

JON QUINN

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MARKETING LECTURER & CENTER DIRECTOR

Senior marketing executive with extensive experience in corporate leadership and university level instruction with the following discipline and course instruction strengths:

Primary

Marketing Communications
Consumer Behavior
Principles of Marketing
Brand Strategy
Market Research

Secondary

Promotional Marketing
Product Innovation & Management
Public Relations
Digital and Social Media
Services Marketing

ACADEMIC EXPERIENCE

THE OHIO STATE UNIVERSITY FISHER SCHOOL OF BUSINESS

August 2019 – Present

Sr. Lecturer, Marketing & Logistics Department

Faculty Sponsor, Amazon-Fisher Educational Alliance

Instructor for undergraduate sections of Principles of Marketing Research, Consumer Behavior, and Marketing Strategy, and MBA sections of Digital Marketing. Partnered with Amazon Advertising in the development and launch of the Amazon-Fisher Educational Alliance, a semester-long workshop immersion into the Amazon Advertising platform that provides undergraduate and MBA students potential career opportunities.

INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS

August 2019 – July 2021

Nestlé Faculty Fellow, Director, Center for Brand Leadership

Director, Consumer Marketing Academy

Create and manage active learning opportunities with corporate partners, develop supplemental brand and career management curriculum and coordinate events that engage students with corporate partners, mentor Marketing MBA students regarding career and academic choices and preparation, actively engage and participate in on and off campus recruiting and secure and manage Center and Academy funding.

Lecturer – Marketing Department

Instructor for undergraduate sections of Marketing Research, Digital Marketing, and Marketing Strategy (senior capstone course), and MBA sections of Digital Marketing, Consumer Marketing Practicum, Marketing Strategy Practicum and Consumer Channels Marketing.

OHIO UNIVERSITY COLLEGE OF BUSINESS, Athens, OH

2018 – 2019

Adjunct Faculty – Marketing Department

Part-time instructor for sections of Marketing Strategy (capstone) & Marketing Principles (cluster).

CAPITAL UNIVERSITY**SCHOOL OF BUSINESS & MANAGEMENT**, Columbus, OH

2018 – 2019

Adjunct Faculty – Marketing

Part-time instructor for MBA section of Marketing Communications.

UNIVERSITY OF DAYTON**SCHOOL OF BUSINESS ADMINISTRATION**, Dayton, OH

2018 - 2019

Adjunct Faculty – Marketing

Part-time instructor for online MBA sections of Organizational Behavior and Principles of Marketing.

THE OHIO STATE UNIVERSITY**FISHER COLLEGE OF BUSINESS**, Columbus, OH

2016 – 2018

Adjunct Lecturer – Marketing Department

Instructor for underclassmen sections of Consumer Marketing sections for Marketing Communications. Also assisted professors in data collection, entry and analysis.

PENNSYLVANIA STATE UNIVERSITY**SMEAL COLLEGE OF BUSINESS**, State College, PA

1994 – 1996

Graduate Assistant – Marketing Department

Instructor for underclassmen sections of Introduction to Marketing and upperclassmen sections for Marketing Communications. Also assisted professors in data collection, entry and analysis.

UNIVERSITY OF PITTSBURGH**KATZ COLLEGE OF BUSINESS ADMINISTRATION**, Pittsburgh, PA

1991 – 1994

Adjunct Faculty – Marketing Department

Part-time instructor for upperclassmen sections of Consumer Behavior.

MARKETING EXPERIENCE**HUNTINGTON NATIONAL BANK**

Columbus, OH

2017 – 2018

Vice President, Customer Communications

Responsible for the development, execution and optimization of multi-channel customer communications and effectively promote Huntington and its products and services. Direct and supervise the creation and implementation of customer communications and CRM across all channels and customer segments.

- Developed multicomponent onboarding program for the mass affluent wealth segment with the objective of improving retention and creating over \$20M in incremental present value.
- Led revision and relaunch of over 500 system-generated customer letters to enhance understandability, reflect corrected information and brand voice and positioning.
- Redesigned and revised in-branch sales tools to support enhanced sales process and product revisions.
- Launched new customer brand introduction & experience program utilizing Salesforce Journey Builder platform to facilitate account activation and improve customer satisfaction for 200k new customers annually.

FAZOLI'S SYSTEMS MANAGEMENT, INC.

Lexington, KY

2014 – 2017

Vice President – Marketing

Executive staff role reporting to President/CEO leading eight-person marketing department for fast casual chain with over 200 locations. Responsibilities included brand strategy, promotional calendar management, digital and social marketing, field marketing, research and analysis, public relations, menu development and marketing communications.

- Optimized promotional and media strategies resulting in over 6% system-wide comp sales and positive comp traffic.
- Member of four-person executive staff team that developed and delivered materials and presentations for prospective investors that led to successful sale of company.
- Developed new bundled value platform that drove consistent double-digit growth in test over control markets and is scheduled to roll system-wide in 2016.
- Led major product development initiative that drove 3% incremental sales growth and significantly improved key brand perception measures.

BOB EVANS RESTAURANTS, INC.

Columbus, OH

2011 – 2014

Director – Brand Management

Responsible for product development, pricing strategy and special event/holiday promotions for super-regional full-service dining chain with 565 locations and \$1 billion in annual sales. Role reported to President of restaurant division.

- Generated 2.7% sales increase through strategic pricing actions based on price elasticity and thorough competitive and economic environment analysis.
- Directed menu re-design and re-engineering achieving 3% growth in average transaction amount, 50 basis point margin improvement and introduction of new offerings resulting in over 200% growth of key high-margin category.

PAUL WERTH ASSOCIATES

Columbus, OH

2008 – 2011

Vice President, Account Services

Senior leadership role responsible for account team profitability, business development and research practice leadership. Account team leader for the **White Castle** (restaurant and frozen product), **T. Marzetti** (multiple CPG brands), **SafeAuto Insurance**, **Huntington Bank**, and **Safelite Auto Glass** accounts. Reported to President/CEO.

- Led the development of new positioning, graphic brand identity and marketing communications plan that contributed to over 10% sales growth for Sister Schubert's Homemade Rolls. Key components included public relations, digital, social media engagement, blogger outreach, brand positioning related contests, and seasonal FSI's.
- Directed account team's successful defense of the SafeAuto Insurance broadcast account. Led development and execution of the broadcast campaign that resulted in double-digit growth in call center volume.
- Acquired White Castle account. Managed design, execution and analysis of multi-methodology brand reputation research study that provided the strategic foundation for corporate PR campaign, brand development initiatives and new frozen product packaging.

ADDITIONAL RELEVANT EXPERIENCE

Applebee's International, Inc., Overland Park, KS

- Sr. Director, Brand Development: Concepted and tested long-running "2 for \$20" promotion.
- Director of Creative Services: Launched iconic "Eatin' Good in the Neighborhood" campaign.

YUM Brands:

- **Long John Silver's**, Louisville/Lexington Kentucky
- **Foot Locker, Chicago/Philadelphia, PA** (client: Taco Bell)
- **Ketchum Communications, Pittsburgh, PA** (client: Pizza hut)

EDUCATION

Master of Science (MS), Marketing

Pennsylvania State University - Smeal School of Business Administration
State College, PA

Master of Science, Industrial Administration (MSIA/MBA)

Carnegie Mellon University, Pittsburgh, PA

Bachelor of Arts, Economics

University of Pittsburgh, Pittsburgh, PA

- Swimming Scholarship
- Director of Athletics High Honor Roll