

CURRICULUM VITAE

WAYNE P. JONES

10/08

ACADEMIC BACKGROUND

<u>DEGREE</u>	<u>MAJORS</u>	<u>INSTITUTION</u>
Ph.D.	Educational Foundations-Business Cognate Area: Management Education & Development Field: Marketing Communications	Marquette University
MBA	Marketing & Management Concentrations	University of Louisville
BS	Marketing, Economics and Behavioral Sciences	University of Kentucky
Other	Marketing Communication Strategy Entrepreneurship Certificate in Entrepreneurship Long Range Planning Mergers and Actuations Real Estate Appraisals Real Estate Brokers Courses	Kellogg School, Northwestern Univ Kellogg School, Northwestern Univ Southern Methodist University American Management Assoc American Management Assoc University of Kentucky University of Kentucky

TEACHING FOCUS/EXPERIENCE

TEACHING FOCUS

Graduate and Undergraduate Courses In:

- Strategy
- Franchising
- Strategic Marketing
- Innovation & New Products
- Marketing Communications
- Entrepreneurship
- Global Marketing

EXPERIENCE

1998/Present

University of Louisville, College of Business & Public Administration

Director International MBA Programs (2003-2008) & Executive-in-Residence Professor of Marketing

- Supervised MBA offerings at International Locations. Selected and coordinated twelve teaching faculty, provided guidance for academic program, administration and recruiting. Supervised programs in Panama, Athens, Singapore, Hong Kong and Europe.
- Graduate teaching: Courses taught on Main campus and international locations- Franchising, New Venture Creation, Marketing Management, New Products, Corporate Entrepreneurship & Global Strategy. Corporate Planning.
- Undergraduate teaching: Honors Marketing, Principles of Marketing, Global Marketing, Marketing Promotion, Interactive Retailing, New Products, Franchising, Strategic Management and Policy

2006/Present

New York University, Europe

Visiting Professor teaching MBA Marketing courses in Prague, Czech Republic and Triana, Albania.

1991/2001

Indiana University/Southeast, School of Business

Visiting Assistant Professor, Business Administration, (1999/2001)
Adjunct Assistant Professor (1991-1992, 1998).

- Graduate Courses: Marketing Management, Corporate Strategy, New Venture Creation
- Undergraduate Courses: Marketing Strategy, Advertising Management, Franchising, Introduction to Business

1994/1997

Wichita State University, School of Business
Adjunct Assistant Professor

- Graduate Course: Feasibility Analysis
- Undergraduate Courses: Intro to Entrepreneurship, New Venture Creation, Growth Management

1991/1992

Cardinal Stritch College, Milwaukee, WI

- Undergraduate Courses: Marketing Management

PUBLICATIONS

- Wayne P. Jones. "Don't Panic: How to React to an Economic Slowdown". *Fran Trends* (<http://www.frantrends.com>) November 1, 2008.
- Wayne P. Jones. "Competing Against a Low Priced Competitor: Not an Easy Task". *Marketing Week*. Boussias Publishing, Athens, Greece. Volume 1.056, June 13, 2005, pp 60-62.
- Out Door Recreation in Kentucky. Commonwealth of Kentucky, 2003.
- Paper: "Anatomy of a Direct Public Stock Offering" (in progress) Wayne P. Jones, Ph.D., University of Louisville & Allen K. McDonald, Esq., Brown Todd & Heyburn, PLLC, Louisville, KY
- Textbook revision: "Fundamentals of Franchising", Barkoff & Selden, 1997, American Bar Association, Chicago. Revising law school text for use in business schools. Authoring three new chapters and editing six existing chapters (in progress).
- Franchising Research. Speaking To Be Heard: Effective Communications in Franchise Systems. Andrew C. Selden, Wayne P. Jones, James A. Meaney and Robert L. Purvin, Jr. (June 1997).
- Franchising Research. Franchise Associations: A Description of their Partnering Role and Importance within the United States Franchise Industry. Sandra Honig-Haftel and Wayne P. Jones (March 1997).
- A Critical Analysis of Master of Business Administration Education in Relation to the Philosophy of Pragmatism. Wayne P. Jones (1993) UMI, Ann Arbor, MI.
- Cornell Quarterly. Another Graduate Education Model. Wayne P. Jones (August 1991).
- Psychological Reports. Career Age and Research Productivity for Academic Dentists. James E. Jones, Wayne P. Jones and Gerald C. Preusz (September 1991).
- National Restaurant Association. Foodservice Management Professional Certification Text. Wayne P. Jones Chapter Editor, Operations Management and Marketing (1991).

