

DOUGLAS L. NAY

CURRICULUM VITAE

233 Lakeview Drive Newton, New Jersey 07860
(973) 948-6220 (home) (973) 508-3226 (cell)
kochnay@aol.com

PROFILE

Highly qualified professional with strong written and verbal communication skills and the ability to flexibly adapt to new situations. Past experiences include academic and business success including five years of effective program administration academically as Department Chair of business and information technology, thirteen years of college-level teaching, serving diverse students.

Accomplished successful Senior Executive of a Fortune 500 corporation with twelve direct leadership and five senior influencing roles in a highly successful career. Lead, directed and managed in fifty different countries with management teams in all regions, working in these countries in international and domestic roles. Opportunities were fueled by outstanding results in prior United States assignments.

Education

Pace University New York, New York 2003
Doctor of Professional Studies (DPS), International Business and Management (AACSB)
Dissertation: An Empirical Study of the Effects of Enterprise Solutions on Profitability
And Globalization.

New York University New York, New York 1988
Master of Business Administration- Marketing
Thesis: The Power of Information in a Capitalist Society.

Rutgers University New Brunswick, New Jersey 1982
Bachelor of Science- Business Administration.

Professional Overview

East Stroudsburg University, East Stroudsburg, Pennsylvania

East Stroudsburg University of Pennsylvania formed in 1893, is a public university located in East Stroudsburg, Pennsylvania. It is one of the 14 state universities composing the Pennsylvania State System of Higher Education (PASSHE). In the 2018-2019 academic year there are 6900 students at East Stroudsburg University with 750 plus pursuing a business management major, the largest major in the university..

Associate Professor of Business (2015-present)

My teaching experience includes the college of Business Management at East Stroudsburg University joining the fall Semester of 2015 as an Associate Professor of Management and teaching four or five courses in the fall and spring successfully of about 185 students per semester, plus a graduate course in spring and summer. The courses taught include Business Ethics, Principles of Management, Human Resources Management and graduate courses in Organizational Behavior and Business Research. Additional responsibilities include advising about 125 students per semester.

University service has included serving on two selection committees for new marketing professors and chairing a successful accounting search. My university service also includes serving on the university-wide Curriculum Committee, representing the College of Business & Management on the Human Resources Advisory Committee, and the ACBSP Accreditation team and helping originate a Human Resources Club and act as co-chair of the Sigma Beta Delta Honor Society chapter.

Student and administrative feedback has been positive with student evaluations averaging 4.5+ of 5 in all Semesters so far.

This is a tenure track position and research are in progress for publication, “Making it Easier for Companies to be Socially Responsible: Corporate Certifications and Other Incentives”, jointly-authored is in the revise and return stage with a peer-reviewed journal. A planned second article about Benefit and Low Profit Limited Liability corporations is in the survey stage and will be submitted in August 2018.

Florida SouthWestern State College, Fort Myers, Florida (Edison State College)

An open-access and public four-year primarily associate's degree teaching institution serving more than 25,000 credit and nearly 3,000 non-credit students. The college serves a five-county region in Southwest, Florida, with three campuses (Charlotte, Collier and Lee County), and offers ten Baccalaureate degrees, eighteen associate degrees, an associate in management, and various certificates and continuing education programs.

Department Chair School of Business & Technology (2009-2015)

Appointed for a three-year term, and invited to serve again in 2012. This role included leading and collaborating with forty-six adjunct and sixteen full time professors, representing the School in the Assessment Committee, Library Committee, Curriculum Committee and Strategic Planning. Assisted and supported staffing and faculty qualifications, provided input to college and School of Business and Technology decisions. Additional duties, included leadership planning and curriculum. Organized and presided over School of Business monthly meetings, and being a leader inside and outside the college in the business community was paramount. Responsibilities as Chair included assessment design and application for our Business Administration, AS Accounting Technology, AS Computer Programming and AS Networking Courses and programs with the cooperation and input of faculty in those disciplines. I was responsible for the course and program assessment of our Baccalaureate in Supervision and Management. The program and course learning outcomes are assessed using the tools to both measure quantitatively and qualitatively achievements and areas in need of improvement with report-outs on progress and actions as a result of the assessment. The learning outcomes were tracked in our on line strategic plan and results shown quarterly for learning outcomes and operational objectives. Assisted the Dean in strategic planning for the School of Business and Technology.

