**Robert W. Touro, DM**

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*An accomplished business and marketing professional   
aspires to apply his experience as instructor/educator/mentor.*

## Education

### Colorado Technical University – Colorado Springs, CO

An ACBSP (Accreditation Council for Business Schools and Programs) University

DM.EM (Doctor of Management – Emerging Media) GPA 4.0, conferred March 24, 2015

### University of Phoenix – Phoenix, AZ

MA Ed. in E-Education (GPA 4.0) Major in Adult Education and Distance Learning

Degree conferred August 2003

### University of Massachusetts – Dartmouth, MA

MBA Graduate Courses (GPA 3.47)

* Behavioral Concepts (Spring 1976)
* Marketing Management (Fall 1976)
* Operations Management (Spring 1977)

### Johnson & Wales University – Providence, RI

BS/BA – Management 1972 (GPA 3.07) degree conferred June 1972

AS/BA – Accounting & Management 1967 degree conferred June 1967

# Licenses/Professional Certification & Affiliations

* Florida Notary Public – my commission expires 9/21/2019
* Florida – Real Estate Agent License
* Florida – Sellers of Travel, Independent Sales Agent
* International Association of Travel Agents (IATA) - Member
* National Association of Credit Management – Certified Credit Executive (CCE)
* Academy of Management – Member
* American Marketing Association - Member
* The International Society of Organizational Development – Member
* United States Distance Learning Association - Member
* Collaborative Institutional Training Initiative (CITI), License 7859962
* Basic Refresher Course - Human Subjects Research Curriculum Completion Report CITI Collaborative Institutional Training Initiative (CITI), License 7859961

**Scholarly Publications/Articles**

* Article; *Is anyone ready for the graying of America?﻿* The Insights Forum; December 2014 Edition. The Blue Water Institute. Viewable at <http://thebluewaterinstitute.com/insights_forum_december_2014_edition>
* Doctoral dissertation; *Seniors, Entitlements and Social Media – Oh My!* Final defense September 12, 2014. Published in ProQuest/UMI database 12/31/14. Publication year: 2015, Dissertation/thesis number: 3646163. ProQuest document ID: 1639629917. Document URL: <http://search.proquest.com/docview/1639629917?accountid=50415>.
* Article; Boomer Café.Com on April 21, 2014 entitled; A baby boomer determined to be a life learner. Viewable at <http://www.boomercafe.com/2014/04/21/a-baby-boomer-determined-to-be-a-life-learner/>
* Seniors, Entitlements and Social Media – Oh My! (2015). Commercial Printing. LAP LAMBERT Academic Publishing (2015-02-20) - ISBN- 978-3-659-36633-8

## Career Objective

With life and career experiences gained over 40+ years, Bob desires to instruct at the college, university or corporate training level, preferably in an online, distance education environment. Applicable subject and topic areas of expertise include:

* Adult Education and Distance Learning
* Advertising
* Business & Contract Law
* Business Ethics
* E-Business/E-Commerce
* Instructional Design
* Introduction to Business
* Introduction to Business Information Systems
* Leadership
* Management
* Marketing
* Organizational Behavior/Development
* Sales

**Work Experience**

**Colorado Technical University (CTU) Online** October 2004 – Present [www.ctuonline.edu](http://www.ctuonline.edu)

Associate Professor – Adjunct Instructor – Business Education (Marketing & Management)

An ACBSP (Accreditation Council for Business Schools and Programs) University

Conduct online college level (BS. & MS/MBA) course instruction in Marketing and other related business course subjects. Online students from around the world participate in 100% online/Internet based courses of study leading to Bachelor and Master of Science degrees in Business Administration. Proficient user/trainer on Adobe Acrobat Connect Professional “Live Chat” technology – used extensively in all course curriculums. CTU also uses an adaptive learning module called Intellipath™ which is a customized platform developed by RealiseIT (<http://realizeitlearning.com/>).