PAPERS & PRESENTATIONS

- "Marketing for University Based Consultants". Academy of Management, Denver, 2002.
- "Educational Philosophy and MBA Education". Academy of Management, Toronto, 2001.
- "Franchise Associations: A Description of Their Partnering Role and Importance within the Franchise Industry." Midwest Academy of Management, South Bend, IN, April 1996.
- "Reintroduction of Concepts into Failed Markets" NRN/Chain Operators Exchange, Las Vegas, NV, October, 1987
- "Emerging Human Resource Issues", Kentucky Restaurant Association, Louisville, KY, May 1986.

HONORS/AWARDS

- Outstanding Performance Award, College of Business & Public Administration, University of Louisville-2001
- LITERATI Award for best-published work in 1998.
- Outstanding Foodservice Leadership Award. West Virginia University-1992.

- Outstanding Creativity Award, U.S. Radio & Television. Festival-1987

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Improving Teaching, Delphi Center, University of Louisville, November 2008.
- Idea Fest. Creativity and Innovation Training. Louisville, Ky. September 2008.
- Critical Skills In The Classroom, Delphi Center, University of Louisville, September 2007
- Idea Fest. Creativity and Innovation Training. Louisville, Ky. September 2007.
- Redesigning Teaching & Learning in the 21st Century, Lexington, KY May 2006.
- Great Teachers Series. Delphi Center, University of Louisville, April 2005.
- Direct Marketing Institute. DMA Education Foundation. Washington, DC. 1/5-1/7, 2005
- “The Scholarship of Teaching and Learning”. Council on Postsecondary Education. Lexington, KY. 5/23-24, 2004
- “Issues in Using Innovative Educational Practices”. Dr. Mark Pfeifer. U of L School of Medicine. 2/25/04
- “Learning Theories Applied to Teaching”. Dr. Frank Stritter, University of North Carolina-Chapel Hill. U of L School of Medicine. 1/28/04
- Technology in Education Seminar. Bellarmine University. Louisville, KY. June, 2003
- Workforce Development Seminar. Kentucky Department of Training. Louisville, KY. November, 2002
- Federal-State Tourism Summit. Southeast Tourism Society. Louisville, KY. September 2002
- “*Appreciative Inquiry*” training. Bingham Fellow Program. Louisville, KY. December 2001-July 2002
- Regional Economic Summit. Louisville, KY. October 2001.
- Academy of Management Conference. Washington, DC, 2001
- Entrepreneurship Seminar. Inc. Magazine & Louisville Enterprise Corp., Louisville, KY. May, 2000
- Product Development Institute. Dr. Robert Cooper, Universities of Ontario and Pennsylvania. Kentucky Manufacturing Assistance Center, Louisville, KY. May 2000
- Industrial Research Liaison Workshop. Indiana University, New Albany, IN. May, 2000
- Proposal Preparation Workshop. Kentucky Science & Technology Workshop, Louisville KY. December, 2000
- Academy of Management Conference. Discussant at Management Education & Development seminar. Toronto, Canada. August 2000
- GE Seminar on E-commerce. Louisville, KY. August 2000.
- Intellectual Property Seminar. Sites & Harberson, Louisville, KY. August 1999.
- Seminar on Emerging Franchise Systems. St. Thomas University, Minneapolis, MN. October 1999.
- “Making Great Leaders”, Daniel Goleman. Hay Group, Chicago, IL. April 1999.
- Entrepreneurship in Corporate and Independent Settings – Kellogg School, Northwestern University, 1997
- Babson College Fellows Program, Symposium for Entrepreneurship Educators, 1996
- Marketing Communication Strategy – Kellogg School, Northwestern University, 1996
- The Conference Board 1996 Marketing Conference – “Refocusing on the Customer”, 1996
- Internet Executive Briefing, 1996
- Disney’s Management Style and Customer Service Seminar, 1996
- The Conference Board Seminar – “Strategic Marketing”, 1996
- Academy of Management Conferences, 1995, 1996, 1999, 2000, 2001, 2002
- The Conference Board Strategic Planning Conference, 1994, 1995, 1996, 1998

