

# STEVEN J. CASPER

## Curriculum Vitae

Temple University  
Department of Finance  
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### SUMMARY

**University Professor** focused on finance and international business. Formerly the Managing Director of the Fox School of Business Executive DBA programs in Philadelphia and Beijing. Significant involvement in community service, including KIPP Philadelphia Public Schools (past Board President), International House Philadelphia (Board Treasurer) the Cambodia Rural Student Foundation (Board Secretary), and Together for Cambodia.

Previously a **Sales and Marketing Executive** with 22 years of experience in the information technology industry. Effective in developing strategy, setting direction, managing and motivating a strong team, and driving business results. Demonstrated success in developing business partnerships and client relationships, and in turning underperforming units into profitable businesses. Significant international business experience. MBA, Ph.D.

### EDUCATION

**Ph.D, Business Administration** (September 1, 2003 – April 15, 2010)

Temple University, Fox School of Business, Philadelphia, Pennsylvania  
Focus on International Business and Finance  
Degree Awarded: May 13, 2010

**Master of Business Administration** (September 1, 1985 – December 15, 1986)

Villanova University, Villanova, Pennsylvania  
Selected by Faculty as the Outstanding Graduate of the Class of 1987  
Degree Awarded: May 15, 1987

**Bachelor of Science, Civil Engineering** (September 1, 1976 – May 1, 1980)

Villanova University, Villanova, Pennsylvania  
Graduated Summa Cum Laude  
Degree Awarded: May 10, 1980

### ACADEMIC EXPERIENCE

**Temple University (July 2010 – present)**

**Associate Professor, Finance**

Full-time member of the Finance Department faculty

- Teaches graduate and undergraduate finance courses in Philadelphia and Cambodia, and Executive MBA courses in Singapore, and Colombia.
- Rated 4.7/5.0 by students on teaching effectiveness.
- Led the course design and became the course coordinator for the Finance Department's new Intermediate Corporate Finance course.
- As a member of the Cambodia Rural Student Trust NGO, conducted a financial business planning seminar in Siem Reap, Cambodia for 40 Khmer students in July, 2016. Also conducted a course on Leadership in Siem Reap in July, 2017.
- As a visiting faculty member during Spring, 2018, taught two Finance 3101 sections (94 total students) at Pannasastra University of Cambodia, in Siem Reap, Cambodia
- As faculty advisor to the student chapter of the Financial Management Association, received five superior chapter (awarded to only 5% of the 200+ FMA chapters) and three superior faculty advisor awards from national FMA organization.

***Managing Director, Executive Doctorate in Business Administration Program*** (2013 – 2019)

Responsible for implementing, marketing, and managing the Fox Executive DBA program

- Worked with the Fox team that designed and implemented the Executive DBA program.
- Responsibilities included marketing, recruiting, admissions, profitability management, providing curriculum input, and overall program management.
- Led the implementation of the DBA program in Beijing, China, in partnership with Tsinghua University.

**Temple University (September 2003 – May 2006)**

***Finance Department***

Teaching Assistant (September 2003 – May 2006)

**Villanova University (September 1985 – December 1986)**

***Operations Management Department***

Research Assistant (September 1985 – December 1986)

**NON-ACADEMIC (INDUSTRY) EXPERIENCE**

**AVALON DEVELOPMENT & GOLF, INC.,** Cape May Court House, NJ

***Chief Executive Officer*** (2017 – present)

Owns and manages a golf course and two restaurants in New Jersey.

- Responsible for \$7 million in revenue and 125 employees.
- Strategy is primarily focused on improving operations and utilizing the cash flow to further improve the businesses.
- Successfully launched a series of customer satisfaction initiatives, which resulted in improved customer satisfaction and increased revenue.

**NEW HOPE PROPERTY & MANAGEMENT, LP,** New Hope, PA

***General Partner*** (2002 – present)

Develops, owns and manages commercial real estate in New Jersey and eastern Pennsylvania, with primary focus on retail and office properties.

- Targets undervalued properties in key locations that can be improved with strong management.
- Focuses on investing, improving operations, and utilizing the cash flow to invest in additional properties.
- Developed financial model for use in real estate valuation.

