

# Douglas L. Quackenbos

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**Lecturer in Marketing**, Darla Moore School of Business, University of South Carolina. 2016 – present  
Courses. Multilingual global corporate business development executive, turned educator, with key research and teaching interest areas including: **Business-to-Business Marketing** and **Global Business Development, Sales and Sales Process Engineering**, and **Automation**.

## TEACHING EXPERIENCE:

Regularly teach:

- o MKTG 350: **Principles of Marketing**, entry level marketing required course
- o MKTG 446: **Sales Automation & Customer Management** elective course
- o MKTG 465: **Marketing Strategy and Planning**, marketing major capstone course
- o MKTG 701: **Marketing Management, professional MBA** required marketing course
- o MKTG 719: **Business-to-Business Marketing, professional MBA** marketing elective
- o MKTG 720: **Sales: Process, People and Performance, professional MBA** marketing elective

Executive Education:

- o **Faculty lead** and co-teacher of executive education course “SELL-IT” program for Prysmian Group via DMSB executive development department. October 2018 and online version June 2020 and 2022.
- o **WYN academy** teach international marketing skills via CountryManager marketing simulation. 2022

Other:

- o Co-developed and co-teach, **MBA673: Applied Marketing**, with Martin S. Roth, President of the University of Charleston. Fully asynchronous, online executive MBA course.
- o Developed and led MKTG451S **Global Marketing Strategy in Spain** course, Maymester '17 and '18 program. Selected to lead redesign program to 10-day Madrid and Barcelona agenda.

## PUBLICATIONS:

### Textbook (eBook):

Martin S. Roth and Douglas Quackenbos (2021), [Foreign Market Entry and Growth](#). Charlottesville, VA: Interpretive Simulations, Inc. <https://bit.ly/3LTbFvI>

### Case studies:

Quackenbos, Douglas, Martin S. Roth, and Dominique Turpin (2018) IMD-7-2164 **Case Study: SAM 100: Will Construction Robotics Disrupt the US Bricklaying Industry?** IMD - International Institute for Management Development, Lausanne, CH, 2020. Award winner. <https://blog.efmdglobal.org/2021/06/02/2020-efmd-case-writing-competition-winners-interview-series-bringing-technology-to-market/> <https://bit.ly/3KnEwbi>

Quackenbos, Douglas, Martin S. Roth, and Dominique Turpin (2018) IMD-7-2008 **Case Study: Sales Process Reengineering at Robin**. IMD - International Institute for Management Development, Lausanne, CH, 2018.

### Articles:

Quackenbos, Douglas, Richard Ettenson, Martin S. Roth, and Seigyoung Auh (2016), “These Traits Help Firms Grow Abroad,” *Harvard Business Review*, (July/August), 26.

Quackenbos, Douglas, Richard Ettenson, Martin S. Roth, and Seigyoung Auh (2016), “Does Your Company Have What It Takes to Go Global?” *Harvard Business Review* (Digital Article).

Reproduced as Harvard Business Review Video Series: What Your Company Needs to Go Global: <https://hbr.org/video/4943086602001/what-your-company-needs-to-go-global>

Article mention: “Does Your Company Have What It Takes to Go Global?” *Harvard Business Review* mentioned in BizEd article, “Demystifying Global Markets”, June 21, 2016. BizEd staff.

### SERVICE AND CENTER INVOLVEMENT:

**AMA (American Marketing Association) – faculty advisor**, DMSB, University of South Carolina. Aid in the development and oversight of the student led organization. Fall 2018 – present.

**Judge of HBCU CountryManager Challenge:** served as judge for finalist teams of Howard University-sponsored HBCU CountryManager simulation challenge. November 2021.

**Online Undergraduate Business Degree Committee Member:** representative of Marketing department in committee tasked with analysis and recommendation for potential development of an online undergraduate business degree program at the Darla Moore School of Business. May-December, 2021.

**Faculty Advisory Committee Member:** named by DMSB Dean Brews as serve as member of faculty advisory committee. August 2019 – 2020.

**Business Minor Task Force Member:** DMSB, University of South Carolina. Aid in the development of possible online delivery of business minor for non-business majors. Feb 2020 – present.

**Executive Development** DMSB, University of South Carolina, lead faculty for customized SELL-IT program for Prysmian Group, including 45 global marketing managers and sales leaders. October '18. Developed and co-taught 3 week fully online version of same course in June '20.