RESEARCH INTERESTS

- Foundational Philosophies of Management Education and Development.
- Marketing Strategy Development in the Food Service, Recreational, Resort and Tourism Industries.
- Franchisor/Franchisee Relationship Dynamics.
- Management Learning and Development.
- Management Selection and Development within Start-Up and Rapid Growth Organizations.

SERVICE ACTIVITIES

- Kentucky Center for Productivity - Board Member
- Inc. Magazine 500 Conference, Planning Committee. Louisville, KY 2001 - Board & Communication
- University of Louisville Business School Cooperative Education - Faculty Director, Marketing Program
- Louisville Work Force Investment Board - Board Member & Chair of Communications

- Entrepreneurship Curriculum Planning Committee – Wichita State -Member
- Education and Training Board, Wichita Chamber of Commerce -Board Member
- Wisconsin Council for Economic Education -Board Member
- Certification Board of Education Foundation, Natl. Restaurant Assoc. -Board Member
- Milwaukee Area Technical College -Chairman, Business Advisory Committee
- Wisconsin Council of Economic Education - Board Member
- University of Wisconsin-Milwaukee -Provide Marketing Advice
- Hospitality & Tourism Education (Journal) -Consulting Editor (1994/95)
- Kentucky Council of Economic Education - Board Member
- Shakespeare In Central Park -Board Member

OTHER

- Bingham Fellows: Community Leadership Training Program 2002
- Leadership Milwaukee: Community Leadership Training Program 1992
- Active consultant in the Marketing and Strategy areas for a wide array of organizations 1997/Present

CORPORATE EXPERIENCE

Extensive domestic/global general management and marketing experience in the consumer products, food service and retail industries. Worked in forty-one countries. Significant experience in:

- New Ventures
- Joint Ventures/Strategic Partnerships
- Strategic Management/Planning
- Franchising
- IPO's
- Global Marketing
- Turn-Around's
- New Product Development
- Brand Development
- Directing Advertising Agencies
- Organizational Development

Tumbleweed Restaurants, Inc.

Founding Partner/Vice President Marketing & Development

1997-2000

Responsible for Marketing, Development and Franchising for this sixty-five-unit regional restaurant chain. Active participant in the management group that took the company public. Acted as in-house Investment Banker, dealt with SEC/Legal advisors and marketed one of the nations largest Direct Public Stock Offerings. Concluded public offering in January 2000.

INTERNATIONAL PIZZA HUT FRANCHISEE ASSOCIATION

1993-1997

CEO & Executive Director

(Pizza Hut, Inc. then a Division of PepsiCo)

Managed international association of 3,200 franchised restaurants. Shared responsibility with Pizza Hut, Inc. for the development and execution of the national marketing plan and all advertising, promotion and public relations. Association also provided a wide range of services for franchised restaurants, i.e., group insurance plans, accounting services, communication, training, financing, etc. Worked with three national advertising agencies, national PR agency and eight regional advertising agencies. Total marketing budget of \$180 million plus. Achievements include:

- Co-development of introductory and sustaining marketing efforts for the highly Successful Stuffed Crust Pizza product.
- Planned and directed a major strategic research effort which provided a foundation for successful concept modification, new product introductions, diversification and a refocusing of media and creative efforts.
- Developed organizational and operating systems that improved ability of Franchise system to impact franchiser plans.
- Rebuilt and improved executive staff by hiring new Vice Presidents of Finance and Marketing.

MARQUETTE UNIVERSITY AND TASA INTERNATIONAL**1991-1993**

Full and part-time student while completing course work and research for Ph.D. Affiliated with TASA International (a worldwide management consulting firm) and taught at Indiana University/Southeast School of Business during dissertation phase. Consulting experience included work in manufacturing, state government, retail chains, wholesalers, health care and insurance industries.