**INTERNATIONAL BUSINESS MACHINES, Armonk, NY**

***Director, Distribution Channels Marketing* (1999 – 2002)**

Led the IBM team that developed and implemented the worldwide distribution strategy for server products. \$14.2 billion in annual revenue, 28 people in a matrixed team.

- Developed new worldwide distribution strategy utilizing business partners, direct sales, telesales, and the internet, all of which led to a more effective use of sales channels.
- Led the implementation of this distribution strategy in North America, Europe, Asia, and Australia. Components of the strategy were implemented in South America.
- Assessed the success and issues of the distribution system implementation and made changes as appropriate to improve the effectiveness of the new go-to-market model.
- Led special project teams in Europe and Argentina to determine causes of and to make recommendations for resolving weak business partner performance. Report was presented to senior executives. Recommendations were implemented with improved revenue performance.

***Business Unit Executive, Eastern U.S.* (1995-1998)**

Led IBM sales team that covered the eastern U.S. Responsible for \$1.2 billion in annual direct sales to IBM business partners.

- Organization exceeded sales objectives in each of the four years on a sales quota.
- Increased revenue in territory from \$450 million to \$1.2 billion.
- Restructured the sales team to increase skills in product specialization. After deploying with the eastern U.S. sales team, this structure was implemented in all other teams in North America.
- Recruited the largest business partner of a key competitor to become a distributor of IBM servers and complementary products and services.
- Rated by employees as one of the top people managers in IBM.

***Senior Location Executive* (1992-1994)**

Managed IBM operations in West Virginia, which included 150 employees in sales, service, technical support, and administration. Annual revenue of \$80 million.

- Downsized IBM West Virginia operations in 1993 to regain profitability. This included reductions of over 50% in employees, real estate, and other infrastructure. Profitability was regained in 1994 with strong business results.
- Worked with sales and marketing teams to generate new sources of revenue and convert competitive customers to IBM systems.
- Lobbied two U.S. Senators, Rockefeller and Byrd, and multiple U.S. Congressmen on issues such as NAFTA, health care, and energy tax proposal.

- Supported Governor Caperton in his vision to be known as the governor that revolutionized education in West Virginia by putting computers in every classroom.
- As a member of the West Virginia Business Roundtable, developed relationships with key executives in the state in order to enhance their relationship with IBM and increase IBM revenue.

***Solutions Unit Manager*** (1992)

Managed a matrixed team of product solutions specialists on the IBM server lines of business (ES/9000, AS/400, and RS/6000).

- Implemented plans that were developed the previous year to have specific IBM resources specialize in product areas, instead of solely on clients.
- Redeployed product solutions specialists to focus on key opportunities to ensure that resources were utilized to drive the maximum revenue.
- Worked with IBM systems engineers to assist them in the development of billable service offerings that could be sold to customers.
- Exceeded revenue objectives in each of the server product lines.

***Executive Assistant*** (1991)

Assistant to the General Manager who ran IBM's operations in western Pennsylvania, eastern Ohio, West Virginia, and eastern Kentucky.

- Managed the General Manager's office, which included developing yearly business plans, allocating budgets and resources, and conducting performance reviews of the business units.
- Organized and ran all monthly general manager staff meetings.
- Led the design team that redefined the structures of the IBM regional headquarters and field branch office.

***Marketing Manager*** (1987-1990)

Managed IBM's marketing, sales, technical support, customer service, and administrative operations in Johnstown and Altoona, Pennsylvania.

- Grew the IBM team and optimized resources to ensure that key customer opportunities were awarded to IBM.
- Led the IBM team in the achievement of all revenue and profit objectives in each of the four years by developing detailed plans for each key customer and by working with the marketing teams to drive customer business.
- Developed and executed customer satisfaction plans to ensure that all customers were satisfied and remained loyal to IBM.
- Engaged in the local community by joining the boards of trustees of the Greater Johnstown Chamber of Commerce and the Amateur Sports Hall of Fame.

***Competitive Engagement Representative*** (1985)

Joined the IBM Philadelphia Regional Headquarters as a staff member focused on ensuring that IBM won key competitive engagements. Responsible for competitive marketing efforts in Pennsylvania, Delaware, and southern New Jersey.

