

## DR. ANDREW ANDERSON

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### PROFESSIONAL PROFILE

- Three years of service as a full time assistant professor of marketing
- Ten years of service as an adjunct management and marketing professor, bringing extensive professional experience into the classroom and providing students with practical and experiential learning opportunities
- Executive, business owner, marketing consultant of Propel Promotions
- Published author, public speaker, mentor
- Community leader, volunteer

### EDUCATION

**Doctor of Business Administration**, Walden University, College of Business Management, March, 2019  
Support Area: Management, Marketing

Dissertation: *Decreasing Voluntary Employee Turnover in the Hospitality Industry*

**Master of Business Administration**, Davenport University, College of Business, Grand Rapids, MI, 2008  
Support Area: Strategic Management

**Bachelor of Science in Marketing**, Ferris State University, College of Business, Big Rapids, MI, 1999

**Certificate, Direct Marketing**, Ferris State University, College of Business, Big Rapids, MI, 1999

### ACADEMIC/TEACHING EXPERIENCE

#### Assistant Professor of Marketing

August 2020 to Present

Northwood University, 4000 Whiting Drive Midland, MI 48640

#### Adjunct Professor of Marketing

January 2011 to May 2020

Saginaw Valley State University, College of Business, 7400 Bay Road University Center, MI 48710

- Teaching load includes up to 2 classes per semester with an average class size of 30 students
- Proficient in Canvas and Blackboard learning management systems for hybrid learning environments

### COURSES TAUGHT

- |                           |                      |                     |
|---------------------------|----------------------|---------------------|
| • Principles of Marketing | • Sales Management   | • E-Commerce        |
| • Digital Marketing       | • Consumer Behavior  | • Digital Analytics |
| • Direct Marketing        | • Services Marketing |                     |

### TEACHING INTERESTS

- |                           |                      |                        |
|---------------------------|----------------------|------------------------|
| • Principles of Marketing | • Retail Marketing   | • Management           |
| • Marketing Research      | • Sales Management   | • Leadership           |
| • Consumer Behavior       | • Services Marketing | • Franchise Management |

### TEACHING EVALUATIONS

- 5.5 quantitative student satisfaction score on a 6-point scale
- Teaching evaluation supplement with detailed quantitative and qualitative data available upon request

## HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

### **Executive, Business Owner, Marketing Consultant**

**March 2006 to Present**

*Propel Promotions, P.O. Box 445, Midland, MI 48640*

Providing online branding and promotional marketing strategies to local and regional businesses

Manage and motivate a team of three sales professionals and accomplish over 200 successful projects per year

### **Retail Marketing Promotion Manager**

**June 2000 to March 2006**

*ClearRiver Communications Group, 2401 Eastlawn Drive, Midland, MI 48642*

Managed production of direct mail, advertising, in-store promotional materials and vendors for Gerber Products Company, Novartis Consumer Health and MidMichigan Health Accounts

### **Marketing Coordinator**

**September 1999 to May 2000**

*Wilcox Associates, Inc., One Madison Avenue, P.O. Box 580, Cadillac, MI 49601*

Authored project proposals for engineers, designed PowerPoint presentations, managed trade show appearances, coordinated project photography, copy and design for national award-winning project entries

### **Merchandise Host**

**Summer 1998**

*Disney's Typhoon Lagoon, Walt Disney World College Program Internship*

Earned Ducktorate Degree, the highest honor, from Disney University

## SCHOLARLY CONTRIBUTIONS

### **Books**

*Contributing Author*

(2024), *Integrating AI Technologies: Real-World Applications in Education, Business and Beyond* In "The Refractive Thinker, Volume XXV, Artificial Intelligence The New Frontier of the Digital Age"

*Contributing Author*

Sype, G. Anderson, A. (2017), *How Can We Motivate These Employees?* In "Choices and Consequences, Short Cases In Management Decision-Making"