Current and past courses of instruction include:

* CB455 Marketing Management, Strategy, and Research (undergraduate capstone course)
* MGM110 Principles of Business
* MGM310 E-Business
* MGM365 The Legal and Ethical Environment of Business
* MGM628 Marketing in the digital age (graduate program)
* MKTG225 Introduction to Marketing
* MKT305 Marketing in a Virtual Marketplace
* MKT350 Marketing Research Principles
* MKTG630 Applied Managerial Marketing (graduate program)
* PSP110 Business Presentation

Recipient of the 2013-14 CEC Educator of the Year Award – Academic Leadership (June 2014)

Recipient of the 2009 CTU Faculty Excellence Award – Q3

Recipient of the 2005 CTU Faculty Mentor of the Year Award

Recipient of the 2005 CTU Faculty Service Award

Faculty Trainer – mentoring & coaching of new faculty (2005-2010)

Member CTU Technology Committee (2005-2011)

Faculty Moderator of the Virtual Commons – Adult Learners Club & Student Support Community

3-Time Nominee for “Educator of the Year” 2009, 2012 & 2014 (recipient)

Faculty representative (College of Business & Management) – Faculty Rank & Promotion Work Group (2015)

**Florida Institute of Technology (FIT), Melbourne, FL – August 2015 – present**

Online Faculty Adjunct Instructor (Graduate) Concentration: Internet Marketing

FIT leverages The University Alliance (a division of Bisk Education) as its LMS provider platform. Both Adobe Connect Learning and Turnitin (originality software) are incorporated into the programs.

* BUS5621 Internet Marketing (MBA Internet Marketing)
* BUS5623 Technologies of Internet Marketing (MBA Internet Marketing)
* BUS5629 Integrated Internet Strategies (MBA Internet Marketing)
* EMK3601 Introduction to Marketing

**Trident University International (TUI), Cypress, CA. – August 2015 – present**

Faculty (Online) – Glenn Jones College of Business

Faculty profile: <https://www.trident.edu/degrees/bachelors/faculty/robert-touro/>

Trident focuses on adult learners with a heavy concentration on active duty military and veteran students deployed around the world. Additionally, adult learners come from all walks of life and a variety of current and former backgrounds. The Trident LMS platform is based on Desire2Learn.

* ETH301 Business Ethics
* MGT401 Leadership and Change
* MGT420 Power Influence and Persuasion
* MGT423 Organizational Management and Change
* MGT499 Strategic Management

Recipient of the Summer 2016 quarter Trident Teaching Excellence Award – presented November 11, 2016. <http://www.prweb.com/releases/2016/12/prweb13928668.htm>

**Southern New Hampshire University (SNHU), Manchester, NH – November 2015 - present**

Certified to instruct multiple undergrad and grad courses in management and marketing. The LMS used at SNHU is Blackboard 9 with an adaptive learning module from Pearson Education (MyLab).

* MKT113 Introduction to Marketing (initial onboarding class for first time online students)
* MKT-355 Social Media Marketing Strategy

**Stratford University, Falls Church, VA – May 2015 - present**

Instruct 100% online courses at the graduate MBA level using the Moodle CMS platform. Augmented with Adobe Connect Web meeting/conferencing.

* EBM502 Research Methods
* EBM515 E-Commerce: Business Models & Strategies

**Cybermax, Inc., Jacksonville, FL**

E-Business/E-Learning Solutions Company

*Vice President Marketing & Business Development*July 2005 – December 2015 (Retired)

Following a management/ownership transition, returned to previous role with company, which initially spanned the time period of June 1999 through April 2002 (see below).

**Insurance Agent,** Jacksonville, FL August 2003 – September 2004

Self-employed agent

Life, Health & Variable Annuity insurance sales

Specialized in individual and group health product sales on behalf of Blue Cross Blue Shield Florida, working through First Coast Premier Group in Jacksonville, Florida.

**BuilderWire, Inc.** ([www.builderwire.com](http://www.builderwire.com)), Lexington, MA April 2002 – March 2003

##### Application Product Software Company – B2B

*Vice President & Chief Marketing Officer*

BuilderWire is a software product development start-up based in Massachusetts. The company’s primary product is a business-to-business (B2B) web-enabled application targeting the hardware, lumber and building material retail-dealer industry. The product allows a dealer/yard to put its customer account history (orders, quotes, invoices, statements) online. The BuilderWire application integrates with the dealer’s “back-office” system through a *“Connector Interface”* to provide a seamless connection to the dealer’s accounting and financial system.