- Developed and implemented an educational curriculum to enhance the competitive marketing skills of IBM marketing representatives in the Philadelphia Region.
- Engaged in key competitive opportunities to assist the local marketing teams in their efforts.
- Provided reporting information on competitive engagements to region executives and made recommendations for enhancements to improve regional performance.
- Provided feedback to product groups on product requirements, which improved IBM's competitiveness against key competitors.

***Marketing Representative*** (1980 – 1984)

Managed IBM customers in the higher education and health care industries in the Philadelphia Region, with the objective of driving sales revenue and customer satisfaction.

- Achieved all sales objectives in all four years on a sales quota, which resulted in being awarded IBM's Hundred Percent Club each year.
- Developed marketing plans for each customer in order to align resources with important opportunities to achieve revenue objectives.
- Hosted key customers at executive conferences in Miami, Phoenix, and other locations to build relationships and expose the customers to leading edge technology solutions.

**PROFESSIONAL AWARDS AND ACHIEVEMENTS**

- Member of IBM Hundred Percent Club for 14 out of 15 years on a sales quota
- Two IBM Golden Circles; highest achievement award offered by IBM
- Four Leadership Awards
- Numerous Vice President and Business Unit Executive Awards
- Consistently rated as a "1" (top) performer by all managers over the last 14 years at IBM

**AFFILIATIONS**

- KIPP Philadelphia Public Schools, Board of Trustees, former Board President
- International House Philadelphia, Treasurer, Board of Trustees; Chair, Finance and Audit Committee
- Cambodia Rural Student Foundation, Secretary, Board of Directors
- Together for Cambodia
- West Virginia Business Roundtable, Former Board Member
- Amateur Sports Hall of Fame, Former Board Member
- Friends of the Delaware Canal, Former Board Member
- Greater Johnstown Chamber of Commerce, Former Board Member; Chair, Business Education and Management Action Committee
- Big Brothers/Big Sisters, Selected as South Philadelphia Big Brother of the Year

## TEACHING EXPERIENCE

### TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS, Philadelphia, PA

#### *Associate Professor, Finance (2010 – present)*

Full-time member of the Finance Department faculty.

- Teaches graduate and undergraduate finance courses in Philadelphia and Cambodia, and Executive MBA courses in Singapore and Colombia.
- Rated 4.7/5.0 by students on teaching effectiveness.
- Led the course design and became the course coordinator for the Finance Department's new Intermediate Corporate Finance course (Finance 3504).
- Taught each of the courses described below.

#### **FIN 3101, Financial Management**

*Instructor, Summer 2019 (AUPP Cambodia), Spring 2018 (PUC, Cambodia) Spring 2016, Spring 2012, Fall 2011, Spring 2011, Fall 2010*

Core course required of all Fox School undergraduate business majors. This course provides a survey of the financial problems associated with the life cycle of a business firm. Topics include financial analysis and planning, capital budgeting, cost of capital, and the sources and uses of business funds. While the emphasis is on decision-making within a corporate environment, the tools taught in this course are just as relevant to other forms of business organization and personal financial management.

#### **FIN 3502, Corporate Finance I**

*Spring 2013, Fall 2012, Spring 2012, Fall 2011*

Core course required of all finance and real estate majors. This course addresses the fundamentals of financial markets and pricing of financial assets in the global economy, which is the foundation for all other finance courses. Topics include the structure of financial markets and the role of financial intermediation, time value of money, structure and pricing of fixed income securities, risk and return across asset classes in capital markets, diversification and asset allocation in investment portfolios, introduction to derivatives instruments and their use in hedging risk in financial markets, and how foreign exchange risk affects fixed income and equity returns. This course has been replaced by Finance 3504.

#### **FIN 3504, Intermediate Corporate Finance**

*Summer, 2018, Fall 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014, Fall 2013*

Core course required of all Fox School undergraduate finance majors. This course is an Excel based course in financial management. The course covers three broad areas of study. The first area is financial statements analysis, financial statements forecasting, and free cash flow valuation of the firm. The second focuses on capital budgeting decisions, and the third covers the cost of capital, leverage, and capital structure policy. This course provides an intensive introduction to corporate financial decision-making and prepares students for subsequent courses in the finance major.

