

RICHARD H. BAER

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SUMMARY

Senior level marketing executive with significant experience in both Domestic and International arenas gained from 35 years in the highly competitive global consumer products industry. Particularly skilled in the development and implementation of strategic marketing plans that exceed established corporate goals. A proven track record of successful management of International business operations and professional sporting events.

PROFESSIONAL EXPERIENCE

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT Glendale, AZ
Adjunct Professor of Global Marketing 2007-Present

Teach Global Marketing Communication, Global Pricing and Global Brand Management to MBA's in the #1 ranked graduate school in the world for global business education.

- Utilize real world challenges for class projects. Projects have included developing a \$1 MM brand plan for the US Men's Olympic Water Polo team, a \$10 MM digitally integrated marketing plan for Nestlé's Memento instant coffee, a \$5 MM Hispanic teen targeted marketing communication plan for Coke and a value menu pricing plan for McDonalds in India.
- Received the Outstanding Elective Faculty Award from students three times, Outstanding Faculty Award once and the True Spirit of Giving Award from student government leadership five times, reflecting my work outside the classroom to increase marketing professionalism.

CONTINENTAL PROMOTION GROUP Scottsdale, AZ
Vice President International 1999-2005

Led the worldwide expansion of the world's leading global promotion solutions company.

- Recruited, trained staff and established offices in Toronto, London, Geneva, Barcelona, Sydney and Munich to develop company's global presence, resulting in a three-fold increase in the European business and multi-million dollar new businesses in Australia and Asia.

- Developed a new business plan to increase company market penetration in Canada, which doubled sales in the first year, followed by 3 consecutive years of growth of 25%.

THE DIAL CORPORATION

Phoenix, AZ

Vice President Latin America (6/97 - 7/98)

1987-1998

Directed all in-country business activities in Latin America for \$150 million division. Provided leadership to 5 International subsidiary/area managers.

- Successfully led the negotiations to purchase Nuevo Federal, a \$90 million Argentina consumer products company. Lived in Buenos Aires for one year to ensure the smooth integration and proper execution of the annual business plan. Increased profits over \$4 million in the first year.
- Identified a market share growth opportunity and successfully negotiated with P&G for the purchase of 5 of their toilet and laundry soaps, managed the integration into N.F., adding \$16 million in revenue.
- Instituted a higher revenue growth plan for Dial Mexico, increasing 1997 revenue 39% and operating income by 40% over the previous year.

Managing Director International Business (3/93 - 6/97)

Directed all in-country business activities for \$60 million division. Provided leadership to 4 International subsidiary/area managers. Member of the Executive committee assisting the company President to manage the International division.

- Planned and implemented the restructuring of the Korea and Thailand operations, including negotiating new licensing agreements with both partners, resulting in a year-to-year improvement of \$5.5 million in operating income.
- Instituted a new operational plan for the companies in Germany, Great Britain and Belgium, increasing operating income by 209% over the previous year.

Managing Director, North and South America (1/90 - 3/93)

Responsible for identifying and growing business opportunities in the region with revenues of \$50 million and operating income of \$2 million. Managed the in-country operations in Canada, Mexico, Caribbean, Panama, Ecuador, and all 22 worldwide licensing operations.

- Led the negotiations and closed the transaction to obtain Shulton de Mexico from P&G at minimal cost. While living in Mexico, managed the day-to-day operations of Dial Mexico's 200 person sales, marketing, finance and manufacturing facility for 5 months during which time:

- Reorganized and downsized the company structure within three months, with a savings of over \$1 million. This included the removal of most senior level managers and the hiring of fewer and more qualified replacements. Developed and instituted a new operating plan, improving the income results by \$465M.

Business Unit Manager, Bleach and Private Label (7/87 - 1/90)

Directed sales and marketing functions of \$150 million division. Managed 16 marketing professionals and 30 sales brokerage firms.

- Developed and implemented plan to streamline private label product line, plant configuration and distribution system which improved net income by \$8 million.

COLGATE PALMOLIVE COMPANY, International Division

1971-1987

Commercial Director Venezuela (4/85 - 6/87)

Directed all sales and marketing activities for this \$240 million subsidiary. Managed 34 professionals in marketing/marketing services and 125 salesmen in the national sales force.

- Revitalized all major detergent brands in conjunction with launch of a new detergent product, increasing company share by 33%.
- Set volume sales records in toothpaste and bar soap products, while achieving market share gains in 10 of 11 categories.