One of the underlying tools of strong course descriptions and Bloom's based learning outcomes is the course syllabus. Another key responsibility was syllabus review and approval each semester.

Mentoring new adjuncts and experienced adjuncts alike was another responsibility. I gave input toward hiring new adjuncts, did classroom observations and conducted the adjunct portfolio reviews with all adjuncts annually. I coached for improved performance, recommended continued teaching by specific adjuncts or removal of ineffective professors because I was a full time professor as well.

The college recently participated in a Southern Association of Colleges and Schools (SACS) ten-year re-affirmation process, which was my first and very much a learning experience. We had instituted a Cornerstone first year experience effort, which was highly praised in the SACS review. I was a member of the marketing committee for this important program to retain more first year students and ensure a greater success rate.

Our general education approach was to classify learning outcomes in business and technology Courses (and all other courses as well) that have general education components in five key areas of critical thinking, communication, technology/information management, global socio-cultural responsibility and scientific and quantitative reasoning

I assisted the Dean in preparing and maintaining the budget, overseeing the textbook process and selecting new texts, serving on faculty and staff search committees and maintaining a collegial and scholarly environment.

Professor (2006, tenured)

In the fall of 2006 Edison College received state approval to offer a Baccalaureate Degree in Supervision and Management. Conceived and developed the courses to complete the curriculum while teaching the existing starting level of courses from our AS Business Administration Degree Program; developed six new courses and taught five classes each semester and six in the two summer sessions. Continued to teach a full load of five courses per semester, in all three modalities of ground, on line (using Canvas and previously Blackboard Learning Management Systems) and blended eight week accelerated courses. Developed two new courses which were full almost every semester after, "Introduction to the Project Management" and "Introduction to E-Business" taught the Capstone Project, Leadership, Strategy, Organizational Behavior, Marketing for Managers Human Resources, Team Development, Supply Chain Management and several more during my service there.

Berkeley College, New York, New York

Professor (full time) (2004-2006)

Taught four classes per semester in business and management.

Courses included: Organizational Theory, Strategy, and Organizational Behavior, Principles of Management, Human Resources, and management seminars.

Touro University, New York, New York

Adjunct Professor (2005-2006)

Customer Relationship, Management and Marketing Courses

Muhlenberg College Allentown, Pennsylvania

Adjunct Professor (2002-2003) Marketing courses

_Penn State University, Lehigh Valley, Pennsylvania

Adjunct Professor (2002-2003)
Personal Selling and Marketing Courses

D&B Inc. (Formerly Dun & Bradstreet Inc.)

Senior Vice President, Global Data Standards Allentown, Pennsylvania 1999-2002

Define and implement global data standards for data content and quality worldwide working with The operations management teams in the North American, Asia Pacific, European and Latin American Regions. Our special project team partnered with Morgan Stanley and restructured investments in direct subsidiaries, transitioning to partnerships with the best local data provider, while maintaining worldwide quality and data standards.

Executive Director, European Data London, England 1997-1999

Implement a relational database for nineteen European countries, each with slightly to greatly different data and information technology. Advise and implement charges, downsizing and modernizing European operations in coordination with country managers. Design and implement quality improvement programs. Standardize data content.

Senior Vice President, U.S. and Global Quality;
Senior Vice President European Databases Murray Hill, New Jersey 1997-1998

Leadership responsibilities: United States data quality measurement, improvement and development.

Senior Vice President, Western Operations New York, New York 1996-1997

Leadership responsibilities: D&B services in the western half of the United States in over forty-five branch offices. Resources: Over two thousand team members, eighty-five million dollar expense budget and thirty million dollar sales budget.

Senior Vice President, Northern Operations New York, New York 1994-1996

Leadership responsibilities: D&B services in fifteen northeast branch offices, with one thousand team members, thirty-million-dollar expense budget and ten-million-dollar sales budget.

