

## DAVID A. KOEHLER

2015 S. FINLEY, UNIT 703, LOMBARD, IL 60148 • 630-207-5814

*"This past year our Marketing major was rated well above national average. I have taken to calling this the 'DAVID KOEHLER EFFECT' because he is the main change in the delivery of the Marketing major."*

*John F McDonald  
Senior Associate Dean  
University of Illinois at Chicago*

"David Koehler's performance over the evaluation period from April 1, 2002 to March 31, 2003 was **OUTSTANDING**. He was involved with the CEO Program; attended commencement ceremony; and actively mentors students. He clearly shows **COMMITMENT** to **EXCELLENCE** at UIC."

*Abigail McWilliams  
Department Head  
Managerial Studies  
University of Illinois at Chicago*

"extremely well prepared...**EXCELLENT PRESENTER**...involved the class Thoroughly...**ENERGETIC AND VERY DYNAMIC**...hope to utilize him as often as possible."

*UIC Faculty Evaluations*

"...excellent...professional...dedication...**ABILITY TO BE RESOURCEFUL**...motivates other...encourages active participation...**UTILIZES A VARIETY OF LEARNING STRATEGIES**...students appreciated his patience and commitment."

*Carole Lissy  
Marketing Program Coordinator  
William Rainey Harper College*

"...he had the attention of every individual...**PROVIDES GRAPHIC AND REALISTIC APPLICATIONS OF THE CONCEPTS**...clearly developed outline...soliciting input...**INTEGRATED THEIR RESPONSES INTO THE LECTURE**...extremely enthusiastic...delighted to work with...eagerly accepted responsibilities...volunteered...**ENERGY LEVEL APPEARS TO BE BOUNDLESS**...pleasure to work with...SIR evaluations-students gave extremely high ratings...supportive responses...excellent."

*Sue Erzen  
Associate Dean, Business & Services  
College of DuPage*

"...Instructor evaluation survey-summary score of 99.7% ...**CONGRATULATION ON THIS HIGH SCORE AND YOUR COMMITMENT TO OUR STUDENTS.**"

*Mike Vujuk  
Management Program Coordinator  
William Rainey Harper College*

### CAREER SUMMARY

A 23-year track record of proven success as a business manager and higher education instructor. High-energy innovator applying real world situations in the classroom to encourage participation and understanding. Progressive management and leadership skills emphasizing problem solving, project coordination, maximizing productivity and profitability, increasing sales, and enhancing satisfaction in the learning environment as well as on-the-job.

### HIGHLIGHTS OF QUALIFICATIONS

Innovative Leader	Undergraduate & Graduate Instruction
Coursework Development	Employee Training / Advising
Motivational Speaker	Retail Management
Profit/Loss Responsibility	Accounting / Financial Analysis
Marketing / Sales	Selection / Development of Employees

### INSTRUCTIONAL CAPABILITIES

#### UNDERGRADUATE

Advertising	Introduction to Business
Applied Management	Entrepreneurship
Marketing Channels	Consumer Behavior
Operations Management	Human Resource Management
Retail Management	Macro & Micro Economics
Principles of Finance	Principles of Management
Principles of Selling	Principles of Retailing
Supervision	Business Statistics
Business Simulation	Small Business Management
Organizational Behavior	Business Report Writing
Strategic Management	Marketing Research

#### GRADUATE

Business Policy & Strategy	Managerial Economics
Managerial Leadership	Principles of Marketing
Marketing Strategy	Consumer Behavior
Marketing Management	Strategic Management

#### CORPORATE TRAINING

Building Teamwork	Communication
Employment Law	Financial Statement Analysis
Leadership Skills	Inventory Control

### INSTRUCTIONAL EXPERIENCE

**University of Illinois-Chicago**, Chicago, IL

*Clinical Assistant Professor May 2005- Present*

*Undergraduate Director of Marketing Enrollment Fall 2007- Present*

*Full-time Lecturer 2001-2005*

Instructor for several marketing classes at the undergraduate level such as Consumer Behavior, Retailing, Entrepreneurship, Marketing Channels, Advertising and Sales and Marketing Management. Developed graduate level Consumer Behavior and Marketing Management class. Actively involved with the Collegiate Entrepreneurs Organization (CEO), and American Marketing Association (AMA) as a faculty advisor. Administrative duties include assisting Marketing students with course selection and monitoring enrollment during peak periods.

