

RITA DYNAN
Assistant Professor of Marketing
LaSalle University
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EDUCATION

Pace University, New York, NY

Advanced Graduate Certificate in Business Economics, January, 2006

LaSalle University, Philadelphia, PA

M.B.A. in Management, 1987

University of Pennsylvania, Wharton School, Philadelphia, PA

B.B.A. in Marketing, 1984

CURRENT ACADEMIC EXPERIENCE

LaSalle University, Philadelphia, PA

Assistant Professor, Marketing, 2005 – Present

Courses: Undergraduate: New Product Development and Management, Marketing Management (**capstone**), Marketing Principles, Advertising and Promotion Management. Graduate: Advertising and Promotion Management, New Product Development and Management

University Service:

- Commencement Marshal, 2009
- Philly Ad Club, “Philly’s Future” Scholarship Award Coordinator, 2009
- University Core Curriculum Advisory Board, 2005 – Present
- University Core Curriculum Committee, 2008 – Present
- Internship Advisor, Summer 08, Fall 08, Spring 09, Fall 09
- Academic Advisor, 2005 – Present
- Freshman Advisor, 2005 – Present

Course Development:

- New Product Development and Management, Graduate and Undergraduate, 2008
- Advertising and Promotion Management, Graduate Intersession, Summer 2007, Winter 2009, Winter 2010

CURRENT RESEARCH ACTIVITY

Professional Presentations:

“Personal Chef Services: A Luxury for American Households”, **Northeastern Association of Business, Economics and Technology, Annual Conference, State College, PA, October 2010.**

“Demand for Personal Chef Services in American Households”, **Eastern Economic Association, Annual Conference, Philadelphia, PA, February 2010.**

“Current Explanations for the Low Savings Rate in American Households: Why Don’t Americans Save More Money?” **Eastern Economic Association, Annual Conference, Boston, MA, March 2008.**

“The U.S. Current Account Deficit: Opinions and Recommendations from Expert Economists.” **Eastern Economic Association, Annual Conference, Philadelphia, PA, February 2006.**

Research Interests:

Consumer savings rate, consumer wealth effect, consumer spending, consumer perspectives on savings and investments.

BOOK REVIEWS

Grewal, Dhruv, Levy, Michael, *Marketing*, 1st edition. Instructor’s supplements and cases, student supplements. New York, NY: McGraw-Hill Irwin, 2009.

Grewal, Dhruv, Levy, Michael, *Marketing*, 1st edition. New York, NY: McGraw-Hill Irwin, 2008.

Marshall, Greg W., Solomon, Michael R., Stuart, Elnora W. *Marketing, Real People, Real Choices*, 4th edition. Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006.

Aaker, David A., Day, George S., and Kumar, V. *Marketing Research*, 8th edition. New York, NY: John Wiley and Sons, Inc., 2003.

Boyd, Harper W., Larreche, Jean-Claude, Mullins, John, Walker, Orville C. *Marketing Strategy, A Decision-Focused Approach*, 4th edition. New York, NY: McGraw-Hill, 2003.

Cron, William L, and Dalrymple, Douglas J. *Sales and Sales Management, Concepts and Cases*. New York, NY: John Wiley and Sons, Inc., 1998.

Martokoesoemo, Budi. *The Online Business Survival Guide In Management and Marketing, Featuring the Wall Street Journal Interactive Edition*. New York, NY: John Wiley and Sons, Inc., 1998.

Burnett, John and Moriarty, Sandra. *Introduction to Marketing Communications, An Integrated Approach*. Saddle River, NJ: Prentice Hall, 1998.

CONSULTING EXPERIENCE

**A la Maison, Personal Chef Service, Newtown, PA
Marketing Consultant, 2007 – 2008**

Analyzed and evaluated various business models for expanding a Personal Chef business. The scope of the assignment involved advising the client on strategic options for growth, conducting research on business model options, and conducting research on trends and growth in the food industry with specific focus on future demand for personal chefs.

**RPM Direct, LLC, Lambertville, NJ
Marketing Consultant, 2006**

Assisted in the development and production of direct marketing campaigns. RPM is a direct marketing agency.

**TechSoft Technology Software LLC, Phoenix, AZ
Consultant, 2004 -2005**

Advised and trained management staff of a start-up company on presentation skills, proposal development and funding options.

