

**Curriculum Vita**

**Richard Paul Honack**

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**Education**

- Master of Business Administration (MBA) degree, J.L. Kellogg School of Management, Northwestern University, Evanston, Illinois
- Bachelor of Science degree, Journalism Education, Indiana University, Bloomington, Indiana

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**Career Experience**

**Kellogg School of Management, Northwestern University, Evanston, Illinois**  
Senior Lecturer of Marketing (July 2008—Present)

Teaches *Services Marketing and Management (MKTG 459)* in the fall and winter quarters. He also has developed a *Sports Marketing and Management* course (*MKTG 951*) taught in the winter quarter. His courses are open to both the Full-time and Part-time Kellogg MBA programs. This past winter (2010) he was awarded a “Faculty Impact Award” by his Sports Marketing and Management Students.

Honack’s research focuses on marketing and managing in the “Nanosecond Culture.” His lectures emphasize the need to understand the changing values and dynamics of the six-generations that makeup that culture in today’s marketplace—*Great Generation, Silent Generation, Baby Boomers, Gen “X”, Gen “Y”* and even *Generation “Z”*. He discusses the impact that these generational differences make in the marketing of services and products as well as the importance of the different expectations that each of these groups have on management within an organization.

He is an Academic Director for several Kellogg School non-degreed Executive Education programs, including the Kellogg Management Institute (KMI), Strategic Marketing Communications program and, starting in 2010, the Skills, Tools, and Competencies (STC) program for Brazilian managers with Fundacao dom Cabral (Belo Horizonte, Brazil.) He also teaches in the Executive Development Program (EDP) and several other programs, where his sessions focus on *Leading and Marketing in the Nanosecond Culture and Services Marketing and Management*.

Honack is a member of the Kellogg Center for Nonprofit Management’s Executive Education Program where he is an academic director and a faculty member for several programs focused on *Strategic Leadership for Nonprofits* and on *Fundraising and Marketing* for nonprofit organizations. He is a faculty member for the Center’s Custom Executive Education programs consulting organizations like *Ronald McDonald House Charities, the United States Olympic Committee, USA Swimming* and the *Harris Bank’s* non profit leadership program, to name a few.

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Honack taught *Global Initiatives in Management (GIM)* for more than 12 years. He started teaching GIM in 1997, and for seven years did so in the Kellogg Executive MBA Program focusing on “*Doing Business in China.*” In June 2005 he was voted by EMP 59 as the "Outstanding Professor for Electives" for 2003-2005. In his GIM courses and in-country experiential learning project trips, students studied and visited Argentina, Chile, China, Czech Republic, Hungary, South Africa, Vietnam, Thailand and Uruguay. He also has taught executive education sessions on “*Doing Business in China*” and consults with companies on the same topic.

### **Independent Marketing Consultant**

The Kellogg position allows independent consulting opportunities for faculty. This time is at the personal discretion of the individual, provided it does not interfere with school responsibilities, and is encouraged to round out faculty experience. This role has allowed me to serve as a marketing consultant to several companies and non-profit organizations. Clients include United States Olympic Committee, USA Swimming, Ronald McDonald House Charities, Ottaway Newspapers Inc., Baptie & Company, Inland Daily Press Association, International Newspaper Marketing Association, International Association of Management Education (AACSB), American Press Institute, National Roofing Contractors Association, Zebra Technologies

### **Kellogg School of Management, Northwestern University, Evanston, Illinois**

Assistant Dean, Chief Marketing Officer (1995-2008)

Adjunct Associate Professor of Marketing (1996-2008)

Managed the marketing and communications departments. These groups produce all internal and external marketing, advertising, communications and media relations materials and services, including electronic publishing for the Kellogg School. Responsible for the strategic direction, staff and budget for these areas as they relate to producing results within Kellogg’s target and core audiences for admissions, placement, alumni involvement and fund raising.

Responsible for the development and implementation of Kellogg’s national and international marketing and communication plans for the full-time and part-time MBA programs and four overseas Executive MBA programs in Europe, the Mideast and Hong Kong and Canada.

Manage all communications relating to rankings and ratings of graduate business schools by major media, guidebooks and survey companies in order to provide a consistent message about the Kellogg School and maintain its status as one of the world’s leading MBA and Executive Education institutions for both students and recruiters.

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Conduct public relations for all Kellogg academic departments as it pertains to exposing faculty research, books and teaching specialties in the media or through special events. Develop international publicity opportunities for the Dean and faculty to promote Kellogg's strategies, students and worldwide leadership role in management education.

Responsible for the content, design, marketing and ongoing strategic development of Kellogg School's Website [www.kellogg.northwestern.edu](http://www.kellogg.northwestern.edu)

Teach Services Marketing and Management (MKTG 459) and Global Initiatives in Management (GIM) courses at Kellogg. GIM courses have focused on China, Thailand, Central Europe, Vietnam, South Africa, Chile and Argentina. Teach Special Topics in Marketing in the Kellogg EMBA program.

