

## CURRICULUM VITA

### ***Stanley C. Klatka, Ph.D.***

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Assistant Professorial Lecturer  
Graham School of Management  
Saint Xavier University  
3700 West 103rd Street  
Chicago, IL 60655  
(847) 854 1787

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### ***Professional Core Competencies:***

- Over twenty years' classroom and online experience as a business instructor
- Experience in developing corporate training programs, seminars and workshops, plus all collateral study materials and assessment tools
- Curriculum and on-line course development
- Subject matter expert for various ground and online undergraduate and graduate level courses
- Faculty lead for various marketing and management courses
- Program architect responsible for several online undergraduate and graduate management and marketing courses
- A strong and engaging classroom acumen, with ability to communicate complex concepts
- Knowledgeable and capable of utilizing all classroom instructional technology, including SMART equipped classrooms
- Trained in and utilize Blackboard, Canvas, Angel, Moodle, D2L/Brightspace and eCollege for ground, hybrid, and online classes.
- Microsoft Office software literacy & skills

### ***Professional Education and Language Skills:***

- **Northcentral University**, Prescott Valley, AZ, **PhD, Business Administration, 2016: Specialization in International Business, GPA 3.8/4**

Dissertation Topic: "Global Brand Purchase Intent: A Cross-National Analysis of India, Poland, and the United States"

- **Dominican University**, River Forest, Illinois, **MBA, General Management, 1990, Cum Laude.**
- **St. Joseph's College**, Rensselaer, Indiana, **B.B.A., Marketing, Minor in Psychology, 1984.**

- **Triton College**, River Grove, IL, **Intervisions Interdisciplinary Program, 1980-81**
- **Fluent in Polish**

***Scholarly Research Interests:***

- Consumer Behavior
- Cross Cultural/International Marketing & Management Challenges
- Entrepreneurship
- Global Branding
- Managerial Leadership and Ethics in the 21 Century
- Retailing/Service Excellence
- Sales & Sales Management

***Computer Skills:***

- Proficient in: Microsoft Word, PowerPoint, Outlook, Excel and SPSS

***Certificate and Training Programs:***

- Dale Carnegie Human Relations Course
- Dale Carnegie Sales Course

***University Teaching Experience:***

St Xavier University, Chicago, IL

Assistant Professorial Lecturer, Graham School of Management (AACSB Accredited)

2017-present

Courses taught: International Business, Entrepreneurship, Human Resource Management, Sales Management, Marketing Management (MBA Capstone), Consumer Behavior, Service Excellence, Promotional Strategy, Principles of Marketing, Online Consumers & Social Communities, and Business Matters: Foundations, Concepts & Applications (undergraduate, graduate and adult accelerated-hybrid, online and ground).

Developed and taught Entrepreneurship as a Special Topics course with great success. Planning for developing a small business incubator for local neighborhood entrepreneurs.

Redevelopment of Management undergraduate curriculum and programs-Added new Leadership & Management, Entrepreneurship and Sales Management courses to revised Management curriculum. Planning to develop and teach new Sales Management course.

Redevelopment of Marketing undergraduate and graduate curriculum and programs-Digital/Internet/Social Media Marketing.

Development of online accelerated Marketing Management graduate capstone, Marketing Strategy undergraduate capstone, Human Resources Management, Consumer Behavior and International Business courses.

Rockford University, Rockford, IL

Assistant Professor, Economics, Business and Accounting Department

2013-2017

Courses taught: Principles of Marketing, Consumer Behavior, Promotion Management, Integrated Marketing Communications, Entrepreneurship, Readings in Management & Organizational Theory and Retailing (undergraduate, graduate and adult accelerated-hybrid, online and ground).

Development of new courses in E-Commerce, Retailing and Sales.

Nonprofit Community Based Learning projects throughout MBA curriculum.

University of St. Francis, Joliet, IL

Visiting Professor, Management and Leadership - College of Business and Health Administration

2011-2013

Courses taught: Organizational Development, Business Society & Environment, Human Resources Management, Supervisory Management, Corporate Communications, Organizational Behavior, Marketing Management, Survey of Marketing, Principles of Marketing, Service Management, and International Business (undergraduate, graduate and adult accelerated-hybrid, online and ground).

Also, online course development.