**AstraZeneca Pharmaceuticals LP, Wilmington, DE
Consultant, 2003**

Developed and planned new executive education marketing courses for AstraZeneca's Academy for Business Learning. New courses developed include Global Marketing and New Product Development and Planning.

Wall Street Journal /John Wiley Inc, New York, NY
Marketing Editor, 1997 - 2003

Prepared original and unpublished contributions on marketing which were published on the Business Extra Web Site, a feature of the Wall Street Journal Interactive Edition. The contributions were also published on the Wiley text book Web sites related to the theme of the articles. The contributions included a selection of marketing articles from previously published editions of the Wall Street Journal and discussion questions related to the selected articles. The contributions also included recommended links to related articles on Web sites of other business publications.

Tandem Associates, Blue Bell, PA
Marketing Consultant, 2001- 2002

Developed a brand acquisition proposal for Tandem client, **Keller's Creamery**. The proposal included all feasible strategic alternatives for Keller's acquisition of a competing brand of butter, sour cream and cottage cheese. Conducted secondary research for Tandem client, **SEI Investments**. Research report presented alternative organizational structures for organizing a marketing department and recommendations for effective organizational design for innovative firms.

Chemical Electrophysics Company, Hockessin, DE
Marketing Consultant, 1997

Developed the marketing plan, media analysis, and trade convention events for a start-up company. CEP manufactures and markets a sensor which reads and analyzes electrical properties of liquids.

Aon Corporation, Trevese, PA
Marketing Consultant, 1995

Developed and launched a new risk management product for the company's direct marketing insurance business.

BUSINESS EXPERIENCE

Aon Corporation, Trevese, PA
Account Manager, 1990-1995

Development and management of all new product and service offerings for Professional Liability insurance programs.

Meritor Financial Corporation (PSFS), Philadelphia, PA
Assistant Vice President, 1988

Product management and new product development for bank's retirement and savings accounts. Chaired retail bank pricing committee.

Corestates Financial Corporation, Philadelphia PA

Marketing Officer, 1985-1987

Managed all new product development activity for retirement accounts.
Developed and launched self-directed IRA with mutual funds, brokerage and capital markets offerings.

First Pennsylvania Bank, Philadelphia PA

Marketing Research Analyst, Product Manager 1984-1985

SUMMER TEACHING

Temple University, Philadelphia, PA

Adjunct Instructor, 1993–1996, 2004–Present

Dean's Appointment, 1996 – 2003

Economics:

Courses: Undergraduate: International Trade, Microeconomics, Introduction to the Economy.

Marketing:

Courses: Undergraduate: Honors Marketing Principles, International Marketing, Marketing Research, Advertising, Consumer Behavior, Marketing Principles (**with New Shoes Simulation**), Sales and Sales Management. Graduate: Marketing Management (**capstone**), Consumer Behavior, Marketing Strategy, Marketing Research.

Pace University, New York, NY

Adjunct Associate Professor, 2002 – 2008

Marketing:

Courses: Undergraduate: Managerial Marketing (**capstone**), Marketing Principles, New Product Development, International Marketing. Graduate: New Product and Service Planning and Development, Marketing and E Business.

Drexel University, Philadelphia, PA

Adjunct Instructor, Summer 2005

Economics:

Courses: Graduate: Essentials of Economics

Pace University, Rider University, Philadelphia University

Adjunct Professor 1990 – 1995

AWARDS

Excellence and Service Award

Temple University, Marketing Department, 2003

Excellent teaching, course development, and academic contributions.

Outstanding Teaching Award

Temple University, Marketing Department, 2002

Outstanding undergraduate and graduate teaching.

Outstanding Teaching Award

Temple University, Marketing Department, 1996

Outstanding undergraduate and graduate teaching.

Leadership Award, Product Development and Management Association, New York City Chapter, 1993

Outstanding Member Award, American Marketing Association, Wharton Chapter, 1984

PROFESSIONAL ASSOCIATION MEMBERSHIP

Philadelphia Council for Business Economics:

Vice President, 2004 – 2007, Advisory Board Member and Secretary, 2007 – 2008, Events Committee 2009, 2010.

Product Management and Development Association

Eastern Economic Association

Word of Mouth Marketing Association