**Cybermax, Inc.** ([www.cybermax.com](file:///C:\Users\Bob\Documents\TEMP\www.cybermax.com)), Jacksonville, FL June 1999 – April 2002

E-Business/E-Learning Solutions Company

*Vice President Marketing & Business Development*

(Transferred ownership to offshore India interests)

Cybermax specializes in the design, development and deployment of web-enabled business and e-learning solutions, used extensively in commercial industry. The primary market focus was the building and construction industry, developing web-enabled solutions for manufacturers, wholesale/distributors, retailers, and professional trade associations. Solutions encompass integrated Content Management System (CMS) and B2B/B2C commerce components. Directed marketing/sales and relationship account management for the company’s customers. Primary accounts included Orgill, Inc. (Memphis, TN) [www.orgill.com](http://www.orgill.com), Lumbermen’s Merchandising Corp. (LMC – Wayne, PA) [www.cyberyard.com](http://www.cyberyard.com) , Windsor Mill, (Windsor, CA) [www.windsorone.com](http://www.windsorone.com) and Fox Electric (Philadelphia, PA) [www.foxelectricsupply.com](http://www.foxelectricsupply.com).

**Qualitech Systems, Inc**., Jacksonville, FL April 1997 - November 1998

IT Staffing & Placement Practice

*Vice President Marketing & Business Development* (Company sold)

* Responsible for strategic and tactical planning and management of day-to-day company operations, encompassing client-side account management and recruiting and staffing development.
* Direct supervision of two regional marketing managers and an account manager, as well as indirect management of the recruiting staff of four.
* Established South Florida (Miami) branch to extend the geographical reach and presence of the practice and to increase our exposure to qualified staffing candidates.
* Responsible for business and recruiting development, specifically out-of-area recruiting programs and promotions.

**Marketing Associates**, Plymouth, MA August 1994 - March 1997

Independent Marketing Consultant

*Managing Director (Self-employed)*

Engagements included:

*MA E-Commerce Services Provider* - Functioned as company's Vice President of Marketing overseeing a product marketing/management team of 12 professionals. This was a start-up concern involved in supporting the inter-relationships between order entry/conveyance/fulfillment and payment via private and virtual network connections between trading partners (11/96 - 3/97).

*CA Billing/Statement Outsourcer* - Performed two major assignments: Key Account Sales strategy analysis and planning for targeting RBOC/Telco's (Regional Bell Operating Company) business (8/96 - 10/96); and market assessment and requirements definition for new prospective service offering targeting vertical industries (5/96 - 6/96).

*OK & TX Software Developers* - Introduction and coordination of merger discussions between parties, both of which were AS/400 midrange system utility developers (1/96 - 4/96).

*BC (Canada) X.400 Software Developer* - Performed product/program management and market launch for cc:Mail/MS Mail/X.400 gateway solution on OS/2 platform (8/95 - 12/95).

*MA AS/400 E-Fax Software Developer* - Performed acquisition targeting, contact and initial screening of prospective companies for purchase (8/95-12/95).

*PA Regional Telco* - Performed market research and developed strategy plan for introduction of regional healthcare telemedicine servicing initiative for regional promotion and prospective services offering (12/94 - 3/95).

**Infonet Services Corporation**, ([www.infonet.com](http://www.infonet.com)) August 1989 - August 1994

Company acquired by British Telecom in 2005

El Segundo, CA

Global Data Communications Services Carrier

*Director of Marketing*  (Software division closed)

* Developed business and marketing plans, direct and indirect sales channels and sales management/support. Initiated OEM and third party relationships and alliance programs with IBM, Group Bull, Andersen Consulting and IBM/Advantis (IBM Global Services).
* Managed commercial/federal outsourcing programs involving computing, communications and re-engineering migration from legacy-based systems to client-server, LAN/WAN services.
* Managed marketing and sales programs for Electronic Commerce (e-mail/messaging, file transfer, fax and telex transmission software suite), operating on IBM midrange (S/3X - AS/400) platforms.
* Responsible for new business development using direct and indirect sales channels, direct mail and telemarketing programs. Performed all PR/analyst relations and marketing communications worldwide. Performed all promotional programs for advertising, promotion and trade shows.
* Responsible for P/L, forecasting/budgets, short and long-term strategic and tactical planning, scheduling and project management.