Adjunct Business Instructor:

Present-

LIM College, New York, NY

Online – Graduate level

April 2017-present

Courses taught: Strategic Consumer Insights in Fashion, Global Marketing in the Fashion Industry, Fashion Marketing Management and Foundations of Fashion PR Strategies & Tactics

Grand Canyon University, Phoenix, AZ

Online – Bachelor level

December 2016-present

Courses taught: (Entrepreneurship Curriculum) Entrepreneurship and Innovation, Intrapreneurship and Innovation & Public Relations and Networking Skills

Southern New Hampshire University, Manchester, NH

Online - Bachelor level

October 2014-present

Courses taught: Marketing, Introduction to International Business

Florida Institute of Technology, Melbourne, FL

Online – Bachelor level

August 2012-present

Course taught: Global Business Perspectives, Principles of Marketing

Dunlap-Stone University, International Import & Export Institute, Phoenix, AZ

Online - Non-degree classes

January 2007- present

Courses taught: Export Import, International Economics, International Marketing Research, Global Business Plan, Global Strategic Management, and International Marketing

Previous-

National Louis University/Kendall College, Chicago, IL

Online – Bachelor level

June 2013-2018

Courses taught: Principles of Small Business Management, Information Technology, Decision Making, Strategic Alliances, Business Development, The Global Economy, Microeconomics, International Business, Practical Negotiations & Conflict Management and Virtual Business Ventures

Also, online course development.

Cardinal Stritch University, Milwaukee, WI

Ground - Associate, Bachelor and Graduate levels

July 2006- 2013

Courses taught: Business Ethics, Marketing, Organizational Behavior, Intrapreneurship, Managing & Motivating Teams, Fundamentals of Executive Management, Management and Leadership, Introduction to Management, Advanced Marketing Management, Cultural

Environment of International Business, Ethical Issues and Social Responsibility, American Free Enterprise System and Managing Change

Robert Morris College, Chicago, IL

Ground - Graduate level

October 2007-2012

Courses taught: Managing Diversity and Marketing Management

Also, online course development

North Park University, Chicago, IL

Ground - Bachelor and Graduate levels

January 2006-2012

Courses taught: Marketing Management, Services Marketing, Foundations of Marketing, and Marketing Channels

Northeastern Illinois University, Chicago, IL

Ground - Bachelor level

August 2006 -2012

Courses taught: Foundations of Marketing, Marketing Management, Consumer Behavior, Personal Sales, Retail Management, and International Business

John Hancock University (formerly Ellis University – Cardean Learning Group), Chicago, IL

Online - Bachelor and Graduate levels

January 2005-2012

Courses taught: Managerial Marketing, Global Environment of Business, Advertising, and Public Relations

DeVry – Keller Graduate School of Management, Naperville, IL

Online - Graduate level

September 2005-2011

Courses taught: Marketing Management and Entrepreneurship & Small Business Management

Also, online course development

Olivet Nazarene University, Bourbonnais, IL

Online and Ground - Bachelor and Graduate levels

January 2006-2008

Course taught: International Business

William Harper Rainey College, Hoffman Estates, IL

Ground - Non-degree seminar delivery

May 2006-2008

Seminars delivered: Import Export & INCOTERMS

Columbia College of Missouri, Crystal Lake, Elgin, Freeport, and Park City, IL

Ground - Bachelor level

May 1994-2008

Courses taught: Cross Cultural Management, International Marketing, International Business, and Organizational Behavior

### ***Professional Experience:***

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President

#### ***International Style***

Lake in the Hills, IL - 2003 to present

Global Sales Management & Marketing Management Consultantcy and Export Management Company. Assist companies with sales, marketing, and product development issues as they pertain to how to best enter the global marketplace. Provide international sales & marketing consulting, and act as an Export Management Company for consumer goods companies based both in the USA and abroad. Primary specialization in the footwear, apparel, sporting goods, golf equipment, equestrian sports equipment, and do-it-yourself/hardware industries. Extensive business network of distributor and agency contacts, throughout Europe, Asia, the Middle East, Africa, Australia, North & South America, and the Caribbean.

#### **Chief Marketing & Sales Executive**

##### ***Landi Footwear & Accessories Worldwide/Supracor, Inc.***

San Jose, CA – 2000 to 2003

Reporting directly to the president with the responsibility to direct and guide overall sales & marketing operations for a \$50 million manufacturer of fashion, comfort, and equestrian leather footwear, as well as, cushioning products for the footwear, equestrian, medical, military, and theme park industries.

- Launched new branded leather footwear men's and ladies' collections in fashion and equestrian markets globally, which was the most successful branded introduction in the equestrian marketplace in 2001.
- Directed and managed all sales and marketing efforts to major national and regional retailers, specialty shops, web-based retailers, catalogs, and international distributors. Grew sales from zero to over \$8 million during tenure.
- Organized and coordinated sales, sales meetings, and global trade shows.
- Successfully increased the exposure of branded products and revenue through print advertising, point of purchase merchandising, public relations, direct response mail, sales promotions, collateral material development, internal and external cross-promotional activities, "grass roots" brand building promotional and media strategies and online marketing.
- Developed and presented long-range strategic Marketing Plan to top management.
- Managed purchasing and financial relationships with overseas factories, including production scheduling, imports, and product design from sampling to quality control

to final production. Well-traveled and extensive knowledge and experience in overseas sourcing.