Established a working relationship with the EdVenture Partners consulting agency to create an ongoing advertising internship program with a focus on real world application. Students are required to utilize an actual budget of \$ 2500 to create and implement an on campus ad campaign. Students have had several organizations adopt their creative advertising and promotional material for implementation. Both the Navy and the CIA have committed to implementing the advertising campaigns created by the students. In spring 2007, mentored both student teams which were awarded first place in the advertising competition for Sapphire Mobile Systems and Vector Marketing. Currently working with Honda, FBI, and LL Bean in market research and the development of an on campus advertising campaign created and implemented in the classroom by students.

Curriculum committee member assessing course content, developing desired goals and expected outcomes. Attended numerous workshops and seminars to enhance professional growth. Involved with CEO functions including the writing of bios and introductions of guest speakers and selected inductees. Provided insight to local media in response to numerous requests for analysis of current business developments in relation to the field of advertising and retailing. Instrumental in the development of the Entrepreneurship Program, as well as the Business Plan Case Competition. Utilizing entrepreneurial concepts and principles in the development of actual businesses within an application based course thus allowing students to pursue their own entrepreneurial ideas within the classroom setting.

**Outstanding Faculty Service Award 2006, Silver Circle Award Winner 2005, Teaching Recognition Award Winner 2004, Faculty Advisor of the Year Nominee 2003, UIC Flame Award Nominee 2002, Silver Circle Award Winner 2002**

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“...one of the best... enthusiastic and very knowledgeable...willing to tackle any assignment...**GOES THE EXTRA MILE...** impressed by the rapport with his students...**STUDENTS WERE ALERT AND INTERESTED...** fast paced...everyone participated...thoroughly covered the material...added ‘real world’ examples...extracted ideas from students...lots of energy...relates well with students.”  
*Doug McCoy*  
*Associated Dean of Community Development*  
*Waubensee Community College*

“...very dynamic manager...highly motivated and..... energetic.....resourceful.....**GREAT MENTOR...**extremely knowledgeable.....proven success story...**ONE OF THE TOP TEN MANAGERS IN THE ENTIRE COMPANY...**...developer of people...Mastery of financials and operations management...”  
*Gerry Karlin*  
*V.P.Store Operations*  
*Walgreen Company*

“...**THE BEST MANAGER I HAVE EVER WORKED WITH**  
**.....MOTIVATOR...TAUGHT...INSPIRED**  
.....he is like a teacher who truly cares about .....bringing out the best in others...**EMPOWERING.....CHARISMATIC**  
.....demanding yet fair...Biggest influence in my career.....He believed in me...**MADE A DIFFERENCE IN MY CAREER.**”  
*John Gordon*  
*District Manager*  
*Walgreen Company*

“...charismatic...got class involved...excellent educator...loves teaching...fresh perspective...**CHALLENGES THE STUDENT...**rank as a top instructor...very knowledgeable...high energy level...**GREAT MOTIVATOR...**excellent...one of the best the teachers...perfect.”  
*End of Course Surveys*  
*Olivet Nazarene University*

“...look forward to taking more classes...excellent...loves to teach...great ability to keep everyone’s attention...**TERRIFIC...**fun to participate...applies material to current events...great enthusiasm...outstanding instructor...**HIS COMMITMENT AND DESIRE TO TEACH ARE TWO MAIN STRENGTHS...**learn more from discussion than text...**I WANT TO COME TO CLASS...**one of the best...approachable...gives clear examples...extremely fair...well prepared...motivates...explains information well...treats students equally...**MADE IT EASY TO COMPREHEND...**keeps class interesting.”  
*Instructor Evaluation Surveys*  
*William Rainey Harper College*

