

PAUL L. CORONA, MBA, EdD

SUMMARY:

During a 29-year career, I have transformed myself from a businessperson focused on marketing into an educator focused on performance improvement and leadership development by earning two advanced degrees and working in increasingly demanding leadership and teaching positions in *Fortune 500* corporations, a *Big 4* professional services firm and major research universities. I offer expertise in leadership development, individual coaching, performance consulting, workshop facilitation, large-group speaking, higher education, marketing, qualitative research, planning, implementation and evaluation.

My book – *The Wisdom of Walk-Ons: 7 Winning Strategies for College, Business and Life* (www.wisdomofwalk-ons.com) – provides a platform for speaking engagements, workshop facilitation, individual coaching and a documentary film. This part-time work complements my full-time work in the Kellogg School of Management at Northwestern University.

EMPLOYMENT:

KELLOGG SCHOOL OF MANAGEMENT – Evanston and Chicago, IL 2014 - present

Clinical Assistant Professor – Leadership
Director – MBA Leadership Development

Playing a central role on the team that plans, implements and evaluates programs, processes and tools to help Kellogg MBA candidates develop their leadership proficiency for high-impact careers around the world. Teaching Kellogg's *Personal Leadership Insights* course.

NORTHWESTERN UNIVERSITY – Evanston and Chicago, IL and Doha, Qatar 2002 - 2014

Director – Learning & Organization Development

Directed University's workplace learning and performance operation to collaborate with faculty and staff who wanted to develop their talent and advance their workplace outcomes, processes and engagement. Led a team of seven. Responsible for providing nearly 8,000 employees with over 300 annual open and customized professional development offerings across eight service lines: Leadership & Management, Organization Development, University Business Processes, Performance Management, Workplace Skills, New Employee Onboarding, Career Development, Regulatory Compliance and Computer Applications. Results: workshop enrollment grew from approximately 1,500 in FY02 to almost 3,000 in FY13, average overall value rating in FY13 = 4.6/5.0, recommendation rate in FY13 = 98%.

- Assessed needs and developed strategy to transform operation from a “training department” into a “workplace learning and performance consultancy.” Strategic plan highlights and progress reports presented to University Board of Trustees.
- Developed new performance management system for staff – *NU Performance Excellence* – including setting expectations for outcomes, processes and development, giving feedback and conducting reviews; designed and facilitated workshops for faculty and staff.

- Designed (with Kellogg professor and senior associate dean) and managed new leadership development process for faculty – including workshops, performance feedback, advising, online support and supplementary programs.
- Designed (with Kellogg academic director of executive education) and managed new leadership development process for senior staff – including workshops, individual development plans, multisource feedback, coaching, online support and supplementary programs.
- Designed and facilitated new organization development workshops for faculty and staff units to enhance strategic planning, process improvement, teamwork and communication.
- Provided new leadership coaching to faculty and staff executives, directors and managers to improve attitudes, communication and behaviors – based on multisource feedback.
- Assembled and chaired new University-wide executive committee – sponsored by the Provost and the Senior Vice President for Business and Finance – to improve professional development, workplace performance, regulatory compliance and career planning for staff and faculty; highlights and progress reports presented to University strategic planning Catalyst Workgroup.
- Served as guest lecturer in MBA course on *Organizational Behavior* in Kellogg School of Management.
- Served as guest lecturer in graduate course on *Higher Education Administration* and undergraduate course on *Organizational Planning and Analysis* in School of Education and Social Policy.
- Served as guest lecturer in undergraduate course on *Foundations of Leadership* in School of Continuing Studies.

Lecturer – School of Continuing Studies (while working full-time as Director of L&OD)

- Designed and taught for-credit, onsite and online course – *Training & Development* – as part of Leadership and Organizational Behavior curriculum. Helped undergraduate students understand and apply key concepts of workplace learning and performance via readings, lectures, discussions, exercises, film analysis, peer feedback, self-reflection, midterm paper and final presentation.
- Designed and taught for-credit course – *Career Development* – as part of Leadership and Organizational Behavior curriculum. Helped undergraduate students understand and apply key concepts of individual and organizational career development via readings, lectures, discussions, exercises, film analysis, peer feedback, self-reflection, midterm exam and final presentation.

Lecturer – Kellogg Executive Education (while working full-time as Director of L&OD)

Designed and taught custom executive education session – *Providing Feedback: Developing Talent and Maximizing Performance* – to American Orthopaedic Association surgeons who lead large group practices or units in academic medical centers and Illinois Organization of Nurse Leaders who work in hospitals. Helped participants understand and apply key concepts of setting expectations for workplace outcomes, processes and development, giving feedback and conducting performance reviews. Authored original case study and preparatory work – and used readings, lecture, discussion, exercises, peer feedback and self-reflection.

DELOITTE & TOUCHE – Chicago, IL

2001 - 2002

Senior Manager – Professional Development

Managed future partner and director development process – including individual development planning, coaching, workshops, team projects and events; facilitated orientation; led the Program Manager and Program Coordinator. Designed and facilitated new *Effective Counselor Workshop* to improve performance management and development planning capabilities of managers, senior managers, directors and partners.