**Center for Marketing Solutions**, DMSB, University of South Carolina. Columbia, SC. Regularly advise project-oriented courses for development of student skills. Some past projects have included:

- EZGO, Augusta, GA: Development of PowerBi Data Visualization program designed to analyze the applicability and benefit of data visualization on sales related metrics. (Spring '16)
- EZGO, Augusta, GA: Development of Email drip campaign in Salesforce and Pardot platforms for BAD BOY Stampede; the company's first, gas-powered off-road cart. (Fall '16)

**Executive Education Division at DMSB**, University of South Carolina. Used Salesforce CRM to carry out a pipeline generation and lead nurturing project, including the creation of emails and LinkedIn messages, phone call and voicemail scripts designed to support the **Certificate in Strategic Leadership, and the Certificate of Inclusive Leadership** programs within course, **MKTG446: Sales Automation and Customer Management** course. This was a student-led, project-oriented course, including presentation to internal client at end of semester.

<https://www.mooreexeced.com/2022/02/01/a-course-in-which-students-consult-for-a-real-life-client-execed/>

**Camino Community Center**, Charlotte NC. Collaborate on strategic planning and initiatives. 2019- present

### PERSONAL DEVELOPMENT:

**Co-developed** fully asynchronous, online course, **MBA673: Applied Marketing**, with Martin S. Roth, President of the University of Charleston and in collaboration with iDesign course consultants of Dallas TX.

**Online teaching course: Spring 2019.** Received certificate in online teaching course, *Getting Started in Online Teaching* through the Center for Teaching Excellence at University of South Carolina. This online course is designed to help faculty develop and improve online curriculum.

**Case Writing Workshop: (July 2017)** Two-day, intensive workshop at IE Madrid, led by Martin Krup of ESCP Europe/Paris, designed to sharpen and refine case study writing skills. (To be confirmed/approved)

**New Faculty Academy and Workshops** Attended University of South Carolina led workshops for new faculty: including full day "New Faculty" workshops on August 9 and "Octoberfest" on September 30, 2016 as well as Friday morning seminars on September 2, November 4<sup>th</sup> and December 2<sup>nd</sup> 2016.

**HubSpot Education Partner.** Recruited as Hubspot Education Partner. One of 50 national educators developing and teaching Marketing automation. October 2016.

**Faculty Development in International Business** Completed “FDIB” course at Darla Moore School of Business at the University of South Carolina. Followed the Survey of IB program led by Dr. Andy Spicer. June 2015.

**IMD Executive Training**, Lausanne, Switzerland. Executive management education, week-long seminars on Leadership, 1999 and Marketing, 2001. Program led by Dr. Sean Meehan, Martin Hilti Professor of Marketing, IMD.

**Teaching and Learning Conference** participant, Elon University, August 13, 2015. TLC15, “Designing Engaging Learning Experiences;” with special focus on new technologies and on-line learning strategies and techniques.

#### **PRESENTATIONS:**

Presented: “**Virtual Sales and Business Development** as part of UC “The Show Must Go On” Series – Mastering Remote Work, 2021: Recorded presentation via Zoom. January 2021.

Presented: “**Selling in a post-Covid World: Local and Global Implications** as part of DMSB Managerial Insights Series, 2020: Recorded presentation via Zoom. June 2020.

Presented: “**Does your Company Have What It Takes to Go Global?**” hbr.org article to the Global Business Council of DMSB (Student organization led by Dr. David Hudgens of IB dept.) November 1, 2016.

Presented: “**The Future of International Business Preparedness.**” Speaker at USCIB40, a conference to celebrate the 40<sup>th</sup> Anniversary of International Business at University of South Carolina, Oct. ‘14. “Ted-talk” type presentation of findings and insights from research related to then forthcoming HBR article (see above).

#### **EDUCATION:**

**Master of International Business Studies (MIBS)**, University of South Carolina. Columbia, SC. A two-year, full-time **IMBA** curriculum. Italian Track, May 1992. Six-month internship in credit dept.: 3M Italia S.p.a.

**Bachelor of Arts**, Stetson University, Deland, Florida. Spanish/French major, General Business minor. Dec. 1986.

**Language skills:** Native English, Fluent in Spanish, French and Italian. Proficient Portuguese. Basic German.

#### **PROFESSIONAL PROFILE:**

Multilingual, strategic GLOBAL MARKETING & SALES EXECUTIVE; 27-year professional career with broad and proven expertise in:

**Sales Process Engineering • B2B Marketing • Global Business Development & Foreign Market Entry • Sales & Marketing Automation • Southern Europe • Market Research • Latin America • Product & Channel Marketing • Strategic Planning • New Product Development & Introduction**

Consistently identify growth opportunities and implement fact-based evaluations to execute business plans. Increase shareholder value by enhancing the potential of resources and reducing risks. Use creative thinking to develop and deliver innovative initiatives and new business models to drive profitability. Deep knowledge of and experience in Europe and Latin America. Use unique cultural and foreign language skills to work effectively within different societies and economies around the globe. Strong and updated technology skills.

