
Dennis A. Paris

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Overview

At Fox School of Business, Temple University: Full Time NTT faculty since 2016 and the recipient of several teaching awards. Developed and managed a new MS Marketing degree program. MBA/BBA Core Course Coordinator. Fox/STHM DEI Council Member and Chair/DEI Marketing Communications. Published Business Case Author. Masters Planning Committee (MPC) Marketing Department Representative. Corporate 27 years + Consulting 10 years; industry related experience including leadership of new product innovation and development process management, domestic and international market strategy, marketing tactics planning and execution. Example clients served include Cedars-Sinai Health System (Beverly Hills, CA), Canadian Pharmacists Association, Manufacturers Association of Philadelphia, and many others across different industries and countries. Business and Product Strategy Educator and Speaker at numerous venues internationally. Highly active with community service including South Jersey Economic Development and VP Thought Leadership with Philadelphia Society for Human Resource Management.

Education

2013	Master of Business Administration, LeBow College of Business, Drexel University
1983	Bachelor of Business Administration: Marketing Concentration, Wharton Business School, University of Pennsylvania
1979	Associate in Science, Center for the Administration of Justice, Temple University

Experience Academic Appointments

8/16 - Present	Assistant Professor of Practice, Fox School of Business, Temple University, Philadelphia (Marketing/BBA/MBA/MS Capstone)
Fall '13 to 7/16	Adjunct Instructor, Temple University, Philadelphia (Marketing/BBA/PMBA/Exec Ed)
Winter '16 - '19	Adjunct Instructor: Rutgers School of Business, Princeton, (Marketing/PMBA)
Spring '14	Adjunct Instructor: LeBow College of Business, Drexel University, Philadelphia (Marketing, PMBA)

Non-Academic Business Employment

2008 to 2018	Marketing Strategy Consultant, Self Employed, Tangerine Strategies, LLC
2012 to 2016	President/CEO, Schreiber-Paris, LLC (marketing strategy consultants)
2005 to 2009	Director of Marketing, Comar, Inc. (pharmaceutical packaging).
2003 to 2005	C-Suite Business Developer, Decision-One Corp (IT services)
2000 to 2003	Global Product Marketing Director, Hunt Manufacturing Corp/Seal Graphics Division
1986 to 2000	International Product Line and Marketing Manager/Director, OKIDATA Americas (upstart South America markets) (Product Planning in Tokyo) (Global Product Design Team)
1981 to 1985	Sales/Product Mktg Manager, Philips Information Systems (disruptive desktop computing)

Expanded Non-Business Experience

1971 to 1984	Non-Commissioned Officer, United States Air Force/Reserve-Part Time, 913th Civil Engineering Sq., Willow Grove Naval Air Station, PA
1972 to 1980	Philadelphia Police Department (District & Inspector's Squad)

Awards & Honors

2022	Temple/Fox School of Business: Dept. of Marketing Case Research Award
2022	Temple/Fox School of Business: Case Champion
2020-2021	Temple/Fox School of Business: Marketing Dept. Teaching Award
2019	Temple/Fox School of Business: Excellence in Case Based Research
2018	Temple/Fox School of Business: Dean's Teaching Fellows Award
2018	Temple/Fox School of Business: Leader in Teaching Innovation
2016 & 2018	Temple/Fox School of Business: Crystal Apple Teaching Award
2015 & 2017	Temple/Fox School of Business: PMBA Faculty of the Year
2013	Drexel/LeBow: Executive MBA 2013 Community Service Award
2014	Temple/Fox School of Business: Marketing Dept. Teaching and Mentoring Award
2013	Beta Gamma Sigma – International Honor Society – Drexel University Chapter
1996	Wharton Alumni Association: Business and Community Achievement Award
1983	Sigma Kappa Phi Honor Society at The Wharton School (GPA Award)