Vice President of Business Policy & Communication Murray Hill, New Jersey 1993-1994

Senior staff role with policy and communications responsibility.

Vice President of Sales Training and Customer Care Murray Hill New Jersey 1991-1992

Sales training for all levels of sales professionals nationwide and sales managers.

Vice President of Telephone Sales & Services Livingston, New Jersey 1989-1991

Leadership responsibilities for two inbound call centers answering over ten thousand customer requests daily in Austin, Texas and Livingston, New Jersey and selling add on services of over twenty million dollars annually. Telephone renewal of smaller customer contracts and servicing and selling branch offices of large customers. Resources: three hundred twenty-five sales professionals; eight million dollar expense budget, seventy million dollar sales budget.

Vice President of Operations; NCO New York, New York 1987-1989

Leadership of a specialized subsidiary in turnaround mode.

National Training Director New York, New York 1983-1987

Corporate Educator

Introduced and delivered new consultative sales training globally for large account representatives, Increasing sales 19% in next 12 months. Expanded sales curriculum, setting and achieving learning objectives with executive partners.

Lobbied for and implemented more formalized training of new and advanced business analysts and managers.

Expanded curriculum as National Training Director, developing and achieving specific learning objectives. Set up two national training centers. Improved management skill training, which led to increased quality and less expense.

Developed and delivered new courses, which were adopted company-wide. Shortened six-month learning curve to three months. Increased quality among senior analysts.

Organizational change

Initiated an organizational change effort to move Data and Operations into breakthrough self-directed teams. Implemented training. Reduced two management layers and increased quality performance.

Persuasive Communicator

For the first time in the company's history persuaded senior leadership team to test and then implement moving 10,000 previously face-to-face field sales customers to telephone selling and consulting, reducing selling expenses by 30%+ and showing a revenue gain.

Persuaded executive committee as the company's first Global Data Authority standards officer to adapt global standards and policies for uniform customer data presentation governing 65 million business reports worldwide.

Regional Training Director 1980-1983

Originated a new training program regionally and adopted nationally.

12 Weeks to Excellence Learning Objectives:

Upon completion to (a) demonstrate an understanding of financial statements by calculating Relevant financial ratios and by correctly assigning the credit rating to 10 small businesses (b) demonstrate interviewing ability by obtaining needed information in at least 5 roles plays at the end of Session One (c) answer common objections to cooperation in role-playing (d) achieve at least 85% on Policy and Procedures test at the end of session 2.

Participants:

Newly hired, usually recent college graduates, business analysts. Classes were 16-20 with a total population of about 200 annually in the Los Angeles Region, 650 nationally. Developed the training and delivered to over 350 new associates.

Process:

The course was formulated for Weeks 1 through 12 of employment and included a mix of reading, Self-check exercises to do with the direct supervisor, doing work with feedback, videos and review of completed work. Weeks 4 and 12 were classroom sessions with pre- and post-tests. Each classroom session involved two-way feedback to both the associate and the local supervisor. Motivating these new associates was our goals.

Introduced case studies for analyzing complex larger businesses.

Learning Objectives:

A 3-day classroom learning experience with specific learning objectives tied to demonstrating and Follow-up for job performance impact with attendee feedback.

Participants:

Class size 12-15, audience 500+ experienced analysts. Developed and delivered to over 200 analysts.

Procedures:

Pre-session work involved assessing business health as an investment versus as a credit risk on selected large businesses. Review of the historical financial signs of improvement and deterioration involved triads presenting specific cases to the class. Teaching was through case discussion and examining the nuances of changes in larger businesses.

Additional Management Assignments

Fulfilled line manager roles as Regional Operations Manager, Zone Operations Manager, District And Area Operations Manager in Oklahoma City, Louisville, Kansas City, San Francisco and Los Angeles from 1966-1980.

Papers and Publications

Working Papers

Nay, D., Ogden, D. T., "Making it Easier for Companies to be Socially Responsible: Corporate Certifications and Other Incentives". Submitted to peer-reviewed journal with revise comments received.

