

Curriculum Vitae

Jay Lipe

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Education

- 1987** MBA - Marketing, Northwestern University's Kellogg Graduate School of Management, Evanston, IL
1981 BS - History, University of Colorado, Boulder, CO

Academic Employment

Fall, 2010 - Present Senior Lecturer – Marketing, Carlson School of Management, University of Minnesota, Minneapolis, MN

Courses:

Marketing Management 6210 (Graduate)
Brand Management 6082 (Graduate)
Principles of Marketing 3001 (Undergraduate)
Buyer Behavior 3040 (Undergraduate)
Marketing Strategy 4080w (Undergraduate)
Brand Management 4082w (Undergraduate)
Global Business Practicum-South China 5171 (Graduate Study Abroad)
“Made in Italy” Brand Management 4082w (Undergraduate Study Abroad)

Spring, 2009 - Fall, 2010 Adjunct Professor – Marketing, Carlson School of Management, University of Minnesota, Minneapolis, MN

Courses:

Principles of Marketing 3001 (Undergraduate)
Marketing Management 6210 (Graduate)

Spring, 2009 – Sep, 2010 Adjunct Professor – Management, Metropolitan State University, St. Paul, MN

Courses:

1) Strategy & Policy 699 – Web-Enhanced (Graduate Capstone)
2) Strategy & Policy 699 – Fully Online (Graduate Capstone)
3) Management Principles & Practices 310 (Undergraduate)

Spring, 2008 – Sep, 2010 Adjunct Professor – Marketing, St. Thomas University, Opus College of Business, Minneapolis, MN;
Marketing Communications 780 (Graduate)

Spring, 2006 – Sep, 2010 Adjunct Professor – Marketing, Augsburg College, Department of Business Administration, St. Paul, MN;
Marketing Communications (Undergraduate)

Spring, 2009 Adjunct Professor – Marketing, Cardinal Stritch University, Edina, MN
Principles of Marketing 426 (Undergraduate)

Fall, 2008 – Spring 2009 Associate Director, Carlson Brand Enterprise, Carlson School of Management, University of Minnesota, Minneapolis, MN

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Executive Education Programs

Spring & Summer 2013 – Minnesota Historical Society’s Strategy Session and Deep Dive Marketing Planning Session & Consulting Lead

Fall 2011, 2012, 2013 - General Mills’s ITQ MBA Essentials Programs;
Marketing Session Lead

Fall, 2008 – Fall, 2010 Seminar Leader, University of St. Thomas’ Center for Business Excellence

Published Books

Stand Out from the Crowd; Secrets to Crafting a Winning Company Identity (Kaplan Publishing, 2006) ISBN 1-4195-2300-7

The Marketing Toolkit for Growing Businesses (Chammerson Press, 2002) ISBN 0-9720345-0-1

Employment History

1994 – Present Founder & President, Emerge Marketing, LLC

Manage all new business development, client service and administration operations for a strategic marketing consultancy. Focus on strategic marketing planning, targeting and segmentation strategies, new product and new business launches & website and e-commerce site development. Coordinate all new business development activities for Emerge.

1993 – 1994 Marketing Director, Select Comfort Corporation

Developed front-end & back-end marketing campaigns, managed all direct mail programs, led new product development team, managed all print advertising efforts appearing in over 100+ publications per month, coordinated all radio & TV advertising efforts, managed staff of 6 full-time marketing professionals.

1989 – 1993 Marketing Manager, Sandoz Nutrition

Developed and managed all marketing programs for \$31 million line of food products. Coordinated North American distribution involving 20+ independent distributors. Coordinated international production of products in England, Switzerland and Jamaica. Launched 3 new products into Canadian market.

1987 – 1989 Assistant Marketing Manager, General Mills

Managed all marketing programs for 6th largest U.S. cereal brand (\$250 million annual revenues). Coordinated national TV campaign with \$6 million budget. Coordinated all marketing programs including direct mail, in-store sampling, TV advertising, radio advertising, print advertising and publicity for this mega-brand.

1984 – 1986 Sales Representative, Control Data & Computer Associates

1981 – 1984 Personnel Analyst, Container Corporation of America

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Service:

Case Competition Judge 2011, 2012

Faculty Fellow, Sigma Phi Epsilon Fraternity, University of MN 2013-2014

Twin West Chamber of Commerce Board Member, Minnetonka, MN (2005 – 2009)

Twin West “Entrepreneur of the Year” Awards Committee Member (2002–2007)

Twin West Chamber Ambassador Member (2002 – 2004)

Publisher’s Marketing Association member (2002 – 2007)

Professional Development (most recent only)

October, 2010 - *Design and Implementation of Active and Cooperative Learning* workshop attendee

Spring 2010 - *Making a Difference; Designing Courses to Support Student learning and Teacher Satisfaction* faculty learning community member

Spring 2010 - *Digital Teaching Workshop* attendee

Awards

Carlson School of Management *Faculty of the Year Award* Finalist (2010, 2012, 2013)

Additional Information:

Married 30+ years. 2 grown children. Drummer. Backpacker. Frustrated golfer.

References

Furnished upon request