

GREG SMITH  
ASSOCIATE PROFESSOR IN THE PRACTICE OF MARKETING AND BUSINESS  
GORDON COLLEGE  
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## EDUCATION

### **Degrees**

MBA, Marketing and Marketing Leadership concentration <i>Endicott College, Beverly, MA</i>	2019
MS, Nonprofit Management, Leadership concentration <i>Northeastern University, Boston, MA</i>	2013
BS, Business Administration, Finance concentration <i>California State University, Long Beach, CA</i>	1982

### **Other Education**

CDMP (Certified Digital Marketing Professional) <i>Digital Marketing Institute/American Marketing Association, Dublin, Ireland</i>	2023
Inbound Marketing and Inbound Sales Certifications <i>HubSpot Academy, Boston, MA</i>	2016
AEA Executive Institute <i>Stanford University, Palo Alto, CA</i>	2009
Certificate in Biblical Studies <i>Columbia Bible College, Columbia, SC</i>	1983
Seven (7) Seminary Classes <i>Gordon Conwell Theological Seminary, So. Hamilton, MA</i>	2007 - 2011

## Teaching Experience

<b>Associate Professor in the Practice of Business and Marketing</b> <i>Gordon College, Wenham, MA</i>	2021 - present
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Hired to build out and teach a more robust Marketing curriculum for the Economic and Business Department.

Have prepped 9 separate classes since starting in January 2021: ECB205, ECB277, ECB332, ECB343, ECB344, ECB345, ECB374, ECB425, and ECB492.

At the time I was hired, Gordon College had 9 students with a Marketing Concentration under the Business Administration major with a weak curriculum which largely consisted of non-marketing related courses. Starting with a revamp of the Principles of Marketing course and adding Marketing Strategy, Digital Marketing, and Sales/Negotiation the last two years, I created a curriculum for Marketing students that was much more relevant.

For school year 2022/2023, developed the elements needed for Marketing to become a full-fledged major beginning with the school year 2023/2024. The department now currently has 45 students who are either a Marketing Concentration (17 students) or Marketing Major (28 students). The numbers support that creating, developing, and executing the creation of this Major and curriculum met a significant need amongst our business students. A Marketing Minor was created at the same time of which there are currently 3 students. To build the curriculum, I researched over 20 other marketing curriculums from other schools to create and build the most optimal program at Gordon College and completed the necessary paperwork and process that Gordon requires for creating a new major.

In school year 2020/2021, structured a repeatable process and curriculum for the internship for credit course (ECB425) for all the Business majors at Gordon. Previously, various professors in the department would randomly manage the program for specific students. Built the program to a structured and consistent format and then oversaw it for 2 ½ years.

In school year 2022/2023, developed a 2-credit course on career and calling for business majors and launched the first section of that class in Spring of 2023 with 13 students. The course has now become required for all business-related majors for sophomores (ECB205).

In school year 2022/2023, built and led a team of 13 students to participate in the National Advertising Student Competition competing against 250 schools nationwide in a school year long program. Initial team of students finished third in the Northeast region which was substantial given first year participation. A new team for school year 2023/2024 is currently build a case for competition in March 2024.

In school year 2022/2023, recruited and led a select team of 6 students to participate in the nationwide International Collegiate Business Strategy Competition culminating in bringing the team to Anaheim California for the final cohort. The team was first in presentations and second in overall score for their division in the initial entry into the competition.

**Adjunct Professor**, Masters of Nonprofit Management program 2019 - present  
*Northeastern University, Boston, MA*

Taught two separate courses in the program and developed the curriculum, classroom material and assessment for each. Nonprofit Strategy was taught five times and Nonprofit Marketing was taught twice. I remain an active adjunct with Northeastern University in this program but have taken a sabbatical to focus my efforts on my work at Gordon College.

**Adjunct Professor**, Undergraduate and Graduate programs 2020  
*Endicott College, Beverly, MA*

Developed the curriculum, classroom material and assessment for three classes both of which I taught just one time. Principles of Marketing and Nonprofit management was taught to undergraduate students and Sales and Sales Leadership was taught to 5<sup>th</sup> year MBA students. Resigned as an adjunct after accepting the Gordon College position due to potential conflicts.

## Professional Experience

### **Principal**

2016 - present

*Next Level Consulting LLC, Beverly, MA*

Individual consulting to nonprofits in strategy, marketing, and board governance. Have worked with 11 different nonprofits during this time.