**Chicago Tribune Company**, Chicago, Illinois (1984-1995)  
Director of Consumer Marketing

**Chicago Sun-Times Company**, Chicago, Illinois (1977-1984)  
Director, Strategic Planning and Development  
General Manager and Editor, Suburban Sun-Times

**Paddock Publications, Inc.**, Arlington Heights, Illinois (1972-1977)  
Reporter, city editor, metropolitan editor, editorial page editor and writer

**US Army Reserve (1971-1979)**, Captain

### **Major Accomplishments**

- Developed and implemented a marketing/communications plan for Kellogg that has increased its national and international media hits almost 300 per cent year 10 years with *Business Week, Fortune, The Wall Street Journal, U. S. News and World Report, CNN, The Financial Times, Newsweek, The Economist*, and major daily newspapers and media outlets throughout the world.
- Worked as part of the original team that launched the Kellogg Web site in 1995 and directed the teams that redesigned the site three times over fourteen years into the best graduate school web site in the world according to *Wired Magazine*. Participated as member of the Web Oversight committee for a completely new Web 2.0 site in 2008.
- Redesigned all admissions marketing print materials to reflect the "Kellogg Culture" to increase applications for all MBA programs. The new materials led to gains in all programs, both in the U.S. and internationally.

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- Led the development and implementation of strategic marketing plans for the Kellogg School, Chicago Tribune and the Chicago Sun-Times that provided new marketing directions, including new revenue channels from targeted market segments.
- Co-conceived and implemented the Chicago Tribune Holiday Fund and other special funds that raised more than \$18 million in 8 years. Negotiated and produced events that raised more than \$11 million in charitable revenue in 10 years for Chicago Tribune Charities. In 10 years more than \$30 million in total charitable revenue was earned for Tribune.
- Managed the creation and production of more than 250 television commercials, 2,000 radio commercials, hundreds of outdoor executions and multi-media presentations produced either internally or by designated outside advertising/communications agencies. Awards that were won for the above included: 4 Clios, 3 Teles, 7 Broadcast Gold Medallions and numerous industry and trade association honors.
- Planned, authorized and managed the purchase of more than \$250 million in media to increase sales and revenue or to enhance the brand image of the products.
- Developed the marketing plan and the promotion/public relations plan for *Chicago On-Line* a part of America On-Line used exclusively by the Chicago Tribune in the beginning of on-line services. This accounted for 15,000 subscribers in the first two years or 3,000 over the target.
- Secured co-sponsors for promotions including: Walt Disney Co., McDonald's, Cineplex Odeon theaters, Nintendo, United and American airlines, Oldsmobile, World Cup Organizing Committee, NBA, NFL, MLB, NHL, Coca-Cola, Pepsi, Planet Hollywood, all of Chicago's major sports teams, American Express and numerous other partners.
- Directed media relations and press management team for the Visit of Her Royal Highness, Diana, The Princess of Wales, at Northwestern University and the City of Chicago in May 1996.
- Chaired more than 20 task forces in 15 years that have refocused the market direction of associated products and services, and in the case of one committee changed the strategic direction of the company. In most cases the results of the task force recommendations increased revenue and market share. Conducted six strategic planning retreats and four major sales conferences.

### **Other Major Activities**

- Editorially directed and Edited "*Wide Awake in the Windy City—Celebrating a Century of Excellence at Northwestern University's Kellogg School of Management*" authored by Matthew Golosinski (2006-2008)

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- Faculty advisor for the Kellogg student newspaper ‘the merger’ (1998-2009)
- Faculty advisor for the Kellogg Marketing Conference (current)
- Faculty advisor for the Sports Business Conference (current)
- Member of the Kellogg Corps Steering committee (current)
- Member of the Student Affairs Committee (1997-2009)
- Member of Global Initiatives in Management (GIM) advisory committee (1997-2006)
- Member of the Kellogg School Safety Task Force (current)
- Former member of the Northwestern Program Review Council (2002-2008)
- Member of the Northwestern University Branding Committee (1999-2001)
- Member of the Northwestern University Sesquicentennial Steering Committee (1999-2001)
- Member of the Kellogg School of Management Centennial Steering Committee (2008)
- Member of the State of Wyoming’s “Teton School of the University of Wyoming” task force, after being appointed to this position by President Bienen and Dean Jain. (2005-2006)
- Former executive board member and director of the International Newspaper Marketing Association
- Former member of the Chicago Junior Achievement Club of America Board of Directors
- Former member of Public Relations Society of America Greater O'hare Chapter; the Publicity Club of Chicago; The Headline Club of Chicago; AACSB-The International Association for Management Education and the International Newspaper Marketing Association.
- Represented employers on the following: Mayor’s Economic Development advisory council for the City of Chicago; The Boy Scouts of America Chicago Council; Suburban Crusade of Mercy governing board and the Chicago Cubs Care board of directors

### **Recent Awards**

- Kellogg “Faculty Impact Award” winter Quarter 2010.
- Kellogg School of Management Outstanding Professor Award for EMBA Electives—EMP 59—2003-2005.
- Nominated for the L.G. Lavengood Outstanding Professor of the Year Award by full-time and part-time students in 2009, 2008, 2007 and 2006.
- Silver Trumpet Award, Publicity Club of Chicago, for The Kellogg School Super Bowl Review, 2008 and 2007
- Most Valued Speaker award, Baptie & Company, International Marketing Solutions, 2006
- Dean’s Recognition Award, University of Wyoming, College of Business, 2005-2006