**Atlantic Data Services**, Quincy, MA June 1987 - March 1989

IT Professional Services/Banking

*Director of Sales and Marketing*

* Expanded practice from New England concentration to national. Opened offices in New Jersey and Florida for regional support, staffed and managed three regional sales managers and managed staffing and recruiting initiatives to increase the size of the practice.
* Responsible for overall company market positioning and promotion and performed key account sales. Developed and managed vendor relationships with IBM, UNISYS and Computer Associates.
* Exceeded company growth and revenue contribution targets.

**CSC Consulting** (Computer Sciences Corp.), Waltham, MA January '86 - May'87

IT Systems Integrator/Consulting Practice

*Location Manager, Roseland NJ*

* Complete P/L responsibility for New Jersey consulting practice, management of professional staff, administration and three sales managers. Oversaw and managed the startup of the New York City NY office located in the financial district of lower Manhattan.
* Grew practice from 24 to 48 full-time consultants, exceeding revenue goals and contribution. Led all branches nationally on billable rate yields, percentage growth, and retention and training programs. Won the President’s Cup for performance in 1986.
* Consulted primarily to Fortune 500 companies involved in full life cycle project management of application development projects, typically valued in excess of a million dollars.

**HBO & Company**, Waltham, MA January '82 - December '85

Healthcare Software/Systems

*Marketing Vice President & General Manager* (Division sold, ceased operations)

* Initial start-up software development/services company, developing Decision Support software applications for hospital reimbursement analysis (State and Federal mandated cost reporting - HCFA).
* Highly successful, merged with Amherst Associates after two years and subsequently by HBO & Company in a purchase. Company grew from seven to 75 employees first year profitable each year.
* Minority equity partner performing all sales and marketing management. Also responsible for the construction, staffing and management of an IBM Mainframe data center to support internal development and remote access and client hospital access to time-shared services. Data center also provided outsourced development computer services to support other health related software development/services firms (PSROs, DRG analysis, etc.).

**Datacrown, Inc**., Wellesley, MA September'78 - December'81

IBM Mainframe Computer Services

*Senior Account Executive* (Company closed U.S. operations)

* Primary concentration on health care and software developers, creating promotional and partnering programs to address these vertical industries. Forged cooperative alliances with Health Data Resources, MetLife Corp. Health Analysis, Blue Cross/Blue Shield National Association (in support of LRSP deployment).
* Consistent 100% quota achiever (President's Club), led branch in new account sales. Displaced/outsourced two IBM mainframe data center accounts on long-term contracts.

**TRW Information Services**, Long Beach, CA June 1975 - August 1978

Business and Consumer Credit Reporting Services

*District Marketing Manager, New England* (Currently d.b.a. “Experian”, Inc.)

* Initial entry into sales as marketing representative for 6 state New England region, launching new commercial credit reporting service to major accounts, banks, financial institutions and commercial lenders.
* Consistently led all regions nationally with new account sales, creating an account base in New England exceeding the combined total of accounts in all other regions of the US.
* Promoted within first year to District Marketing Manager, establishing New England office, hiring and managing a staff of 3 people.

**Palm Beach Company**, New Bedford, MA December 1968 - May 1975

Apparel Manufacturer

*General Credit Manager, Director of Personnel & Purchasing*

(Company ceased operations)

* Responsible for all credit/collection management for the company internationally.
* Responsible for recruiting, staffing of all administrative and plant personnel (600 employees), encompassing EEO and OSHA compliance and benefits administration. Concurrent with Personnel, I also managed Purchasing with an annual $8 million budget exclusive of textile purchases. Additionally performed all tasks associated with managing a retail co-op advertising program linked to national sales promotion programs.
* Managed a staff of 12.