

DEBORA M. GROSSMAN

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PROFILE: Experienced Clinical Assistant Professor and academic advisor at the university level. Marketing professional with several years' experience in product development, communications and management.

**ACADEMIC
EXPERIENCE:**

UNIVERSITY AT BUFFALO

School of Management, Marketing Department

Clinical Assistant Professor 2011-Present

Adjunct Professor 2006-2010

- Instructor for advertising, product management, marketing, sales and introduction to business classes, both undergraduate and graduate levels.
- Recipient of Milton Plesur Teaching Award for Excellence in Teaching.
- Developed a new course for freshmen management students, as well as transfer students; fulfilled university's requirements for a first-year seminar course.
- Instructed UB Seminar freshmen course 2016-present, while also coordinating professors for the recitations, as well as faculty for UB Seminar transfer students' course.
- Assisted with hiring of faculty and course design at the Singapore UB satellite.
- Coordinated product development for reusable sanitary pad project in Musoma, Tanzania, Africa; manufacturing has been in progress for 1.5 years; acceptance and sales of product have been strong.
- Assisting with expansion for reusable sanitary pad project in Roryo, Tanzania, Africa.
- Assisted with development of required course for fall 2020: MGG 150, Business & Society. Added material that is relevant to SOM freshmen. Deleted material that overlaps with the UB Seminar, MGG 199. Rewrote syllabus to include necessary university requirements.

Committee/Service Work:

- UB Freshmen Seminar for all University at Buffalo's courses. Reviewed, advised & approved first-year seminar course syllabi (140+). Developed MGG 199 for School of Management. 2016.
- Undergraduate Learning & Community Center, Rebranding and operational changes. 2020.
- Faculty committee on Diversity & Inclusion for School of Management. 2020.
- Judge for undergraduate poster competitions 2015, 2017 & 2020.

NIAGARA UNIVERSITY 1996-1999; 2003-2006

Adjunct Professor *College of Business*

- Instructed business administration classes, including marketing and human resources.
- Coordinated freshmen introductory business class for three semesters to help ensure retention within the College of Business.
- Worked with freshmen students to help with orientation to university and department.
- Earned award for Excellence in Teaching.

Academic Advisor *College of Business*

- Advised students on both academic and career decisions.
- Determined acceptability of transfer credits.
- Dealt with numerous issues, including academically-at-risk students, student probation, and an international student population.
- Monitored student progress for degree requirements.

Debra M. Grossman

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EDUCATION:

Master of Business Administration

Syracuse University, Syracuse, New York

Concentrations: Innovation Marketing Management & Human Resource Management

Bachelor of Science in Marketing

State University of New York, College at Oswego

INDUSTRY

EXPERIENCE:

2020: Consultant, Brand Awareness & Advertising, Dickey's BBQ Pit, Buffalo, NY *Pro Bono*

2019: Consultant, Advertising, SPOT Coffee *Pro Bono*

2019: Consultant, Advertising, Trellis Marketing, Buffalo, NY *Pro Bono*

2017: Consultant, Product Development, Perry's Ice Cream *Pro bono*

2014: Consultant, Advertising, AMVETS of Western New York, Buffalo, NY *Pro bono*

2014: Consultant, Advertising, Bocce's Pizza, Amherst, NY *Pro bono*

2014: Consultant, Advertising, Kissing Bridge Ski Resort, Buffalo, NY *Pro bono*

2008: Consultant, Advertising, Cold Stone Creamery, Amherst, NY *Pro bono*

2007: Consultant, Brand Awareness, Keep It Organized, LLC, Amherst, NY

2006: Consultant, Product Development, Thomson Consumer Electronics (RCA), Indianapolis

2005: Consultant, Advertising, Raymour & Flanigan, Syracuse, NY

2004-2005: Consultant, Product Development, Thomson Consumer Electronics (RCA), Indianapolis, IN

1998-2001: Consultant, Market Research, IdeaWorks, Syracuse, NY

THOMSON CONSUMER ELECTRONICS (Formerly a GE Division), Syracuse, NY 1987-1994

Marketing Consultant

--Assisted marketing department within communications division, including sales presentations & development of promotional materials.

--Continued as Product Manager for several product lines.

Product Manager

--Managed product development of entire GE/RCA audio product line representing \$130 million in sales and 50% of the total audio budget.

--Coordinated manufacturing in Asian factories.

--Worked with advertising to increase sales in Europe and U.S.

--Traveled extensively throughout Asia: Japan, Hong Kong, China, Taiwan, Thailand, South Korea, Malaysia and Singapore.

Project Director, Market Research

--Identified research needs and conducted all necessary research for existing and new GE/RCA audio product lines; Collected and evaluated numerous sources of data.

RAYMOND CORPORATION, East Syracuse, New York 1984-1987

Marketing Specialist

--Developed communication programs to help dealers market and sell products; Created written materials including promotional brochures.