- Led product development design team.
- Conducted competitive analysis of domestic and international markets, including competitive intelligence on suppliers, competitive products and designs, pricing, and marketing activities in the marketplace.
- Managed brand development and product category and line extensions.

### ***Vice President Global Sales & Marketing***

#### ***Eurovictory Sports, Inc.***

Schaumburg, Illinois – 1993 to 1999

Working partner in \$7 million technical leather footwear manufacturer and exclusive distributor of Italian made Trezeta Gore-Tex hiking boots.

- Successfully positioned as the leading product in the marketplace through high impact marketing, advertising, and promotional strategies, which resulted in increased sales revenue of \$2 million within only the first 6-month season for the East Coast territory of the USA.
- Handled launch of new branded products line and sales to major national retailers, regional specialty chains, upscale independents, and international distributors.
- Developed, prepared, and analyzed marketing budget and long-range strategic business plan and budget.
- Managed purchasing and financial relationships with overseas factories; including scheduling, production, and distribution.
- Led product development design team and worked with brands like: DKNY footwear and Phat Farm footwear.
- Developed business globally and negotiated contracts with overseas distributors.
- Managed brand development and product category line extensions.

### ***Director of Licensing***

#### ***THE COLEMAN COMPANY***

Wichita, Kansas - 1992 to 1993

Successfully repositioned brand for a \$300 million camping and outdoors related products company under the Coleman and Peak One brand names in footwear and apparel, and camping equipment and accessories.

- Increased global licensed sales from \$4 million to \$6 million within 1 year.
- Negotiated licensing contracts and monitored licensee royalty and product quality compliance.

### ***International Sales & Marketing Manager***

#### ***RAM GOLF CORPORATION***

Melrose Park, Illinois - 1989 to 1992

Successful managed international sales for golf equipment via country distributors for a \$40 million manufacturer of golf equipment and apparel.

- Increased distributor network territory sales from \$2 million to \$3 million within a 2-year period of time.

***Academic Associations & Professional Affiliations:***

- American Marketing Association
- Academy of Marketing Science
- Marketing Management Association
- Midwest Business Administration Association International
- Academy of International Business
- Academy of Management

***Scholarly Activity:***

**Journal Articles-**

Work in Progress, 2020: A Cross-National Analysis of Global Brand Purchase Intent

**Presentations-**

2020: A Cross-National Analysis of Global Brand Purchase Intent- To be presented at Marketing Management Fall Educators' Conference, September, 2020

**Conferences-**

- Academy of Management Annual Meeting-Chicago: 2009 & 2018
- American Marketing Association Summer Educator Conference-Chicago: August, 2009; San Francisco: August, 2014; Chicago: August, 2015
- Society for Human Resource Managers, 2009-2013 Annual Conferences
- Dun and Bradstreet Credibility Corporation, Access to Capital, Chicago: 2013
- American Psychological Association, Work & Well Being Conference- Chicago: April, 2013
- Midwest Business Administration Association International Conference-Chicago: March, 2014 & 2015, April, 2016 & 2018
- Marketing Management Association Conference-San Antonio: September, 2014, San Juan, PR: September, 2015
- AU AMA Regional Collegiate Conference- Aurora, IL: October, 2014
- RACOM IMC Roundtable- Chicago: May, 2015
- Academy of Marketing Annual Conference- Denver: May, 2015
- Guest Lecture on Social Entrepreneurship hosted by Rockford University EBA Department, Rockford, IL: May, 2015



- Entrepreneurial Education Conference- Rockford, IL: March, 2016
- Supporting Learning and Technology in Education (SLATE) Meeting- Envision a Brighter Future: Leveraging Societal Changes to Benefit Education, Naperville, IL: May, 2016
- The Management Association of Illinois Talent Talks Event- Downers Grove, IL, May, 2016
- Innovation in Teaching Webinar hosted by Inside Higher Ed, May, 2016

### **Academic Committee Experience-**

#### *St. Xavier University-*

Member- Management Program Curriculum Redevelopment Committee 2019

Member- Digital Marketing Program Curriculum Redevelopment Committee 2017-2018

Member- Scholarship & Awards Committee 2017-present

Member- AACSB Re-Accreditation Subcommittee on Continuous Improvement 2017-present

Member- GSM Strategic Planning Committee 2018-present

#### *Rockford University-*

Chair - Economics, Business & Accounting Department Search Committee 2016-2017

Member – Thesis Committee for Victoria Choi 2015-2016

Member- Faculty Development Committee, 2014-2017

Member- Economics, Business & Accounting Department, Department Accreditation & Assessment Subcommittee, 2014-2017

