

Phil Corse



+ Corporate Veteran + Co-founded 5 Companies + Global Marketer + New Product Developer + New Product/Innovation Research/Strategy + Stage-Gate Process for New Product Development/User-Driven Innovation

+ Kellogg Adjunct Professor of Global Marketing [Executive MBA Program]

+ Faculty of the Year, Master of Product Development Program, Principles of Marketing for New Product Developers, Northwestern University, 2011

Revised July, 2012

Phil Corse has a classical, disciplined and analytical marketing background and has worked for several consumer products package goods and durables companies. He has held a variety of positions in global marketing, sales and general management positions. He co-founded 5 companies with new products and new technology in Singapore, China and Chicago. He has conducted over 250 new product and marketing engagements. He sources products from China for his clients and his own companies. Phil has helped launch dozens of new products that have generated over \$500 million of sales.

He is an Adjunct Professor of Global Marketing at Northwestern University where he has been teaching at the Kellogg School of Management since 1993. He teaches the capstone course in marketing for the Master of Product Development program at the McCormick School of Engineering at Northwestern (since 2001) and taught a Global New Product Development course for Thunderbird.

Phil was a member of the Lake Forest Graduate School of Management Board of Directors where he currently teaches the Global Practicum course with a “live” in-country consulting engagement, in Beijing and Bangkok (since 1998). He also taught marketing, entrepreneurship and the capstone competitive strategy course at LFGSM.

He is a co-founder (1989), treasurer and a member of the board of directors for Telefonix, Inc., a b2b communications, entertainment and security systems company based in Waukegan with China product development, tooling and manufacturing operations.

+ Experience

Currently, Phil is Chief Executive Officer of the Marketing Connections Group, a boutique marketing/new product strategy consulting organization that utilizes Kellogg students/alumni. He is also non executive Chairman of Masterline Group Ltd., a China product sourcing company and an online ecommerce b2b retailer.

He served as a Senior Vice President for a product design and development firm for several years. Some of his past and present new product, competitive strategy, sourcing and marketing consulting clients are: Vera Bradley, Fender Guitar, Northrop Grumman, RR Donnelly, Klein Tools, Hewlett Packard, Samsung, Motorola, Microsoft, Kraft, Nestle, Wrigley, 3M, SC Johnson, Abbott, HSBC, Unilever, Fortune Brands, Sunbeam, Chamberlain, Bemis, Rexon, Bosch and Johnson & Johnson, Magellan, WMS Gaming, Johnson Controls, Harley Davidson, HSBC, Coca Cola and several privately held consumer durable companies in the US and Asia.

Previously Phil held various global marketing, sales and general management positions at Avery Dennison, the West Bend Company, Waring and Borden's. He served as Master Instructor for Motorola for the US and Europe for 5 years.

+ Asia Activities

Phil has been doing business in Asia for over 30 years. He has developed new products, conducted research and sourced products from Japan, Taiwan, Singapore and China. Phil has conducted marketing consulting engagements in Japan, Malaysia, Singapore, China, South Korea and Thailand. He spearheaded live in-country real-world consulting projects with MBA students in Singapore, Beijing and Bangkok for the last 15 years. He co-founded 2 companies in Singapore where he also consulted for a technology company for several years.

He analyzed channels of distribution for Harley Davidson in 4 Japanese cities by conducting in-depth interviews with riders, dealers and distributors. Another project in Japan was conducting a market analysis for a medical products company.

Kellogg student projects that he has advised include: a branding engagement in India, a sporting goods new market targeting assignment in Japan and a market entry/expansion challenge and opportunity assessment for a car company in China.

Phil has moderated and participated on several panels and forums on China in the last few years at Kellogg, the University of Chicago, the Chicagoland Chamber of Commerce, the Royal Bank of Scotland and the World Trade Center of Chicago.

+ Capabilities

- Conducts custom marketing, competitive strategy and innovation workshops + consulting engagements (new products, channel analysis, opportunity assessment)
- Develops innovative new products with creative research techniques
- Sources new products and conducts new product, channel and market research (qualitative and quantitative) in China
- Assists companies in selling products to China and helps them adapt their business model, products, market entry strategy, targeting and branding/messaging to China, including a cultural orientation.
- Teaches, coaches and provides a global perspective to Kellogg MBA students for independent studies, career advice and entrepreneurial adventures, including digital startups.

+ Engagements [a few recent examples]

- Major China sourcing projects for a consumer durables company, an online retailer and clothing company
- Market entry and global growth projects for several fast moving consumer package goods companies
- Opportunity assessment and market/competitor analysis for RFID
- Digital marketing strategy for publishing company
- Training, market research and webinars for a China financial services organization and a health care provider
- Muslim market opportunity assessment for a large MNC package goods manufacturer
- Japan market entry for a women's lifestyle accessories brand
- DIY research for a Taiwan tool manufacturer
- Opportunity assessment, launch strategy and qualitative research for 3 Tel Aviv food producers
- Global marketing workshops for Chinese entrepreneurs from Xiamen

+ Personal and Passions

Phil and his wife Michelle live in Lake Forest. Their daughter, Nicole, graduated from Kellogg and works for a large pharma company and their son-in-law Chad, a Chicago MBA, works for a medical products company. Their son, Jason, operates an ecommerce business and sells medical equipment.

Phil loves Asia travel, where he spends three weeks annually; Asia cuisine; working out and practicing Yoga and Pilates; spending time in Arizona; Kellogg activities, coaching MBAs and digital start-ups, US college football and trading puts and calls.

He has an MBA with a finance concentration and an undergraduate degree in marketing, both from The Ohio State University that he attended on the GI Bill.

+ Contact Information

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