

Craig A. Atwater, PhD
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PROFILE

Instructor of marketing (non-tenure track) at Temple University's Fox School of Business (AACSB accredited)

Ph.D. in Business Administration (Marketing) from Temple University's Fox School of Business

Extensive teaching experience – numerous undergraduate marketing courses in a variety of classroom settings with consistently high evaluations

Faculty Advisor, Temple University American Marketing Association (TU-AMA); senior advisor to award-winning collegiate chapter; recipient of AMA's Hugh G. Wales Award for Outstanding Faculty Advisor (2013)

Dean's Teaching Fellow, Center for Innovative Teaching and Learning (2011-2013)

More than 20 years of relevant marketing and management experience, including:

- Marketing strategy, marketing research & analysis, product planning, marketing communications, event management, and sales

EDUCATION

Ph.D. in Business Administration (Marketing) – August 2010

Department of Marketing & Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA

- Dissertation Title: "Surviving Surprise: How Firms Were Affected by – and Responded to – Unexpected, Disruptive, Discontinuous Change in the Marketing Environment (Examining the Impact of September 11, 2001 on the Motor Carrier Industry)"

Master of Business Administration

Wharton School, University of Pennsylvania, Philadelphia, PA

Bachelor of Landscape Architecture, Magna Cum Laude; Bachelor of Science

State University of New York, College of Environmental Science & Forestry, Syracuse, NY

PROFESSIONAL EXPERIENCE

Fox School of Business, Temple University, Philadelphia, PA – 2007 to present

Instructor

- Full-time, NTT faculty member responsible for various marketing courses including: Marketing Management, Consumer & Buyer Behavior, and Marketing Research; experienced in teaching in a variety of formats, from very large lecture sections, to smaller classes, and a hybrid online course.

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- Core Course Coordinator for MKTG 2101 (Marketing Management), the undergraduate principles of marketing course required of all business students. Coordinator is responsible for ensuring consistency across multiple instructors and integration with other core curriculum components, as well as liaising with textbook publisher and other course content providers. Coordinator also develops, administers, and reports on Assurance of Learning (AoL) outcomes for this course in compliance with AACSB reaffirmation requirements.
- Faculty Advisor to Temple University American Marketing Association chapter (TU-AMA); winner of AMA
- Dean's Teaching Fellow, Center for Innovative Teaching and Learning (2011-2013) – awarded for consistent teaching excellence and innovation in the classroom.

Sigmund Weis School of Business, Susquehanna University, Selinsgrove, PA – 2005 to 2007

Visiting Assistant Professor of Marketing

Full-time visiting position; responsible for teaching undergraduate courses in marketing including: Marketing, Consumer Behavior, and Sales & Sales Management, as well as developing and teaching a new elective course in Services Marketing.

Fox School of Business & Management, Temple University, Philadelphia, PA – 2002 to 2005

Teaching Assistant

Taught various marketing courses including: Introduction to Marketing, Consumer and Buyer Behavior, Advertising, and Marketing Research.

PUBLICATIONS AND AWARDS

Under 2nd Review (November, 2013)

Refereed Journal: Atwater, Craig, Ram Gopalan, Richard Lancioni, and James Hunt, "Measuring Supply Chain Risk: Predicting Motor Carriers' Ability to Withstand Disruptive Environmental Change Using Conjoint Analysis."

Fox School of Business (October, 2013)

Award: Fox Crystal Apple Award (teaching award)

AMA Annual International Collegiate Conference (March, 2013)

Award: Hugh G. Wales Award for Outstanding Faculty Advisor

Fox School of Business (May, 2011)

Award: Dean's Teaching Fellow, Center for Innovative Teaching and Learning

AMA Winter Marketing Educators' Conference (2011)

Presenter: "Using Technology in the Principles of Marketing Classroom"

Journal of Business Logistics (Fall, 2010)

Refereed Journal: Atwater, Craig, Ram Gopalan, Richard Lancioni, and James Hunt, "To Change or Not to Change: How Motor Carriers Responded Following 9/11."

Fox School of Business (May, 2010)

Award: Award for Excellence in Teaching by Doctoral Student

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Academy of Management; Annual Meeting (2003)

Proceedings: Atwater, Craig A., and Michelle L. Washington, "All Things to All People: A Resource-Based Perspective of Effective Stakeholder Management and Its Implications for Sustainable Competitive Advantage"

MEMBERSHIPS

- American Marketing Association (AMA) – 2002 to Present
- Institute for Supply Management (ISM) – 2006 to Present

BUSINESS EXPERIENCE

SEI Investments, Oaks, PA – 1989 to 2001

Managing Director, Marketing Services

Managed team of 15 professionals that provided marketing and distribution services to more than 20 financial services clients. Services included strategic marketing, marketing research, competitive analysis, distribution-channel audit, website support, and communications program development.

Managing Director, Investment Management Relationship Team

Directed relationship team responsible for investment management clients in eastern U.S. Responsible for delivering accounting, administration, legal, and distribution services, and for managing strategic outsourcing relationships. Accountable for unit P&L (\$~12 million annually), plus hiring, training, and managing team of eight staff members.

Senior Marketing Director

- Consulted with key clients to develop, manage, and distribute proprietary financial and investment products.
- Performed marketing research studies, marketing audits, and impact analyses.
- Developed and implemented marketing strategies, promotion campaigns, and sales programs for various clients.
- Managed ongoing client relationships.

CTL Corporation, Philadelphia, PA

Director of Sales and Marketing

SEI Corporation, Wayne, PA

Various positions, including: Manager, Product Marketing; Product Manager; and Analyst

IBM Corporation, Wilmington, DE

Marketing Representative