The deliverables have entailed developing strategic plans, marketing evaluations, rebranding efforts, board enhancement and organizational restructuring. This work is typically done by and through the Cummings Foundation who initiates projects that I do pro-bono for their grantees.

Have also worked as a consultant for two of my previous employers in paid engagements.

### **Consultant**

2019 - 2020

*Curtis Strategy, Andover, MA*

Consulting company focused on providing strategic planning, organizational design, and merger oversight for nonprofit organizations. Managed 5 client deliverables including work at the YMCA of the North Shore, Lowell House, New England Disabled Sports, Veterans Outreach Center, and Lazarus House.

### **Executive Vice President**

2017 - 2019

*Certica Solutions, Lynnfield, MA (\$34 million EdTech software provider)*

Responsible for all revenue for the company including marketing, new business, renewals, customer success, and channels. Tasked to shore up and grow the revenue model to position the company to be sold which did happen in November 2019 when the company was sold to Instructure.

### **Chief Revenue Office**

2015 - 2017

*Security Innovation, Wilmington, MA (\$16 million cybersecurity company)*

Responsible for all go-to-market strategies and execution including marketing, directs sales, customers success and channels. During my tenure I launched a new website, revamped the business development department, segmented the sales organization, and built out the marketing department.

### **Chief Executive Officer**

2014 - 2015

*Enterprise Center, Salem, MA (startup business accelerator)*

In a short period of time, developed higher quality programs, created new key partnerships, launched a new website, and established the foundation for growth for the organization.

### **Various Vice President and General Manager roles**

2000 - 2014

*Kronos Incorporated, Chelmsford, MA (\$1 billion + provider of workforce management software)*

Instrumental contributor to the management and, subsequently, the executive team as company grew from \$250 million in annual revenue to over \$1 billion in annual revenue. Assumed roles that involved fixing or building organizations as well as unofficial roles in merger consolidation, salesforce.com implementation, and messaging development.

Details on Kronos experience:

**Vice President, Public Sector, Federal and Education** 2009 - 2014

Based on previous performance, tapped to create, and then manage the Public Sector division which included government, education, and federal markets. In the five-year period, drove revenue growth over 60% generating more than 40 million-dollar projects including the largest project in the company's history at Veterans Administration.

**Vice President, Global Account Program Accounts including Retail Vertical** 2004 - 2009

Developed National Account program that morphed into the Global Account program ending with profit and loss (P&L) responsibility of more than \$130 million in revenue and staff of 130 people. Exceeded revenue and profitability targets each year.

**General Manager, Northeast** 2000 – 2004

Recruited to lead northeast division (\$23 million in sales) including sales, marketing, engineering, technical, and operations personnel. Successfully turned around the second-worst performing division to become the Number 1 division for the company in less than 2 years. Awarded General Manager of the Year in 2002.

**Regional Director, Northeast (1998–2000)** 1994 - 2000  
**Divisional General Manager (1994–1998)**  
*Avnet/Marshall Industries, Wilmington, MA*

Led \$100 million division and team of 75. Promoted to Regional Director managing \$220 million P&L, staff of 140 and 7 offices. Generated extraordinary financial growth by increasing revenue 50% in 4 years and exceeded company financial objectives by generating divisional pretax profits 30% greater than overall company returns.

**General Manager, New England Office (1991–1994)** 1989 - 2004  
**Operations Manager (1989–1991)**  
*Future Electronics, Bolton, MA*

Led \$27 million division after promotion from running internal and product marketing operations. Generated significant financial returns by doubling revenue in 3 years with minimal headcount addition. Pioneered company efforts selling inventory management systems utilizing PC based EDI system. General Manager of the Year in 1993.

**Marketing** 1983 - 1989  
*Projections Unlimited, Irvine, CA*

Various marketing roles for this distributor of specialized semiconductor products. Roles included product marketing, general marketing, and sales.

## Nonprofit Leadership Experience

### **Elder**

2010 - present

*First Presbyterian Church, North Shore, Ipswich, MA*

Elder for a church of 300 to 550 people at various times.

Part of leadership team that oversaw denomination change, building campaign, and satellite launch where we sent 125 people off to start a new church.

### **Chairman of the Board**

2013 - present

*Amirah, Woburn, MA*

Christian nonprofit organization that provides aftercare for survivors of sex trafficking and commercial exploitation.

Oversaw numerous important changes at Amirah including 2 program expansions and 1 service restructuring.