**FIN 3513, Financial Statement Analysis**

*Fall 2019, Spring 2019, Fall 2018, Fall 2017, Spring 2017, Fall 2016*

Elective finance course open to all undergraduate finance majors and minors. This course focuses on analyzing and using information from corporate financial reports for the purpose of financial analysis and valuation. The goal of this course is to learn how to use financial statement information to evaluate the firm's past and present performance and to predict likely future outcomes. Students learn to evaluate how well (or poorly) the financial statements depict the firm's economics and how additional information can be used, especially from footnote disclosures, to better understand and analyze financial statement information.

**FIN 5001, Financial Analysis and Strategy**

*Fall 2013, Fall 2012*

Core course required of all part-time MBA students. This course develops the conceptual framework that is used in analyzing the financial management problems of business enterprises. Students cover concepts such as the time value of money, the cost of capital, the relationship between risk and return, the valuation of assets such as stocks and bonds, and various corporate finance issues, including capital budgeting, capital structure, corporate financing, and dividend policy. This course has been replaced by Finance 5401 and Finance 5402.

**FIN 5401, Understanding the Finance of Business**

*Spring 2015, Fall 2014*

Core course required of all part-time MBA students. This course introduces students to basic financial concepts and techniques and shows students how these concepts can be applied to financial decisions that a firm must make. Exercises include live examples, as well as cases.

**FIN 5402, Valuation for Business Decisions and Opportunities**

*Fall 2015, Spring 2015, Fall 2014*

Core course required of all part-time MBA students. This course builds on and extends the valuation concepts taught in the basic finance class. The financial tools and techniques introduced in the previous course are reviewed, and advanced techniques for making financial decisions are taught. The course is taught primarily using cases, as case analyses help hone decision-making abilities through forcing students to consider how financial theory can be applied in real-world situations confronted by the firm.

**FIN 5801, Financing the Enterprise**

*Spring 2014, Spring 2013*

Core course required of all Executive MBA students. This course develops the conceptual framework used in analyzing the financial management problems of business enterprises. Students cover concepts such as the time value of money, the cost of capital, the relationship between risk and return, the valuation of assets such as stocks and bonds, and various corporate finance issues, including capital budgeting, capital structure, corporate financing, and dividend policy.



**STUDENT TEACHING EVALUATIONS**

Ratings for the question: “The instructor taught the course well”

Overall average = 4.7 (out of 5.0)

<b>Course #</b>	<b>Course Title</b>	<b>Term</b>	<b># of Students</b>	<b>Rating (out of 5.0)</b>
FIN 3101	Financial Management I (American University of Phnom Penh)	Summer 2019	10	Course not surveyed
FIN 3513	Financial Statement Analysis	Spring 2019	41	4.8
FIN 3513	Financial Statement Analysis	Spring 2019	39	4.5
FIN 3513	Financial Statement Analysis	Fall 2018	40	4.8
FIN 3513	Financial Statement Analysis	Fall 2018	39	4.7
FIN 3513	Financial Statement Analysis	Fall 2018	39	4.5
FIN 3504	Intermediate Corporate Finance	Summer 2018	36	5.0
FIN 3513	Financial Statement Analysis	Summer 2018	28	4.8
FIN 3101	Financial Management I (Pannasastra University of Cambodia)	Spring 2018	30	Course not surveyed
FIN 3101	Financial Management I (Pannasastra University of Cambodia)	Spring 2018	64	Course not surveyed
FIN 3513	Financial Statement Analysis	Fall 2017	44	4.9
FIN 3513	Financial Statement Analysis	Fall 2017	44	4.6
FIN 3513	Financial Statement Analysis	Fall 2017	37	4.5
FIN 3513	Financial Statement Analysis	Spring 2017	44	4.8
FIN 3513	Financial Statement Analysis	Spring 2017	41	4.7



