

Bruce C. Kusch

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Professional Profile

Member of the Business Management faculty at Brigham Young University-Idaho with extensive pre-academic global business background. Responsible for instructional design and delivery of courses in sales, negotiations, global marketing, international business, and business strategy capstone. Teaching approach focuses on student-centered application learning and classroom innovation.

- **Business Management** – Proven business leader with extensive domestic and international sales, marketing and management experience. Track record of building, mentoring and motivating teams for maximum performance. Ability to develop relationships of trust with clients, colleagues, and employees. Excels at troubleshooting, problem solving, analysis, and strategy development.
- **Sales and Marketing Management** – Extensive domestic and international sales and marketing leader in the high technology arena. Experience identifying new product opportunities and associated channels of distribution to ensure market success. Proven record of recruiting and developing highly productive selling teams on a global basis. Created compensation plans to drive achievement of strategic goals.
- **Communication Skills** – Highly effective communicator with excellent written and verbal skills. Have developed numerous business proposals and presentations. Professional presence and demeanor. Engaging facilitator with ability to instruct diverse groups. Developer of courses utilizing high degree of distance learning, online, and e-learning tools.

Experience

Brigham Young University-Idaho – Rexburg, ID

8/02 to present

Faculty – Business Management Department

- Instructional design and delivery of courses in sales, negotiations, international business, global marketing and business strategy
- Teaching focuses on application and experiential learning, and use of online simulations, group collaboration
- Extensive use of online, distance, and e-learning tools such as Blackboard
- Developed unique capstone experience model, with students providing consulting services for local businesses
- Participant in developing new emphasis in Supply Chain Management
- Participant in developing internship program in Mexico and several major U.S. cities

DeVry University – Fremont, CA

3/02 to 6/02

Adjunct Faculty

- Adjunct faculty for project management course – class size of 75

IBM Global Services – Mountain View, CA

1/01 to 2/02

Consulting Services Executive

- Key member of industry team to identify, qualify, and close IT consulting engagements.
- Responsible for developing winning proposals selling technology solutions, ERP, Supply Chain, and CRM to technology and health care clients.
- Identified key resources for project deployment ensuring complete customer satisfaction.
- Fostered partnership relationships with key business partners.

Eclipse Group - San Jose, CA

7/99 to 1/01

Vice President/General Manager

- General Manager of supply chain consulting firm, responsible to hire, staff projects, manage budgets and sales activities.
- Project Manager for forecasting, product life cycle and materials management program for leading provider of personal financial software. Architect of collaborative effort with manufacturing partner.
- Developed and facilitated strategic planning effort for client in turn-around mode.
- Member of executive team leading strategic organizational transformation.

Primax Electronics - Fremont, CA

12/96 to 7/99

Vice President Sales and Marketing

- Recruited and trained highly productive sales team, growing annual business from \$14M to \$65M. Products were computer peripherals and accessories sold to major electronics companies.
- Authored new compensation plan, established policies and procedures.
- Developed forecast and inventory management processes; managed unit profitability.
- Conducted customer research to monitor and improve customer satisfaction and competitiveness.
- Drove first-ever new product development effort in USA, coordinating with counterparts in Asia.
- Developed annual sales and expense budgets.
- Team member of due-diligence effort to facilitate \$80M company acquisition.

Banta Digital Group - Mountain View, CA

8/95 to 7/96

Vice President Sales and Marketing

- Responsible for sales and marketing leadership for this division providing electronic publishing tools and services.
- Managed sales using domestic and international direct and Value Added Reseller channels.

Thomas Group - Irving, TX

6/94 to 8/95

Management Consultant

- Management Consultant with international firm improving client competitiveness through business process improvement, increased productivity, inventory and cycle time reduction.
- Worked at CEO/Senior VP level driving significant change in client organizations using cross-functional teams, removing business barriers, and measuring results.
- Accomplishments included development of business assessment and strategic models, strategic account programs, channel strategy assessment, sales management process development, compensation plan development, and time management training.

Logitech Inc. - Fremont, CA

8/88 to 6/94

Director, Worldwide OEM Sales

- Responsible for worldwide sales and marketing of computer input devices to major OEM computer manufacturers. Developed highly effective global teams in U.S., Europe, and Asia.
- Grew annual U.S. business from \$13M to \$55M. Responsible for global sales with revenues in excess of \$160M per year.
- Aggressively gained market share in excess of 60% with major PC manufacturers
- Authored annual sales plan, compensation plan, and expense budget
- Developed strategic pricing and market position policies
- Drove new product introduction strategies
- Developed Value Added Reseller and System Integrator channels with first year sales of \$5M

Prior Employment

1975-1988 Various sales and sales management positions held

Education

- Idaho State University, PhD Candidate in Instructional Design - Anticipated Graduation: June 2010
- MBA, Keller Graduate School of Management of DeVry University
- BS Business Administration, University of Phoenix

Other Professional Training

- Certified trainer for SPIN Selling Course
- "Experienced Professional Consulting" - IBM Corporation
- "Project Management Orientation" - IBM Corporation
- "Effective Negotiations" - Dr. Chester Karrass

Professional Societies and Affiliations

- Academy of International Business
- Rocky Mountain Center for International Business and Research

Other Professional Activities

- Member, Board of Directors for Policy Technologies, International
- Guest Lecturer - Foundation for Development of Education and Technology - Quetzaltenango, Guatemala
- Guest Lecturer - Sao Paulo, Brazil - presentation to local business leaders on organizational excellence
- Presenter - Guadalajara, Mexico - World Association for Case Research

Foreign Language

- Read, write, and speak Spanish