Academic Services - Fox School of Business, Temple University

2022 – Present	Masters Planning Committee (MPC) Department of Marketing Representative
2022	Department of Marketing Merit Committee Member (academic year 2021-2022)
2021 – Present	Fox & STHM DEI Council Member and Chair - DEI Marketing & Communications
2021	Executive MBA: In-Class Guest Speaker, Opera Philadelphia Business Case
2020	Developer/Facilitator of Workshop: “Organizations Bleeding Value - Marketing Manager's First Aid Kit”, MBA Professional Development Series
2020	Co-Instructor/Led Workshop/Coached GMBA Immersion, “Hibernating E-Waste Consumer Disposal Value/Behaviors”
2019	Co-Taught/Led Workshop/Coached GMBA Immersion, Live Case_Solenis
2019 – Present	MBA & BBA Marketing Core Course Coordinator
2019	Developer/Facilitator of Workshop/Speaker, Temple Health Care, “Importance of Departmental Perceived Value within the Health Care System”
2017-2018	Marketing Department Representation: Meeting Students, re: marketing courses, concentration, and dual degree options on weekends/weekdays at CC Hotel and Temple Main Campus

Community Services

2023 – Present	President, Economic Development Partnership for Gloucester Township NJ
2015 – Present	Board Member and VP of Thought Leadership, Philadelphia Society of Human Resource Management
2013 – 2022	Board Member, Economic Development Corporation of Gloucester Township
2012 – 2014	Business Administration Advisory Council Member, Peirce College, Philadelphia
2008 – 2014	Board Member, Pharmaceutical-Drug Exchange (pharmaceutical trade association)
2000-2002	Board Member, Philadelphia Boys Choir & Chorale

Teaching Activity - Fox School of Business, Temple University Courses Taught Academic Year (Summer 2022 – Spring 2023)

Summer 2022

Marketing Management: MKTG 2101-711

Fall 2022

Marketing Management: MKTG 2101-001, (249 Students) 14 weeks in person

Marketing Management: MKTG 2101-704/731, 14 weeks in person

Marketing Strategy: MKTG 5104-401, 14 weeks in person

Marketing MS Capstone: MKTG 5118-401, 14 weeks in person (Live Client/Kraft Heinz & Ad Agency)

Spring 2023

Marketing Management: MKTG 2101-002, (250 Students – 14 weeks in person)

Marketing Management & Strategy: MKTG 5001-402, PMBA 14 weeks in person

Marketing Management & Strategy: MKTG 5001-001, FMBA 14 weeks in person

Marketing MS Capstone: MKTG 5118-401, 14 weeks in person (Live Client/Kraft Heinz & Ad Agency)

Publications (Business Case and Journal)

Business Case; Ivey Publishing, March 21, 2023, Product #W31040, “EHMKE MANUFACTURING COMPANY: STRATEGIC AND MARKETING DILEMMA—MAKE OR BUY”, Dennis Paris, Sheri Lambert, and Jennifer Sundstrom-Fitzgerald

Business Case; Ivey Publishing, April 18, 2022, Product #W26692, “L’ABODE ACCOMMODATIONS DOWN UNDER: AGILE LEADERSHIP NAVIGATES PANDEMIC THREAT TO BUSINESS SURVIVAL”, Dennis Paris, Sheri Lambert, and Jennifer M. Sundstrom-Fitzgerald

Business Case; Ivey Publishing, April 15, 2021, Pub # 9B21A012, “L’ORÉAL USA: DIGITALLY OPTIMIZING CONSUMER INSIGHTS”, Dennis Paris, Sheri Lambert and Amy Lavin

Journal of Education and Development; December, 2020, Pub # ISSN 2529-7996, > Vol 4, No 3, “Live-Problem Project v. Client-Based Project: Which Is Most Effective for Perceived Learning of MBA-Level Marketing Concepts?”, TL Hill, Dennis Paris, David Nash, Gary Blau

Business Case; Ivey Publishing, August 16, 2019, Pub # 9B19A039, “Opera Philadelphia: Segmentation Strategies for Changing Markets”, Dennis Paris, Jean Wilcox, Amy Lavin, Sheri Lambert

Journal of Academic Ethics, November 18, 2018, 16(4), 301-315, "Comparing Business School Faculty Classification for Perceptions of Student Cheating", Gary Blau, Roman Szewczuk, Jennifer Fitzgerald, Dennis A. Paris, Mike Guglielmo

Local Publications

Philadelphia Business Journal, “Temple experts: Why MBA grads need much more than technical skills”, June 22, 2017, Lonni Romirowsky Gajer and Dennis Paris

Philadelphia Business Journal, “How To Bridge The Business-Education Gap”, October 15, 2015, Dennis A. Paris