*Author*

Anderson, Andrew L. (2015), "Guide to Marketing Your Business Online, How to Make Sure Your Next Customer Finds You First"

### **Presentations and Workshops**

- Panel participant "Employee Recruiting and Retention Strategies" Midland Business Alliance, 2019
- Moderated panel discussion on Social Media Management at Midland Chamber of Commerce Small Business Breakfast, 2018
- Planned, organized and facilitated the first annual John Maxwell Live to Lead leadership development seminar at Saginaw Valley State University, audience of over 100 attendees included students and area business professionals, 2017
- "Tips and Strategies for Social Media Success" Midland Chamber of Commerce Small Business Workshop; presented social media tactics as a panelist to 75 small business owners, 2017
- Selected as keynote speaker for Rowley's Wholesale Annual Sales Meeting, presented social media strategies for automotive service providers, 2015

## UNIVERSITY SERVICE

- Faculty Advisor, Northwood University American Marketing Association
- Mentor, successfully transitioned eight students from internship to full-time employment
- Faculty Advisor, Love Your Melon Student Organization, Saginaw Valley State University
- Guest Presenter, Career Advice, Delta Sigma Pi, Saginaw Valley State University Chapter
- Guest Presenter, Entrepreneurial Strategies for Occupational Therapists, Saginaw Valley State University

## PROFESSIONAL AFFILIATIONS

- Faculty Initiate, Delta Sigma Pi
- Member, American Marketing Association
- Member, Promotional Products Association International
- Member, Advertising Specialty Institute
- Member, Midland Business Alliance
- Member, Bay Area Chamber of Commerce
- Member, Business Network International

## PROFESSIONAL DEVELOPMENT

### Conferences

- Michigan Career Educator & Employer Alliance Annual Conference, Traverse City, 2018
- Jay Fiset Affiliate, Joint Venture Conference, JVology Live, Orlando, February 2018
- How Design Live and Marketing Association Conference, Chicago, May 2017
- Social Mitten, Michigan's Only Social Media Conference, Lansing, September 2017
- Advertising Specialty Institute Conference, Chicago, July 2017
- Promotional Products Association International Conference, Las Vegas, January 2017
- Michael Stelzner, Social Media Marketing World Virtual Conference, 2017
- Social Mitten, Michigan's Only Social Media Conference, Ann Arbor, 2016
- Michigan Career Educator & Employer Alliance Annual Conference, Frankenmuth, 2016
- Social Mitten, Michigan's Only Social Media Conference, Grand Rapids, 2015

## CLASSES AND WORKSHOPS

- Put Me In Coach, I'm Ready to Play Training, Saginaw Valley State University, 2019
- Adding to Your Academic Toolkit, Saginaw Valley State University, 2019
- Creating a Bullet Proof Syllabus, Saginaw Valley State University, 2017
- Online and Hybrid Course Development Certification Training, Saginaw Valley State University, 2015
- CANVAS Learning Management Software Training, Saginaw Valley State University, 2015
- Strategies for Student Engagement in the Classroom, Saginaw Valley State University, 2014
- Annual Adjunct Faculty Orientation and Training, Saginaw Valley State University, 2011 to Present

## COMMUNITY SERVICE

- Chairperson, Boots on the Green Golf Committee, Midland Noon Exchange Club
- Ambassador, Midland Area Chamber of Commerce
- President, Small Business Committee, Midland Area Chamber of Commerce
- Junior Achievement, Midland Volunteer
- Midland Jaycees

## AWARDS

- Midland Chamber of Commerce Ambassador of the Month, December 2018, July 2018 and November 2017
- PPAI Gold Pyramid Winner Business-to-Business Program, 2017
- Wexford Missaukee Career Technical Center Hall of Fame Inductee, 2016
- Cambridge Who's Who of Business Professionals, 2009
- Ferris State University Chapter of American Marketing Association Student Marketer of the Year West Michigan AMA 1999