2010.

Organizations and Memberships:

Christian Business Faculty Association, Member, 2011-Current

IMASERV, For Profit Subsidiary of Indiana Manufacturers Association, Board of Directors, 1998-2011.

Indiana Air Pollution Control Board, Appointed by Governor of Indiana, 1998-2000.

Campus Classics, Inc., Board of Directors, 1988-Current.

Printing Industry of Indiana, President 1992-1994, Board Member 1990-2012, Sales Club Advisory Committee 2002-2011, Scholarship Committee Chairman 1998-2011.

Fishers Chamber of Commerce, 2000-2010, Chairman of Membership Council, 2008-2010.

Rotary International, Member of Fishers Club and Indianapolis Club, 2002-2006.

Rainmakers, Finalist for 2005 Rainmaker of the Year, President's Advisory Board 2006-2008.