#### **PROFESSIONAL EXPERIENCE:**

**JPW INDUSTRIES INC. (formerly Walter Meier Manufacturing Inc.), Nashville, TN**

JPW Industries is a leading manufacturer and marketer of industrial and wood working machinery and industrial equipment sold under the JET, Wilton and Powermatic brands.

**Head of Global Business Development**

January 2012 – June 2015

- Carried out global analysis of potential growth opportunities, arriving at key focus on Latin America; development efforts to establish JPW JV subsidiaries in Mexico, Brazil and Costa.
- Developed and implemented new business model: "Direct Connect - American Pricing Initiative" across Latin America, including removal of previous "Buy-Sell" partner from region. 2014 Sales growth of 15%.
- Led up Hispanic/Latino market JET Brand study to understand how to strengthen market segment.
- Launched Powermatic woodworking and Wilton metalworking products into Canadian market, including analysis and development of potential alternative distribution strategy.
- Executive Team member, reported to CEO and President. Also served on Benefits Committee overseeing compliance of 401K plan and employee benefits program.

**Director of Channel Sales**

June 2008 – December 2011

Reported to Executive VP of Sales to lead up sales and marketing activities for \$100M portfolio of National Accounts, including catalog houses: Grainger, MSC, Fastenal, McMaster-Carr, PTS, etc. as well as Buying Groups: AD, NetPlus, Sphere1, wholesalers such as ORS Nasco and Orgill and automotive channel. Oversaw development of Internet strategy for channel growth. Led growth of 9% CAGR over tenure in role.

- Rebuilt and refocused team of four National Account Managers, plus Training Manager.
  - Completed strategic exit of National Home Center Channels: Home Depot, Lowes, Sears and Menards.
  - Served as internal consultant for Sales Structure reorganization: (including Field Sales organization)
    - Internal team: Developed and implemented the reorganization of internal sales team, improving efficiency while reducing six positions.
    - External Sales Force: Developed, presented and gained approval for reorganization plan of agency sales force; eliminating four weaker performers and reinforcing remaining 14 stronger ones.
  - Hired five new managers and directors using personal connections and LinkedIn resources.
  - Training: developed and implemented strategy to create comprehensive training program for internal team and sales personnel.
  - Managed \$4M sales activities in Latin America through Buy-Sell arrangement and in Canada via agency.
- Joined company as VP Sales & Marketing for Latin America and Canada. Position was eliminated following major restructuring in early 2009 at which point I took new role as Director of Channel Sales as per above.

**SONOCO PRODUCTS INC.** Hartsville, South Carolina

June 2006 – May 2008

**Business Development Manager, Cascades Sonoco Joint Venture,**

Directed all marketing and business development activities for \$175M joint venture between Sonoco (\$3.6 billion packaging leader based in Hartsville, SC) and Cascades of Quebec, Canada. Cascades Sonoco is the market leader in the protective roll packaging market for the paper industry. [www.sonoco.com](http://www.sonoco.com)

- Sales growth of 12% in 2006 and 4% in 2007 in shrinking market.
- Launched two new products and led development of three additional new core products.
- Analyzed business development growth projects for new areas: adhesives, food grade paper and grip sheets.

**Independent Marketing Consultant,** Charlotte, NC

2006 3/05 – 5/06

Managed own marketing consulting business. Main client was Positec Inc., Chinese power tool manufacturer, aiding in the expansion of the Americas operation through the launch of new products.

- Developed key customer programs and presentations for national launch of Rockwell brand.
- Defined and developed additional new products, including packaging and POP materials.
- Created web page for professional WORX brand of power tools with link to key customer Lowe's.
- Developed and implemented launch strategy for Latin America for branded and private label tools.

Also, provided on-going North American market research support to Spanish clients: Irega SA. and Quilosa SA.

