

— **John G. White** —

Clinical Faculty Member
Management * Marketing

- **Translate real world examples to course topics**
- **Bring textbook content to life**
- **Provide memorable instruction, relevant long after classroom**

Extensive management career in automotive sales, service and marketing has touched on a wide range of business processes including market research, business case review, product development, pricing, advertising, communications, promotions, distribution, and customer relations. Continually lead team behavior to surpass organizational goals. Impactful presentation skills have been demonstrated from individual to auditorium size audiences.

University teaching experience was recognized by administration and students as providing relevant, real-world examples to course priorities in an effective and memorable format. Student survey scores significantly exceed group comparison set and verbatim comments continually reinforce that learnings transcend classroom.

CORE COMPETENCIES

Abilities include:

- Impactful leadership
- Sales, marketing, and advertising
- Product development
- Mentoring
- Knowing students
- Engaging classroom
- Relevant learnings beyond the course
- Contagious positive attitude

EDUCATION & TEACHING EXPERIENCE

Clinical Assistant Professor, Department of Management

BAYLOR UNIVERSITY, Waco, TX, 2022 - current

Courses taught:

- MGT 3305 – Leadership and Organizational Behavior
- MGT/MIS 4330 – Project Management
- MGT 4395 – Management Internship

Adjunct Faculty Instructor, Department of Marketing

BAYLOR UNIVERSITY, Waco, TX, 2018 - 2021

Courses taught:

- MKT 3305 – Marketing Principles
- MKT 3301 – Marketing Concepts

Part-time Faculty Instructor

CLEARY UNIVERSITY, Ann Arbor, MI, 1999 – 2003

Courses taught:

- ECO 201 – Microeconomics
- ECO 202 – Macroeconomics
- MKT 308 – Qualitative Marketing Research
- MKT 411 – Enterprise Marketing

Master of Business Administration

SAN JOSE STATE UNIVERSITY, San Jose, CA, 1993

Bachelor of Arts – Psychology (cum laude)

ADRIAN COLLEGE, Adrian, MI, 1988

MANAGEMENT EXPERIENCE

MARKETING MANAGER, BUICK- GMC

South Central Region, Irving, TX, 2012 to Present (Buick 2012, GMC 2013 - Present)

General Motors Company

1990 to Present

Serve as the regional Subject Matter Expert (SME) for the Buick and GMC brands and represent the voice of the field, dealer, and customer with the national team. Provide ongoing implementation of national and regional brand plans to the field/sales organization. Create regional playbook to drive team behaviors on correct ordering, stocking, and selling processes.

• RECOGNIZED RESULTS

Recognized by management as having a high degree of personal integrity, critical thinking skills and superior attention to detail.

- Provided simplified marketing strategy allowing team to accomplish record sales and share performance
- Developed key product ordering recommendations that were adopted nationally
- Created business case reviews to senior management securing resource investment

FIELD OPERATIONS MANAGER

South Central Region, Irving, TX, 2010 to 2012

Served as the regional SME for a multitude of initiatives such as: Essential Brand Elements (EBE), Mark of Excellence (MOE), Certified Internet Dealer (CID), Standards for Excellence (SFE), and Wholesale training. Responsibilities included answering wholesale and retail questions along with providing regular status updates and training.

• RECOGNIZED RESULTS

Recognized by regional directors and zone managers as providing accurate and timely information to requests.

- Became the first region in the country to have 95% of consumer leads responded to within two hours or less
- Consistently surpassed all regions on internal training status

MARKETING MANAGER, CHEVROLET

South Central Region, Irving, TX, 2009

Served as the regional Subject Matter Expert (SME) for the Chevrolet brand and represented the voice of the field, dealer, and customer with the national team. Provided ongoing communication of national and regional brand plans to the field/sales organization. Leveraged marketing and field information to uncover key market insights and competitive opportunities geographically.

• RECOGNIZED RESULTS

Utilized past product knowledge and marketing experience to create events that allowed customers to fully experience new Chevrolets.

- Successfully managed product exposure and consumer drive events at Texas Motor Speedway
- Utilized sponsorship with Texas Rangers for vehicle display, on field promotions, and consumer exposure

LOCAL ADVERTISING & MARKETING MANAGER

South Central Region, Irving, TX, April 2004 to 2008

Managed advertising and promotional efforts for Chevrolet and Buick-Pontiac-GMC local dealership co-operative marketing groups. Directed multi-million-dollar operating budgets for the various groups. Maintained the number of groups and developed new ones which allowed increased share of voice in the marketplace for the Chevrolet and Buick-Pontiac-GMC brands.

• **RECOGNIZED RESULTS**

Recognized by dealers and field team as building a strong relationship with members that has improved their satisfaction with the process and increased the value of the marketing groups.

- Dealer satisfaction in local market group process ranked highest in the country
- Received agreement in all major markets for dealers to increase their collection rate, raising their operating budget and media schedule

PRODUCT MANAGER

GM Fleet & Commercial Operations, Detroit, MI, April 2001 – April 2004

Provided voice of the customer input to the Engineering, Design, Manufacturing, Quality and Finance teams in the development of General Motors vans (Chevrolet – Astro, Express, GMC – Safari, Savana). Commissioned market research, customer clinics and interviews to gain understanding on how the product can better meet the needs of the consumer.

• **RECOGNIZED RESULTS**

Became a valued member of Vehicle Line Team by providing customer insight and being able to understand the requirements of other cross functional areas allowing the team to make sound business decisions.

- GM full-size van market share increased fifteen points from 1998 - 2004
- Stabilitrak (stability enhancement system) made standard on full-size extended vans within nine months of business case approval
- Produced a safety video and conducted product demonstrations which converted commercial customers into advocates for GM vans

MARKETING MANAGER

Chevrolet Astro Van Brand Team, Detroit, MI, June 2000 – April 2001

Developed a national advertising and promotional plan for the Chevrolet Astro Van. Utilized a national consumer influence budget which allowed the creation of television spots, and the prime-time media airing in select target markets.

EARLY EXPERIENCE

MARKETING ANALYST

Chevrolet Van Brand Team, Detroit, MI, February 1998 – June 2000

DISTRICT SALES MANAGER

Chevrolet New Orleans Zone, Lafayette, LA, 1996 – 1998

ASSISTANT REGIONAL DISTRIBUTION MANAGER

Chevrolet South Central Region, Memphis, TN, 1994 – 1996

CUSTOMER ASSISTANCE MANAGER

Chevrolet Pacific Coast Region, Fremont, CA, 1990 - 1994

CUSTOMER ASSISTANCE SPECIALIST

Chevrolet Customer Assistance Center, Troy, MI

EDS
1989 - 1990

TELEMARKETING REPRESENTATIVE

C-E Headquarters, Warren, MI

Campbell-Ewald Advertising
1988 - 1989