Marketing Director - Italy (9/80 - 4/85)

Managed marketing operations of subsidiary with annual revenues of \$120 million. Responsible for the development and implementation of all business plans.

- Revolutionized the toothpaste industry by introducing pump dispenser packaging, resulting in a seven point market share increase within 6 months.
- Recruited and trained 36 professionals and developed all annual marketing plans, resulting in share increases in 16 categories.
- Developed new advertising for eight brands, resulting in three ad campaigns that became worldwide benchmarks.

Marketing Director Central America - based in Guatemala (4/80 - 9/80)

Responsible for all marketing and sales activities for six countries with annual sales of \$25 million and net profit in excess of \$5 million. Managed marketing staff of 12 professionals and 95-member sales force.

Director New Business Development - Thailand (8/77 - 4/80)

Responsible for the development and introduction of new products for this \$35 million subsidiary. Launched new toilet soap that achieved number two market position after one year. Introduced seven new products, six of which represented 30% of 1980 revenues.

District Sales Manager - Australia (8/76 - 8/77)

Directed 22 person New South Wales sales force dealing with major supermarket and chain store accounts with annual sales of \$30 million. Handled head office contacts, supervised key account activity and fieldwork of 18 sales representatives and 4 supervisors.

Senior Product Manager - Australia (8/75 - 8/76)

Headed group of three product managers responsible for 35% of subsidiary sales and 52% of profits.

Product Manager/Senior Product Manager - Australia (2/74 - 8/75)

Responsible for the subsidiary's detergent and cleanser brands, doubled Fab's market share to reach the number two position within one year, using highly creative marketing techniques.

Assistant to Vice President Far East Division - Australia (5/72 - 2/74)

Conducted monthly financial analysis, reviewed all marketing spending recommendations, and worked with VP and General Managers on new subsidiary investigations for \$200 MM division.

Assistant to President, International Division - New York City (3/71 - 5/72)

Responsible for monitoring internal and competitor worldwide marketing activities, consolidated and analyzed monthly earnings reports from 40 worldwide general managers.

SPORTS MARKETING EXPERIENCE

Tournament Director, Colgate Far East Women's Open, Royal Melbourne course, Melbourne, Australia. Planned, organized, coordinated all volunteers, event publicity, logistics, etc. and ran the first ever USLPGA golf tournament in Australia, with over 100 professional golfers from the US participating. Ran the same tournament the following year in Melbourne.

Tournament Director, Colgate Bancroft Open, White City, Sydney, Australia. After extensive interviews with Australian tennis legends Ken Rosewall and John Newcombe, wrote an operating plan on how to run a WTA event in Sydney and gained approval from the CEO. Planned, coordinated all volunteers, event publicity, and ran the first ever USWTA tournament in Australia. Tournament participants included Chris Evert and Martina Navratilova.

Tournament Director, Colgate/Ram Cup, Royal Melbourne course, Melbourne, Australia. Ran this men's PGA golf tournament, including raising over A\$100,000 for charity.

Tournament Director, Colgate Far East Women's Pro-AM, Navatanne Golf Club, Bangkok, Thailand. Managed all the activities surrounding this new event with 30 US LPGA members competing.

Tournament Director, Colgate Bancroft Open, Pattaya, Thailand. Organized, coordinated all volunteers, event publicity, logistics, etc. and ran this first ever men's professional tennis tournament in Thailand, with players from 20 countries participating.

EDUCATION

Georgetown University, Bachelor of Science in Foreign Management, with a dual major of International marketing and International finance and a minor in Languages. Top ten percent of class.

University of Southern California Marshall School of Business, Advanced Management Program.

The Dial Corporation: Positive Power and Leadership, Advanced Management Education, Front Line Leadership, and Managing Innovation and Change.

PERSONAL

Conversant in Spanish and beginner Italian.

Captain USAR – Military Intelligence.

Captain, North Sydney (AUS) basketball team, with three city-wide business league championships.

Arizona Tennis Association Phoenix 3.5 Mixed Doubles Champion three consecutive years.
Club Champion in Mixed Doubles.

Member Emeritus of Thunderbird's Global Advisory Council, after over 15 years of active service to the school. Awarded Outstanding TGC member in 2008 by the students.

Member of ASU WP Carey's Executive Connection mentoring program for MBA students.

I am a very competitive person who thrives in highly stressful situations, and I work well with limited resources and tight deadlines.

I excel in leadership roles where my open communication style and motivational skills can flourish.