

STEPHEN BURNETT

Kellogg School of Management
Northwestern University
James L. Allen Center
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CAREER SUMMARY

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

An academic career spanning thirty years devoted to building one of the most admired university-based executive education operations in the world. Over eight years of general manager experience as the head of Kellogg School Executive Education. Played a pioneering role in popularizing the notion that custom executive programs can be powerful forces for implementing organizational change. Designed, directed, and taught in dozens of Kellogg School open enrollment programs and custom programs for some of their world's best-known corporations. Advisor and educator to numerous organizations on strategy and marketing issues.

Kellogg School of Management, Northwestern University

1981 to present

Associate Dean of Executive Education

2003 to 2011

Responsible for a portfolio of over 150 non-degree executive offerings attended by 5000 participants annually as well as for the James L. Allen Center, the School's 150 bedroom executive residence. Manage a staff (academic, professional, and building operations) of over 200 people.

- Almost doubled executive programs revenues from the post-911 low to the pre-financial crisis peak.
- Reorganized the business and put in place a new management team to significantly improve marketing of open enrollment and custom programs, program management effectiveness, and facilities quality and services.
- Oversaw major improvements in marketing effectiveness and efficiency, including a redesigned website, search engine optimization, greater use of press relations, and new marketing communications.
- Launched 20 new open enrollment programs ranging in length from 1-day to 3-weeks including a portfolio of programs on the Kellogg Miami Campus.
- Initiated a project to prepare participants better for their executive programs and assist them in applying their learning post-program as a means of improving program value. This project was selected to be profiled at a University best practices forum.
- Recognized thought leader in the management development industry. Frequently quoted in *AméricaEconomía*, *Business Week*, *Chicago Tribune*, *Crain's Chicago Business*, the *Economist*, the *Financial Times*, *Fortune*, the *Wall Street Journal*, *Workforce Management*, and many other publications throughout the world.
- Served on the team responsible for planning the Kellogg School Miami Campus.
- Completed 3 major multi-million dollar renovations of the Allen Center.
- Renegotiated the building services contract, resulting in much lower management fees and operating costs, a vendor investment of \$1million for facilities improvements and significantly improved financial reporting.
- Continue to serve as co-academic director of the Advanced Executive Program, the School's oldest and most senior-level program, and academic director of custom programs for key clients.

Faculty Director and Director of Custom Executive Programs **1985 to 2003**

As the faculty member assigned to Kellogg School Executive Education, sold, designed and directed dozens of custom programs for major organizations. Also developed new open enrollment offerings and served as the academic director of the School's longer general management programs.

- Open Enrollment Program Directed: Advanced Executive Program, International Advanced Executive Program at Burgenstock, Switzerland, Kellogg Management Institute (founding director), and Marketing Communications Program.
- Selected Custom Programs Designed/Directed: Beatrice Foods, British Petroleum, Brunswick, R. R. Donnelley, Exelon, ExxonMobil, Ernst & Young, General Electric, General Motors, Goodyear, Honeywell, International Paper, Motorola, Sears, Spiegel, USG Corp., and the Zurich.

Kellogg School Faculty Appointments **1981 to present**

- Professor of Strategic Management, Associate Professor of Strategic Management, Assistant Professor of Policy and Environment, Visiting Assistant Professor of Marketing
- Courses taught: Marketing Principles, Marketing Strategy, Management of Organizations, the General Management Perspective, and Strategic Management Foundations.
- Programs: Full-time and Part-time MBA, Evanston EMBA, International EMBA programs in Germany, Tel Aviv, and Hong Kong, hundreds of open enrollment and custom executive programs.

Private Consulting Practice **1985 to present**

Assist senior management teams in addressing corporate, business, and marketing strategy issues. Extensive experience teaching marketing and strategy in in-company executive programs including conducting marketing planning workshops.

- Selected Advisory Clients: American Dental Association, Cadbury Schweppes Mexico, Caterpillar, Chicago Mercantile Exchange, Evans Food Group, Ernst & Young, Force Protection, HEICO, HP, Navistar Parts, Nuveen Investment Banking, Sigma Alimentos, UOP Corp., and USG Corp.
- Selected In-company Program Teaching Clients: Allstate Insurance, Appleton Papers, Bank of America, Bristol-Myers Squibb, CIGNA Companies, Delta Career Education, ExxonMobil, Farmers Insurance, Federal Reserve Bank of Chicago, General Electric, IBM, Motorola, Northwestern Mutual, SABIC Plastics, Schneider Electric, Square D, Tenneco, Travelers Insurance, Western Star Trucks, Young & Rubicam.

Babcock Graduate School of Management, Wake Forest University **1980 to 1981**

Assistant Professor of Management

Taught MBA-level courses: Marketing Principles, Market Research, and Consumer Behavior

Indiana University, School of Business, Bloomington **1976 to 1980**

Instructor

Taught undergraduate-level courses: Marketing Principles and Market Research

Life Insurance Marketing and Research Association, Hartford, CT **1975 to 1976**

Assistant Director, Consultation Projects Divisions

Consultant to senior management of major life insurance companies in the areas of strategic planning, marketing planning, and sales force compensation.

EDUCATION

Doctor of Business Administration, Indiana University School of Business 1980

Honors: E. W. Kelley Research Fellow, University Academic Scholarships
Major Field: Marketing; Minor Fields: Econometrics and Mathematical Psychology

Master of Business Administration, Indiana University School of Business 1975

Honors: *Beta Gamma Sigma*, University Academic Scholarships, 1st in class, GPA 4.0/4.0

Bachelor of Science, Christian Brothers University, Memphis, TN 1973

Honors: *summa cum laude*, 3rd in class, *Delta Sigma Pi* Scholarship Key

PUBLICATIONS

Articles on strategy and marketing issues have appeared in *Research in Marketing*, *Journal of Marketing*, *Strategic Planning Management*, *Kellogg on Integrated Marketing*, and other publications. Writings on management education have been published in *Advances in Strategic Management*, the *Bricker Bulletin*, *Business Week*, the *Financial Times* and the *Harvard Business Review*.

Major cases supervised: Bally Total Fitness, Cole Taylor Bank, Hartmarx, R.R. Donnelley & Sons Co., UNO-VEN, USG Corporation, Whitman Corporation, and Zurich Insurance Group.

OTHER INFORMATION

- Keynote speaker on marketing and strategy at numerous conventions and conferences
- McKinsey Judge, *Harvard Business Review*
- Faculty Member, *Alpha Kappa Psi*
- Faculty Advisor, Kellogg School General Management Club
- Board Member, The CEO Perspective Program