### **Vice Chairman of the Board**

2015 - present

*Pathways for Children, Gloucester, MA*

\$8 million nonprofit organization that provides Head Start education and family support to families living below the poverty level.

Member of the Board Executive Committee which oversaw the complete overhaul of the key executive team over a period of 4 years.

### **Chairman of the Board and Board member**

2008 - 2013

*Lazarus House Ministries*

\$8 million nonprofit providing a variety of resources to those facing homelessness and poverty in Lawrence, MA.

Developed a plan for focusing the organization into more strategic service delivery.

## Affiliations

American Marketing Association (AMA)

American Advertising Federation (AAF)

Christian Business Faculty Association (CBFA)

Mass Challenge mentor

## Related Institutional Service to Gordon College

### Committees

- Participated in the Storyboard working session for Gordon College's rebranding effort in December 2022. Spent a full day and parts of other days helping to develop the framework for new messaging.
- Co-Chair of the 7-person Budgeting Task Force as initiated by President Hammond in the summer of 2022. Our work was to make detailed and specific recommendations for solving some of the budget issues of the college.
  - Was the faculty representative on the Committee.
  - Extensive work over the summer was done by our Committee in preparation for the strategic planning process resulting in a 25-page deliverable in August of 2022,
- Committee for First Year Experience in 2022/2023.
- Faculty and Academic Committee Chair for 2023/2024. Details on the outcome of that committee discussed below.
- Member of the Working Committee for the Faith, Working and Living campus wide project in October 2023. Initiated two small group sessions on the status of faith at Gordon.

### Student Activities

- Faculty Advisor for Business Club 2022/2023 and 2023/2024. Business Club participation grew for 17 students in 2022/2023 to over 100 in 2023/2024. This was driven by a new structure providing meaningful engagement for students of each business department.
- Faculty Advisor for NSAC Marketing Competition 2022/2023 and 2023/2024. In 2023/2024, I built and led a team of 13 students to participate in the National Advertising Student Competition competing against 250 schools nationwide in a school year long program. Initial team of students finished third in our region which was substantial given first year participation.
- Faculty Advisor for ICBSC Competition 2022/2023 and 2023/2024. In 2023/2024, I recruited and led a select team of 6 students to participate in the nationwide International Collegiate Business Strategy Competition culminating in bringing the team to Anaheim California for the final cohort. The team was first in presentations and second in overall score for their division in the initial entry into the competition.
- Recognized by CCI at a Faculty Meeting for my work on the career class and usage of the CCI resources (October 2023)

### Engagement with business students

- Arranged 5 internships for students through my network.
- Reviewed and critiqued over 200 resumes during my time at Gordon College.
- Conducted more than 140 career conversations with juniors and seniors.
- Met one-on-one with over 40 potential students as arranged my admissions.
- Phone calls, zoom or in person meetings with 18 former students (alumni) asking for career and job advice.
- Arranged for a team of 9 students to visit HubSpot, the premier marketing automation company, in October 2023.
- Arranged for a team of 15 students to visit Kingfish and Partners, a digital marketing agency in Beverly also in October 2023.
- Arranged a team of 22 students to visit Veracross, a software company in Wakefield in November of 2023.
- Arranged 17 different guest speakers to come into my classes in my 3 years at Gordon College.

## **Activities for the School**

### Speaking engagements

- Chapel Speaker (Spring 2023).
- Faculty Forum Speaker on Chat GPT (Spring 2023).
- Exit 17 host in February 2023.
- Led the Business Convocation for Quad 1 2023 focusing in on internships and business Club.

### Promotional activity

- Met one-on-one with dozens of potential students.
- Conducted 5 or 6 sessions with parents of prospective students in group settings.
- Wrote articles for Still Point and for the Bell.
- Photographed for the website (in action with the school) as well as the alumni video in 2022.
- Videotaped conducting a class for a promotional video for the school.
- A participant in the Homecoming video in fall 2022.

### General Student engagement

- Orientation participant in 2022 and 2023.
- Clifton Strengths host for Orientation in 2022 and 2023.

### Athletics

- Developed, along with Carter Shaw, the Mentor Advocate program for athletics and faculty.
- Worked with CTS to develop an on-line form for athletics dismissals for games.
- Faculty Mentor/Advocate for Girls Volleyball in fall 2023.
- Have attended dozens of athletic events to support the students and have attended at least one match or meet of every sport on campus.