Nay, D., Xu,W., Friedman,D., ” Examining Social Entrepreneurship from the Social Good Created”. In the survey process stage. Submission in August 2018.

Journal Publications (double-blind reviewed)

Nay, Douglas, James R. Ogden, “A Historical Look at the Effects of Enterprise Solutions on Profitability And Internationalization,” *Review of Business Research*, Vol. 8 (4), 2008 pgs. 174-178

Nay, D., Ogden, J.R. & Ogden D.T. (2007). “Enterprise solutions decisions: Suggestions for research”. *Review of Business Research*, Vol. 7(4), 80-88

Nay, D., “Knowledge Based Systems and the Future” published by D&B

Nay, D., “Subchapter S Corporations and Credit Risk” National Association of Credit Management (NACM) Kansas City Chapter publication,

Nay, D., “D&B and Global Data Standards” published by D&B

Refereed Conference Proceedings (double-blind reviewed)

Nay, D., Ogden J.R. & Ogden D.T. (co-presenter) (2007) Proceedings, IABE 2007 Annual Conference, Vol.3 No. 1, Las Vegas, Nevada

Nay, D., Ogden J.R. & Ogden D.T., (co-presenter) (2004). Investigating the link between subculture, acculturation and moral philosophies in marketing context. The Proceedings of the 2004 Academy Of Marketing Science Conference: *Cultural Perspectives in Marketing*, M. Hsu and M. Leach (Eds.) (Released on DVD, 7 pages).

Presentations as an Invited Speaker (In Discipline)

Key company spokesman for D&B global data and it’s use in global solutions to over twenty-five groups touring Lehigh Valley and over twenty-five customer groups in their home country; Japan, Hong Kong, Singapore, Korea, China, Australia, New Zealand and India.

Represented and presented for D&B in over fifty key industry associations and customer sponsored sessions. The following is a selection:

- “D&B and Supply Chain Management,” National Association of Purchasing Managers (NAPM) Phoenix, Arizona
- “Credit Is Confidence,” Electronic Leasing Association (ELA) Los Vegas, Nevada
- “Privacy and Business Credit,” NACM (National Association of Credit Managers) National Conference Workshop, Seattle, Washington
- “Credit Frauds are Poison Ivy,” NACM National Conference, Atlanta, Georgia
- “Bloomingdales and Before,” Apparel Advisory Group, New York, New York
- “Privacy Legislation,” Presented at the National Credit Conference, Bariloche, Argentina
- “Credit Frauds are Costing Millions,” NACM Louisville, Kentucky
- “What’s in Your Business Credit File?” NACM Oklahoma City, Oklahoma

Conferences and Seminars

Northeastern Association of Business, Economics and Technology (NABET) October , 2017.
Presentation on Benefit Corporations

International Assembly of Business for Collegiate Business Education (I.A.C.B.E.)
Annual Conference & Training, 2011 and 2012

International Academy of Business and Economics, Presenter 2011

I.A.C.B.E. Regional Conference & Assessment Training, 2010 and 2011

Six Sigma Quality Training, Stamford, Connecticut

Leadership Seminars, AT&T, Morristown, New Jersey

Global Marketing Seminar, Insead University, Paris, France

Rummler-Miller Project Management and Process Improvement Course Dallas, Texas Certified

Managing Joint Ventures, New York, New York

Attended over fifty leadership, sales, management, training, quality, and human resource seminars and courses. In addition, also attended over twenty-five webinars over the past five years.

External Service and Community Involvement

Founding Board Member, Council for Retail and Sales, Allentown, Pennsylvania 2017-present (Non-profit)

SCORE (Service Corps of Retired Executives) Small Business Administration)
Volunteer small business advisor. 2012-2015 Naples Florida; 2017-2018 Northern New Jersey chapter.

Entrepreneur Society of Naples (ESON) 2011-2015

Education Committee, S.C.O.R.E., Naples Chapter, 2010-2012

Fort Myers, Florida Rotary Club, 2009-2012

Temple Shalom, Naples Florida Finance Committee 2011-2012