

## **KEVIN P. SHILEY**

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### **Education:**

- MBA - Brigham Young University, April 1982  
Emphasis in International Marketing. Top 10%.
- BA - Brigham Young University, December 1979  
Major in Broadcast Communication. Magna Cum Laude - 3.83 GPA

### **Experience:**

#### **Brigham Young University - Idaho - Rexburg, Idaho**

##### ***Instructor - 1994 to present***

Coordinator, Integrated Marketing Emphasis

Teach courses in Consumer Behavior, Marketing Research, Advertising Creative Development, Marketing Management and International Business.

Supervise Marketing Research consulting projects for local and regional clients

International Foundations Course Development Committee

Honor Code Council

Advisor to American Marketing Association Student Chapter

Visiting Professor, Universidad Catolica de Santa Maria, Arequipa Peru (Post-Graduate International Marketing) 2004

Led Travel Study program to Mexico, 1995, 1997, 1999, 2000

Business Summit Speakers Chairman, 1994-97.

##### ***Business Management Department Chairman, 1999 - 2004***

Developed curriculum for new BS degree for the largest major in the University.

Implemented innovative experiential learning processes

Hired 5 new faculty members

#### **Roman Meal Company - Tacoma, Washington**

##### ***Director of Marketing - All Products - 1992-1994***

Managed entire marketing department with three direct reports.

Redirected corporate focus to total quality service.

Tightened national consumer target audience and positioning.

**Stabilized market share after major losses in previous two years.**

Developed Mexican market introduction strategy.

Briefed Japanese, Singapore licensees on bakery marketing strategies.

***Director of Sales Planning - 1991-1992***

Reorganized sales territories and divisions from geographic to customer-based.  
Trained sales managers in regional and local marketing planning.

***Director of Marketing - Grocery Products - 1990-1991***

Developed strategic plan for natural foods.  
Directed development and implementation of cracker and popped corn cakes product lines.  
Managed refrigerated dough products through period of intense attack from industry giant Pillsbury. **Recovered most volume after sustaining temporary losses during Pillsbury Hearty Grain introduction.**

***Brand Manager, Original & Premium Breads - 1987-1989***

Developed and introduced Honey Nut & Oat Bran, **resulting in record company sales.**  
Slowed decline on Roman Meal Original line to lowest rate since 1982.  
Supervised commercial production on location in Rome, Italy.

**Nalley's Fine Foods - Tacoma, Washington**

***Brand Manager, Pickles and Condiments - 1984-1986***

Established new, tighter processing standards to support the positioning "from vine to brine in 24 hours"  
Introduced Chip Dip line with multiple flavor introductions to **restore growth to stagnant brand.**

**General Mills, Inc. - Minneapolis, Minnesota**

***Assistant Product Manager - New Children's Cereals - 1984***

Managed development of Smore's Crunch Cereal from Idea Conception through introductory marketing plans. **The firm's most successful new children's cereal since Cinnamon Toast Crunch.**  
Recommended termination of GM practice of introducing faddish licensed cereals.

***Assistant Product Manager - Bac\*Os and Bugles - 1983-1984***

Successfully developed and introduced Nacho Cheese Bugles, **which revitalized the Bugles brand and saved it from being discontinued.**  
Reformulated Bac\*Os with improved flavor and texture to restore growth to a stagnant brand.

***Marketing Assistant - Gold Medal Flour - 1982-1983***

Recommended change from network to spot TV which focused expenditures in profitable markets.

**Additional Information:**

Professional Member, American Marketing Association  
Serving in my home ward Bishopric

Former Scoutmaster (3 times) and Eagle Scout  
Fluent in Spanish, basic knowledge of German  
Age 51, married, four children