

Richard E. Wilson

Academic Dossier

Fall, 2010

Rick Wilson is an experienced graduate-level faculty member and clinical Marketing strategist who creates energy in the classroom by stimulating his students to challenge assumptions and develop surprising insights.



Clinical Associate Professor of Marketing
Associate Director, Center for Global Marketing Practice
Kellogg School of Management

Managing Director
Chicago Strategy Associates, Inc.
Chicago, IL

I. TEACHING EXPERIENCES AND RESPONSIBILITIES

MBA Education

Marketing Channels Strategy

Kellogg School of Management, MBA Program (Mktg 451 Sections 61, 71 and 81).

A ten-week, twenty module second-year Marketing Department course

Designing and Managing International Marketing Channels

Kellogg School of Management, EMBA Program

A ten module Latin American MBA program course.

Executive Education

Selling and Relationship Management

Duke Corporate Education Program

Go-To-Market Strategy

Eaton University, Eaton Corporation

Distribution Channel Strategy

JCI Executive Education, Johnson Controls Inc.

Business Development in the 21st Century

Corporate Education, The World Bank/IFC (Cairo, Egypt; New Delhi, India; Ho Chi Minh City, Vietnam; Rio de Janeiro, Brazil)

Speaking Engagements and Conference Courses

The New Supply and Demand Landscape: Go-to-Market Strategy for the 21st Century

Key note speaker, 10th anniversary VISUM Supply Chain conference in Mexico City

Southern Multinationals: A Rising Force in the World Economy

Moderator, Financial Times Conference; Mumbai, India

Imagine the Power: Shaking Up Thinking in the Petrochemical Industry

Producer of three-day conference headlined by Peter Senge (MIT), Peter Sandman (Rutgers), and other prominent academics.

Swinging Market Share: The Latent Power of Distribution

Key Note Speaker at Kellogg Alumni in Private Equity meeting

II. TEACHING PHILOSOPHY

Since business is effectively an apprenticeship-based discipline, broad clinical experience and practice enhances the quality and relevance of Rick's teaching. As an instructor, he offers Kellogg students and corporate practitioners alike two complementary skills: expertise in theory and content, and facilitation of appropriate materials, exercises and interactions for learning. His students call his teaching style lively and passionate. At the same time, it is rooted in the science of market-driven strategy with a broad base of current application.

Rick strives to design learning activities that promote dialogue and student reflection. As he builds and collects an ever-expanding knowledge base about the networked nature of global business and distribution systems (both internal and external to any given company), Rick has increasingly tapped into students' own potential to develop insights, see patterns, and reflect critically on their experiences dealing with go-to-market business challenges.

Rick is not a monologue lecturer. Instead, he expects students to prepare for, attend, and actively participate in each class discussion and debate. In exchange, he brings authenticity and passion, and a skill at facilitating regular interactive case discussions that encourage active student exploration. His grading philosophy is biased towards applied learning, and accounts for three areas: class participation, written assignments, and case team interactions. In essence, he makes learning a shared responsibility between himself and his students.

III. TEACHING INNOVATIONS

New Teaching Materials.

Kellogg Case Competitions. Recruited corporate sponsors for annual Marketing Channels case competition which attracts over 125 Kellogg students to compete for \$15,000 in prize money. Published new marketing cases for each annual competition (held in 2009 and 2010).

Online Commerce – Experiential Course. Developing and launching a revolutionary new online commerce course designed to offer KSM students real-world experience in designing, launching and competing in the new world on online retailing. (launching 2012)

Channel Audit Exercise. Developed a novel experiential learning tool (Channel Audit) for Marketing 451 (Channels) to enhance students' early comprehension of two essential concepts taught in his course. The exercise provides a structured set of analysis templates that guide students through an evaluation of Service Outputs and Marketing Flows in a selected market, and an assessment of strategic implications and conclusions.

IV. RESEARCH AND THOUGHT LEADERSHIP

Stihl, Inc. - Not Sold at Home Centers
Kellogg marketing case (published 2008)

Colfax Corporation – Oil & Gas Product Distribution in the Middle East
Kellogg marketing case (published 2008)

Customer Experience Systems
Kellogg Technical Note (published 2009)

Coca-Cola Amatil – Reinventing Energy Drink Distribution
Kellogg marketing case (published 2009)

Target.com – Maintaining Video Game Relevance in the 21st Century
Kellogg marketing case (published 2010)

Digital 2.0 Music Distribution - Warner Music Group and Music as a Service
Kellogg marketing case (to be published 2011)

Retail Competition Set For New Phase, *The WSJ/Mint*, co-authored with Professor Louis W. Stern, November 17, 2007

The South Shall Rise Some More, co-authored with World Bank executive Reyaz Ahmad, November, 2005

A World To Win: International Expansion at Tata
Thinking Ahead is Creating The Future: International Expansion at Marcopolo
Instructional cases used in a private course for students from across Asia and Europe (2005)

White Papers

Authored a diverse collection of widely-read white papers on relevant Marketing and Channel Strategy subjects, including:

- *Transforming Financial Services Channels: Disruptive Actions Drive Growth*

- *Aftermarket Auto Parts Survival: Navigating the Dealer Channel Takeover*
- *The Small Operator Market: How to Win by Upending Standard Distribution Practices*
- *Voice of Customer Segmentation Drives Growth in the Small Business Marketplace*
- *The Small Medical Office Market: Go-to-Market Differentiation for Growth*
- *Value Integration: A 21st Century View Can Revolutionize Your Business*
- *Managing Retail: Harsh Realities For Branded Product Manufacturers*
- *Strengthening Asian Tigers & Dragons – New Global Competitors*
- *Custom Homes Express: A Case Example Of Value Integration*

V. OUTSIDE ACTIVITIES



Founder and Managing Director of private consultancy Chicago Strategy Associates. Rick has over twenty years of experience designing and implementing market-focused strategies and tactical programs for manufacturers and their channel partners in a wide range of industries such as consumer package goods, building products, automotive parts, retailing and wholesaling, computer hardware, office products, telecommunications, airlines, banking, and insurance.

Most of his pre-CSA time was spent on engagements at the MAC Group, which a Harvard Business School professor formed as an instrument for bridging his academic research with his need to engage with the businesses he wrote and taught about. At MAC Rick worked with academic notables such as Louis W. Stern, the John D. Gray Professor of Marketing, Emeritus, at the Kellogg School of Management, and Professor Frederick D. Sturdivant, then of Ohio State University.

A guiding principle of Rick's is that *leading* in a market is a verb, not a static position or abstract segmentation scheme. As Managing Director of CSA, he focuses on helping organizations generate traction in becoming more market-driven, with particular emphasis on the hard work of gathering *Voice of the Customer* insights and the facts required to build stronger customer experiences and distribution channel growth strategies.

VI. EDUCATIONAL AND CONTACT INFORMATION

MBA, Harvard Business School, 1985
BA Statistics, Miami University, 1979

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