## INSTRUCTIONAL EXPERIENCE CONTINUED

**Benedictine University**, Lisle, IL *Adjunct Faculty 2000- Present*  
Teaching several courses in the marketing field such as Marketing Research and Quantitative Methods in the undergraduate program and Marketing Management in the MBA program. Applying practical solutions within the classroom and coordinating research projects.

**Dominican University**, River Forest, IL *Adjunct Faculty 2005- Present*  
Responsible for teaching various Marketing Classes at the undergraduate and graduate level.. Providing guest speakers and internship opportunities to enhance student’s awareness and opportunities. Evaluations graded as “**excellent**” by Dean Burke.

**Northwood University**, Lisle, IL *Faculty Member / Speaker 1995-Present*  
Unique condensed program for adult student requires maximum preparation. Currently teach Economics, Human Resources, and Entrepreneurship. Evaluations termed “**outstanding**” by Dean Taylor.

**Olivet Nazarene University**, Kankakee, IL *Adjunct Faculty 1995-2005*  
Accelerated undergraduate and graduate degree program, for the adult learner. Consistently reviewed as “**one of the best teachers in the program**”.

## BUSINESS EXPERIENCE

**Diamond Cut Masonry**, Lombard, IL *President 1995-2004*  
Commercial & Residential Masonry Construction Company  
• Implemented start-up. Managed marketing, sales, accounting & human resources.  
• Initial start up masonry business achieved sales in excess of \$ 850,000 per year.  
• Responsible for developing a diverse workforce with minority focus.

**Walgreen Co.**, Deerfield, IL *Manager 1983-1995*  
Largest Drugstore Chain and Liquor Retailer in US.  
Ten consecutive years of improving sales and gross profits at three store locations with annual sales ranging from \$3.5 million to \$8.5 million. Responsible for all facets of store operations including Self-Service, Liquor, Cosmetics, Camera, and Pharmacy departments.  
• 1990 **Manager of the Year** (#1 of 220 Managers)  
• 1993 and 1992 **Sales Award** (#1 in Store Sales)  
• 1988, 1989, 1990, 1991, 1992, 1993 **Top Profit Producer** awarded to top 15%.  
Requires a minimum of \$ 500,000 annual profit.  
• Consistently increased sales and net income at all locations.

Lyons:	<b>85.2%</b> Increase in Net Profit Dollars	<b>50%</b> Increase in Sales
Countryside:	<b>68.5%</b> Increase in Net Profit Dollars	<b>14%</b> Increase in Sales
Hickory Hills:	<b>42.9%</b> Increase in Net Profit Dollars	<b>9%</b> Increase in Sales

- **Increased** store gross profit margin by 10.7%.
- **Decreased** payroll expenses by 16.8%.  
Introduced a hands-on approach to store financial analysis. Walgreens then implemented in **All** retail sites resulting in better operations management and higher earnings.
- **Increased** liquor gross profit margin by 30% through coordinating efforts with vendors, such as Quantity Discounts, In-store Displays, and Sales of the Month.
- **Implemented** specific site sales promotions that would increase daily sales revenues between 45-65%.
- **Responsible for hiring and developing** of all store personnel. Including 2-4 Assistant Managers and 30-35 additional employees.
- **Established** a unique cross training program resulting in higher efficiency and greater job satisfaction.
- **Mentored** five individuals into management positions.

## EDUCATION

**MBA, Cum Laude Graduate, 1991** *Governor's State University, University Park, IL*  
**BS, Management (Minor: Economics), 1983** *Illinois Sate University, Normal, IL*  
**AAS, 1981** *Joliet Junior College, Joliet, IL*