LUCENT TECHNOLOGIES – Morristown, NJ and Naperville, IL

1998 - 2001

Manager – Leadership & Organization Development

Managed Company's first custom program of executive education to build leadership capability of future officers from around the world. Led cross-organizational project team responsible for planning, implementation and evaluation.

Manager – Performance Systems

Managed overhaul and reintroduction of performance management process. Served as consultant to HR business partners and business managers. Designed and facilitated workshops with Director of Performance Systems.

ASHLAND CHEMICAL (Ashland Inc.) – Dublin, OH

1997 - 1998 (during doctoral dissertation)

Management Development Fellow – Marketing

Managed Company's first custom program of executive education to build strategic marketing capability of leaders. Assessed needs, evaluated potential providers and presented recommendations to officers. Developed program with Indiana University School of Business. Designed and facilitated additional marketing workshops for divisions with Vice President of Marketing.

INDIANA UNIVERSITY – Bloomington, IN

1995 - 1997 (during doctoral coursework)

Doctoral Graduate Assistant – Office of the Vice President for Academic Affairs and Chancellor

Served as strategic marketing consultant to Vice President for Academic Affairs and Chancellor, his senior staff and other administrators and faculty. Developed plans to enhance student recruitment – and increase viewership and revenue for PBS station, bookings for conference management department, volume for bookstore and awareness of first faculty endowment campaign.

COMMONWEALTH EDISON (Exelon Corp.) – Chicago, IL

1993 - 1995

Manager – Residential Marketing

Developed value-added products and services to help differentiate brand of electricity under anticipated deregulation. Collaborated with marketing research, advertising and customer service departments, marketing communications agencies and supply partners. Introduced *Welcome Home Program* to create awareness of product and service portfolio and induce trial, among new and moving customers. Introduced *Home Energy Audit Program* to increase customer satisfaction and decrease Company operating costs. Managed overhaul and reintroduction of *Light Bulb Service* – including market research, product development, pricing, promotion and distribution.

MILES LABORATORIES (Bayer AG) – Elkhart, IN

1992 (during MBA program)

Brand Management Intern – Alka-Seltzer

Served as marketing communications consultant to brand management team by evaluating recommendations of advertising and sales promotion agencies. Developed positioning platform and managed package design for new chewable antacid line extension. Developed consumer and trade promotion program to increase key-market unit volume. Conducted primary research to determine effectiveness of national sampling program. Analyzed pricing and distribution conditions in grocery, drug and mass merchandise channels.

CAMPBELL-EWALD ADVERTISING (Interpublic Group Inc.) – Warren, MI

1988 - 1991

Account Supervisor – GMAC Financial Services

Managed national advertising campaigns for General Motors Corporation auto, home and marine financing subsidiary; featured television, magazines and newspapers. Supervised research, creative, production, media and budgeting processes.

Senior Account Executive – Chevrolet and Geo

Managed regional-benefits advertising campaign for midsize and compact cars, sport utility vehicles and pickup trucks; featured television, radio, magazines and newspapers.

Account Executive – Chevrolet

Managed national-brand advertising campaigns for midsize, compact and sports cars – including introduction of Lumina line in partnership with Disney-MGM Studios Theme Park; featured television, radio, magazines and newspapers.

ROSS ROY ADVERTISING (Omnicom Group Inc.) – Bloomfield Hills, MI

1985 - 1988

Account Executive – Ameritech

Managed dual advertising campaign targeting *Ameritech PagesPlus* yellow pages consumers and advertisers; featured television, radio, magazines, newspapers and outdoor.

Assistant Account Executive – Ameritech

Analyzed *Ameritech PagesPlus* competitive advertising to inform campaign strategy. Conducted field research to measure customer satisfaction among consumers and advertisers.

Management Trainee – Multiple Clients

Coordinated creative, production and media departments to keep projects on schedule and within budget. Purchased television and radio commercial time.

EDUCATION:

INDIANA UNIVERSITY – Bloomington, IN

1995 - 1998

Doctor of Education

- Dissertation: *Custom Programs of Executive Education: A Case Study of the Indiana University School of Business – Whirlpool Corporation Partnership for Excellence – Manager Development Program*
- Major: Higher Education (School of Education)
- Minor: Strategic Management (School of Business)
- Guest lecturer in graduate course on *Environmental Theory and Assessment in Higher Education*

UNIVERSITY OF NOTRE DAME – Notre Dame, IN

1991 - 1993

Master of Business Administration

- Major: Marketing
- Guest lecturer in graduate course on *Marketing Management and Applications*
- High school teacher for Junior Achievement's *Project Business*
- President of MBA Marketing Association

MICHIGAN STATE UNIVERSITY – East Lansing, MI

1981 - 1985

Bachelor of Arts

- Major: Advertising
- Publicity Chair of University Senior Class Council
- Account Executive in advertising department of *The State News*
- Executive Committee Officer, Vice President and Interfraternity Council Rep of Lambda Chi Alpha
- Coach and player of intramural football, basketball and softball

ASSOCIATIONS:

INTERNATIONAL SOCIETY FOR PERFORMANCE IMPROVEMENT

ASSOCIATION FOR TALENT DEVELOPMENT

ORGANIZATION DEVELOPMENT NETWORK

INTERNATIONAL LEADERSHIP ASSOCIATION

INTERNATIONAL COACH FEDERATION