**MARCUS, INC.
Division President****1988-1991**

Reported to Parent Company CEO. Responsible for overall management of Marcus, Inc. Restaurant Division including Applebee's, Kentucky Fried Chicken, Big Boy and other restaurants, 50 million plus sales – 2,000 employees. Achievements include:

- Halted seven-year history of sales and profit declines.
- Repositioned assets for future growth, i.e., added Applebee's concept, expanded Kentucky Fried Chicken units and divested/converted Big Boy units.
- Achieved profit turn-around by sales increases, reduced overheads, effective marketing and organizational development.

**CHI-CHI'S INC.
Senior Vice President, Marketing & Development****1984-1988**

Reported to Chairman/CEO. Managed all marketing and new business activities including advertising, media, promotion, research, product development, site selection, and acquisition analysis. Developed domestic and international business/marketing strategies supporting the then fourth largest full-service restaurant chain. Managed a \$14 million budget and a 19-person department. Supervised all outside advertising agencies. Achievements include positioning company for divestment, also:

- Developed marketing programs supporting turn-around in sales and Profits.
- Supported successfully launch of Chi-Chi's in Europe.
- Conceived, developed, and introduced a successful line of grocery and liquor store products under the Chi-Chi's brand name.
- Improved advertising efficiency and reduced spending from 6% to 4% of sales.

**GENERAL MILLS, INC.
Division President and Chief Operating Officer****1983-1984**

Reported to Executive Vice President & CEO for restaurants at General Mills. Total P&L responsibility for Casa Gallardo restaurant division - \$60 million in sales – 2,700 employees. Achievements include:

- Improved profits to break even from a multi-million dollar loss.
- Positioned division for divestment.

**ARBY'S, INC.
Senior Vice President, Operations****1979-1982**

Reported to the President/CEO and served as a director of ARCOP, Inc. – Arby's Distribution Company. Full P&L responsibility for Arby's company owned stores (4,000 employees). Served earlier as Vice President of Corporate Development and Franchising (Domestic and International). Achievements include:

- Increased division profits by 15% compound for three years running.

- Restructured and decentralized operations organization placing increased responsibilities at the regional level.
- Refocused resources on product quality, customer service, cost controls, and people development.
- Supervised the Arthur D. Little Company for development of Arby's first strategic plan.
- As Vice President of Development, sold and opened 200+ franchised units between 1979-1981. Established Arby's in Japan, Canada, Malaysia, and negotiated agreements in England, France, and Saudi Arabia. Working with the E.F. Hutton Company arranged a limited partnership offering raising \$20 Million for domestic franchisee expansion.

KENTUCKY FRIED CHICKEN, INC. (THEN A PART OF HEUBLEIN, INC.)
Director Food Operations, Canada and Mexico

1969-1979

Reported to Group Vice President-International. Full P &L responsibility for Heublein Canada and Kentucky Fried Chicken of Mexico. Supervised division president in each country.

Joined Kentucky Fried Chicken in 1969 as a Management Trainee and served at various times and Regional Manager, Director of New Concepts/Products, Director of Strategic Planning, Director International Operations and Marketing, Vice President Marketing and President of Heublein Canada. Achievements include:

- Improved profits by 23% in Canada and Mexico by a combination of franchising in Canada, new company-owned unit development in Mexico, and divestment of two small grocery products operations.
- Developed and implemented a strategic planning system for all international Food operations – 31 countries.
- Established Kentucky Fried Chicken test units in Brazil and led development in England and Japan.
- Supervised the Boston Consulting Group and McCann-Erickson Advertising for all international efforts.

H.J. HEINZ COMPANY
Brand Manager

1965-1969

Reported to Group Brand Manager. Developed introductory and sustaining consumer and trade promotions for ketchup, pickles, and new products. Started as a Salesman and progressed to Sales Supervisor and District Manager prior to being promoted into marketing.

STANDARD OIL COMPANY
Service Station Supervisor

1964-1965

Reported to District Manager. Supervised Dealer and Management Plan service stations ensuring that operational, marketing and health/safety policies, procedures and programs were followed. Provided counseling and training to station managers and their employees covering all policies.