Member- Nursing Search Committee, 2014-2015

Member- Educational Technology Committee, 2015

Member- Economics, Business & Accounting Department, MBA Program Graduate Subcommittee, 2015

#### *University of St. Francis-*

Member-Educational Standards Committee, 2012-2013

### **The Scholarship of Teaching-**

Curriculum review and revision and development of new courses and curricula, 2011- to present

Development and evaluation of new methods of instruction including instructional software, participation and/or presentation in workshops, seminars, and professional meetings devoted to improving teaching skills, Education Technology Committee meetings on new LMS 2015-2017

### **The Scholarship of Discovery-**

Published research-Dissertation, December, 2016

### **The Scholarship of Application-**

#### Professional Activity:

Routine professionally related consulting, 2003- present

Activities related to my recognized area of disciplinary expertise for the purposes of providing professionally related service to individuals or organizations in the public or private sectors, 2003-present

Developing, maintaining, or enhancing content expertise, skills, and/or professional standing; supporting professional organizations; attendance and participation in seminars, symposia, short courses, workshops, and/or professional meetings that are intended as professional development or enrichment activities, 2011-present

### **Service to the College Community-**

Service to the college community includes the components of successful advising of students, satisfactory fulfillment of committee assignments, and participation in campus activities. Some additional examples of my participation in the service of the college community include:

- Principles of Marketing class was featured on an evening broadcast for a local Rockford news station. The reporter visited our class and conducted interviews with the class regarding Super Bowl advertising, which was the topic that was being covering in class.
- Article written on International Trade for the Rockford Chamber of Commerce newspaper "The Voice"- April, 2014.
- Assisted Mother McCauley High School Entrepreneurship Club as guest speaker and informal advisor and promoted St. Xavier University to this club and also to faculty and the president of high school.
- Discussed interest in Entrepreneurship with various participants at the Latino Business Summit at Guaranteed Rate Field in August, 2019.

### **Participation in Community Activities-**

Participation in community activities includes membership and participation in organizations, lecturing and consulting, and undertaking civic responsibility. Examples of my participation in community activities include:

- Graduate Marketing classes have developed marketing plans for several local for profit and not-for-profit organizations. Recent projects have been focused on helping companies through the Covid-19 shut down and social distancing issues.

### **MKTG 560 - Covid-19 Related CBL Projects - Spring 2 2020**

Purpose: To help a local business prepare for recovery, help a community non-profit, and/or provide marketing consulting to companies responding to Covid-19 related issues.

**Dream-Bikes (nonprofit)** - They are an agency providing support for teenagers in high risk situations. They train them to work on bicycles and then give the bicycles out at low to no cost to the community. While they are mostly Madison, WI, based, they also are restarting a location in the far South Side of Chicago. They will need support to get through all of this right now.

<https://dream-bikes.org/>

**Horse Thief Hollow** – Creating a marketing plan for this local business located in the Beverly neighborhood in Chicago. This restaurant was affected by COVID-19, and it is also owned by an SXU alum. The group hopes the owner would value insight from several SXU grad students in contributing to the marketing of his establishment during this unprecedented time.

<https://horsethiefbrewing.com/>

**Anti-Cruelty Society (nonprofit)** – Helping one of Chicago's oldest animal welfare organizations to deal with Covid-19 related issues as they are related to this agencies services: cat and dog adoptions, the spay/neuter clinic, humane education, cruelty investigation and rescue, free behavior helpline, three rehabilitation and treatment centers, pet loss and grief group sessions, pet visitation program, a foster program, pet first aid and CPR classes, and other pet-related workshops.

<https://anticruelty.org/>

**PhoneSoap UV Phone Cleaner and Charger** - Create a marketing plan for the business expansion for this 'Entrepreneurial' startup company (recently seen on Shark Tank- Although they are not a local business, they are being responsive to the Covid-19 crisis.)

<https://www.phonesoap.com/>

- Pro bono consulting for entrepreneurs and established companies seeking my expertise in marketing and new product development. I have counseled several clients pro bono since fall 2013.
- Long standing and active member of the Polish National Alliance-the largest and one of the oldest Polish fraternal organizations in the United States.
- Long standing and active member of Saint Elizabeth Ann Seton Parish in Crystal Lake, IL. I volunteer as a eucharistic minister for liturgies and visit nursing home residents, I am a Rite of Christian Initiation of Adults instructor, and I have completed a 2-year

Rockford Diocese Ministry Formation program. I am also presently in formation as a Candidate for the Rockford Diocese Diaconate program.

- Annual participation in Walk like MADD by walking and soliciting donations for the cause and to help raise awareness in the community. The event is held in Lake County, IL, as support for Mothers against Drunk Driving and in memory of my father in law who was killed by a drunk driver.
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