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FIN 3504	Intermediate Corporate Finance	Fall 2016	45	4.5
FIN 3515	Financial Statement Analysis	Fall 2016	39	4.5
FIN 3515	Financial Statement Analysis	Fall 2016	37	4.6
FIN 3101	Financial Management	Spring 2016	72	4.3
FIN 3101	Financial Management	Spring 2016	52	4.6
FIN 3504	Intermediate Corporate Finance	Fall 2015	47	4.6
FIN 3504	Intermediate Corporate Finance	Fall 2015	50	4.5
FIN 5402	Valuation for Business Decisions and Opportunities	Fall 2015	35	4.5
FIN 3504	Intermediate Corporate Finance	Spring 2015	51	4.9
FIN 5401	Understanding the Finance of Business	Spring 2015	37	4.9
FIN 5402	Valuation for Business Decisions and Opportunities	Spring 2015	13	4.9
FIN 3504	Intermediate Corporate Finance	Fall 2014	49	4.8
FIN 3504	Intermediate Corporate Finance	Fall 2014	48	4.7
FIN 5401	Understanding the Finance of Business	Fall 2014	33	4.9
FIN 5402	Valuation for Business Decisions and Opportunities	Fall 2014	11	4.8

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FIN 3504	Intermediate Corporate Finance	Spring 2014	45	4.7
FIN 3504	Intermediate Corporate Finance	Spring 2014	46	4.7
FIN 5801	Financing the Enterprise	Spring 2014	15	4.5
FIN 3504	Intermediate Corporate Finance	Fall 2013	38	4.6
FIN 3504	Intermediate Corporate Finance	Fall 2013	41	4.7
FIN 5001	Financial Analysis & Strategy	Fall 2013	30	4.8
FIN 3502	Corporate Finance I	Spring 2013	36	4.9
FIN 3502	Corporate Finance I	Spring 2013	40	4.9
FIN 3502	Corporate Finance I	Spring 2013	39	4.5
FIN 5801	Financing the Enterprise	Spring 2013	14	4.8
FIN 3502	Corporate Finance I	Fall 2012	56	4.7
FIN 3502	Corporate Finance I	Fall 2012	56	4.3
FIN 5001	Financial Analysis & Strategy	Fall 2012	31	4.7
FIN 3101	Financial Management	Spring 2012	46	4.8
FIN 3502	Corporate Finance I	Spring 2012	53	4.7
FIN 3101	Financial Management	Fall 2011	65	4.6
FIN 3502	Corporate Finance I	Fall 2011	54	4.7
FIN 3101	Financial Management	Spring 2011	43	4.7
FIN 3101	Financial Management	Spring 2011	44	4.5
FIN 3101	Financial Management	Fall 2010	42	4.6

FIN 3101	Financial Management	Fall 2010	39	4.8
FIN 3101	Financial Management	Fall 2010	42	4.7

## SERVICE CONTRIBUTIONS

### COLLEGIATE LEVEL:

**TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS, Philadelphia, PA**  
***Managing Director, Executive Doctorate in Business Administration Program***  
 (2013 – 2019)

Member of the Fox School of Business team responsible for designing, implementing, and managing the Fox Executive DBA program.

- Led student recruitment efforts, including personally interviewing the vast majority of all DBA program applicants.
- Member of the admissions committee that makes decisions regarding which applicants are accepted into the DBA program.
- Responsible for the handling of current DBA student issues and overall program management.
- Designed marketing strategy and developed marketing materials, including marketing brochure development, design and delivery of webex InfoSessions for prospective students, and marketing events for prospective students at the Union League.
- Determined program facility requirements and researched potential facility options, ultimately leading to the selection of The Hub as the location for the DBA program.
- Determined criteria for the ideal DBA student and developed an admissions system that supports this criteria.
- In conjunction with other members of the DBA team, designed and wrote/edited the content of the DBA website.
- In conjunction with other members of the DBA team, developed the DBA program student and faculty handbooks.

***Managing Director, Executive Doctorate in Business Administration Program – China***  
 (2015 – 2019)

Led the design, implementation, and management of the Fox Executive DBA program in China, in partnership with Tsinghua University's Peoples Bank of China School of Finance (PBCSF).

- Developed, negotiated, and executed a Memorandum of Understanding with PBCSF.
- Designed the program delivery, which includes five DBA courses delivered by Fox instructors and five DBA courses delivered by PBCSF instructors.
- Designed the student application criteria.
- Determined administrative procedures for Chinese student registration and tuition billing within the Temple administrative systems.