**NEWELL RUBBERMAID INC.**

June 2003 – February 2005

**V.P. Marketing - Power Tool Accessories, Irwin Industrial Tools,** Huntersville, NC

6/04 – 2/05

Promoted internally to direct marketing activities for \$150M Irwin division of **Newell Rubbermaid**. Led strategic and operational plans and direction of five product and four channel marketing managers, communication and event marketing departments. Reported to President - Irwin Industrial Tools, NA. [www.irwin.com](http://www.irwin.com)

- Aided in growth of Irwin branded business 11% in 2004
- Improved profits 30% vs. previous year through restructuring of overhead and improving margin mix.
- Launched four new key products generating over \$1.5M in sales in 2004.

- Reorganized and consolidated team; building new channel organization.
- Refocused event marketing program on NASCAR activities for higher impact.

**Director of Marketing- Southern Europe, Newell Rubbermaid**, Madrid, Spain 1/03 – 5/04

Recruited by former colleague to direct strategic and operational marketing activities for \$135M Home Decor division of Newell Rubbermaid for Southern Europe (France, Italy, Spain, Portugal and Benelux). Managed five country marketing managers across region plus two staff product managers. Reported to Division President.

- Implemented brand harmonization and sku reduction program; resulting in development of single brand, product and packaging solution for region and the elimination of 5800 skus.
- Refocused, aligned and coordinated marketing activities of region to match European objectives.
- Launched strategic new products in region, generating over \$650K in sales in 2003.
- Developed key regional Account plans for Leroy Merlin and Castorama.
- Global Strategic Business Unit leader for \$300M Basic Drapery Hardware business.

## **HILTI**

January 1998 – December 2002

**Head of Marketing, Hilti Spain**, Madrid, Spain

Directed marketing activities for \$138M leading multinational firm in fastening and demolition systems for the construction industry. Managed team of nine product managers as well as communication and market research departments. Reported to General Manager/President – Hilti Spain. [www.Hilti.es](http://www.Hilti.es)

- Key participant in development and implementation of strategic plan (developed with Bain & Co.) focused on “Customers, Competencies and Concentration” that more than doubled sales in five years, helped to take five points of market share and increase profitability.
- Implemented new business models for core business units (Diamond technology products, Breaker Hammers, Installation Systems) helping to regain leadership position, increase market share and “lock-in” customers.
- Key member of global new product development team, leading local market introduction component.
- Improved profitability by carrying out product line profitability study; analyzing trade, channel and size dimensions focusing on key areas as well as implementing operational expense reductions.
- Improved internal marketing skills by helping develop and implement in-house marketing training.

## **BLACK & DECKER INC.**

June 1992 - December 1997

**Director of Marketing- Consumer Products, Black & Decker Spain**, Tarragona, Spain 11/96-12/97

Managed \$22M division, including budgeting and commercial plans. Reported to General Mgr. – B&D Spain.

- Successfully launched “Versapak” range of interchangeable battery operated power tools.
- Organized and implemented Father’s Day campaign using television and press media, selling \$1.2M.

**Business Unit Manager- Professional Products, Black & Decker Italy**, Monza, Italy 8/95–10/96

Managed \$22M division, including budgeting and commercial plans. Reported to General Mgr. – B&D Italy.

- Implemented the launch of the DeWalt brand of professional power tools and accessories; managing transition from three brands to two. Distributed to more than 600 points of sale.
- Fought and won effort to get six key products added to DeWalt range to fulfill local needs.
- Drove the creation and development of special end-user demonstration team.

**SBU Manager-Professional Products, Black & Decker Latin America**, Miami, FL 1/94 – 7/95

Directed \$45M Strategic Business Unit through pan-regional matrix. Reported to President – B&D Latin America.

- Drove the launch of DeWalt brand of professional power tools throughout Latin America.
- New Product Development: created range of 35 new products for region, including derivative products.
- Participated as member of Global Professional Power Tool Strategic Business Unit.

**Supply Chain Manager, Black & Decker, Inc. – Power Tools**, Baltimore, MD 1993

Managed demand and production planning for \$120 million portfolio at corporate headquarters.

**Power Tools Sales - DeWalt, Black & Decker, Inc. US**, Miami, FL 1992

- Demo and sales support member for US launch of DeWalt power tools and accessories.

## **US FERN COMPANY**

1987 – 1990

Costa Rica division of Pierson, Florida based company.

**Site Manager**, San José, Costa Rica

Managed American-owned export company specialized in the cultivation of ferns for floral industry. Reported to owners. Responsibility for daily supervision of four direct reports and fifty employees.

- Sold annual production of \$800K to customers in Germany and US.

- Advised and participated in negotiations for divestiture of \$1M second operation to local group.