- Ensured Chinese students understand the Temple billing process. Follow-up with PBCSF to ensure all student tuition payments are received.
- Scheduled DBA classes and recruited Fox instructors to teach the classes in Beijing.
- Traveled to Beijing with instructors the first time that they taught a course in China, in order to help them adjust to the unique structure of the courses, the requirement for simultaneous translation from Mandarin to English, and course logistics issues.
- Along with the Fox DBA team, developed new research workshops for the Chinese students, as it is impractical for the Fox School of Business to conduct six separate research workshops in Beijing.
- Responsible for overall program management.

***Undergraduate Program Committee (2011 - 2013)***

- Oversaw and developed the Fox School's Undergraduate Program policy.
- Evaluated new programs.
- Made recommendations on curriculum updates and enhancements.

**DEPARTMENTAL LEVEL:**

***Financial Management Association, Faculty Advisor (2010-2015)***

Faculty advisor to the Fox School of Business student chapter of the Financial Management Association (FMA). Worked to reinvigorate the organization, expand membership, improve student involvement/engagement, increase management and leadership opportunities for students, and enable students to better engage in community service.

- Increased the size of the FMA student management team from 10 to 28 students in order to provide greater capacity to accomplish goals and provide additional management/leadership opportunities for students.
- Engaged in corporate partnerships, including with Prudential, Vanguard, Lincoln Financial Group, JP Morgan, Blackrock, the Federal Reserve, and other top finance firms.
- Worked with students in organizing field trips to financial institutions and finance companies. Field trips include the New York Stock Exchange, Museum of American Finance, Bloomberg, Vanguard EXPLORE day, Prudential, and Lincoln Financial Group.
- Increased participation in community service events by partnering with area non-profit organizations. These include events such as the Special Olympics, Philabundance, Ronald McDonald House, KIPP Philadelphia Charter Schools, Give Kids Sight Day, Temple Cleanup Day, and many others.
- Developed and managed student workshops to provide hands-on training in finance tools and excel.
- In partnership with key finance firms, held networking events to build relationships between students and important finance employers.
- Received five superior chapter awards, which are awarded to only 5% of the 200+ FMA chapters, from the National FMA organization.
- Received three superior faculty advisor awards from national FMA organization.
- Engage the entire finance student body by creating school wide events, such as the Finance Case Competition and the Finance Career Expo.

***Finance Career Exposition* (2011-2015)**

An annual event in which executives from different areas of finance are invited to come to the Fox School of Business to speak with students about their careers. Over 100 students regularly attended the Finance Career Expo, which was held in the Alter Hall Undergraduate Commons. The finance areas represented and participating firms included:

- Corporate Finance: Johnson & Johnson, Prudential
- Commercial Banking: Wells Fargo, Citigroup, PNC
- Investment Banking: JP Morgan, Blackrock
- Investments: Vanguard
- Financial Planning: Lincoln Financial Group, Lighthouse Financial Planning, Creative Financial
- Government/Non-Profit: US Department of Defense, US Department of Labor, KIPP Philadelphia Charter School, Temple (Controller)

***Finance Case Competition* (2011-2015)**

An annual Fox School of Business student-wide competition that was developed in partnership with Lincoln Financial Group (LFG). Students work in groups of four to analyze a finance case and present their analysis and recommendations to LFG executives and Fox finance professors. \$4,000 in prize money (sponsored by LFG) is distributed to the top five teams.

**RESEARCH CONTRIBUTIONS**

**ARTICLES ACCEPTED TO REFEREED JOURNALS**

Kotabe, M., Casper, S., and Upadhyay, A. "The Effect of Marketing Capability and Tacit Knowledge on International Diversification Premium by Industry," *Kindai Management Review*, Vol. 5, (April 2017). pp.19-40.

Blau, G., DiMino, J., Sheridan, N., Stein, A., Casper, S., Chessler, M., and Beverly, C. "Exploring Primary Referral Source Impact on Student Initial Perceptions of Counseling," *College Student Journal*, 49(1) (January 2015). pp. 41-48.

Blau, G., DiMino, J., Sheridan, N., Stein, A., Casper, S., Chessler, M., and Beverly, C. "Wait Time for Counseling Affecting Perceived Stigma and Attitude Toward the University," *College Student Journal*, 49(2) (Summer 2015). pp. 280-290.