

---

---

## Dennis A. Paris

---

---

Blackwood, NJ 08012 ♦ [www.linkedin.com/in/dennisparis/daparis01@gmail.com](http://www.linkedin.com/in/dennisparis/daparis01@gmail.com)

### EDUCATION

2013 Lebow College of Business, Drexel University  
Master of Business Administration

1983 Wharton Business School, University of Pennsylvania  
Bachelor of Business Administration: Marketing Concentration

1979 Temple University  
Associate of Science: Criminal Justice and Certificate: Administration of Justice

### ADVANCED BUSINESS/RESIDENCE/MULTI-CULTURAL TRAINING

- Creative Leadership at Centers for Creative Leadership-Boulder/Colorado
- Enterprise Management at INSEAD/Wharton Alliance-Evian/France
- Spanish Language Training: Supported 3.5 Year South America Assignment
- EMBA Residence/Application Research: Beijing and Shanghai China

### SUMMARY

Full Time NTT faculty since 2016 including several teaching awards. Developed and managed a new MS degree program and MBA course coordination at Fox School of Business, Temple University. Corporate/27 years plus consulting/7 years industry related experience including leadership of new product innovation and development process management, domestic and international market strategy, marketing tactics planning and execution. Strong problem-solving, interpersonal, communication, team motivation, marketing finance, budget and staff management skills. Business and Product Strategy Educator and Speaker at numerous venues internationally.

### PROFESSIONAL APPOINTMENTS (all appointments are verifiable through contract files by request)

**8/16 to Present** Full Time NTT: Assistant Professor of Practice/Marketing: Teach PMBA, GMBA, MS and Undergraduate courses at Temple/Fox. MBA Marketing Course Coordinator at Temple/Fox Marketing (7/19 to Present)

**Fall '13 to 7/16** Adjunct: Temple/Fox: Marketing Management – PMBA, Exec. Ed., Undergraduate

**Winter '16 - '19** Visiting: Rutgers Business School: Marketing and New Products Management – PMBA

**Spring '14** Adjunct: Drexel/LeBow: Global Mktg/Prod Planning & Design Strategies – PMBA

### PUBLICATIONS

Business Case; Ivey Publishing, April 15, 2021, Pub # 9B21A012, “L'ORÉAL USA: DIGITALLY OPTIMIZING CONSUMER INSIGHTS”, Dennis Paris, Sheri Lambert and Amy Lavin, <https://www.iveycases.com/ProductView.aspx?id=114953>

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, <http://journal.julypress.com/index.php/jed/article/view/806>

Business Case; Ivey Publishing, August 16, 2019, Pub # 9B19A039, “Opera Philadelphia: Segmentation Strategies for Changing Markets”, Dennis Paris, Jean Wilcox, Amy Lavin, Sheri Lambert, <https://www.iveycases.com/ProductView.aspx?id=104956>

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

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

## **INDUSTRY EXPERIENCE**

**2008 to Present**

Tangerine Strategies, LLC

OWNER/PRESIDENT

Domestic and International Market Strategy Consulting services to entrepreneurs, small and medium service and industrial sector businesses. Collaborate with owners, CEOs and senior teams on innovation, new product, strategies for market growth, business expansion and turnaround. Pro-Bono services as; [VP Thought Leadership/Phila. SHRM](#) and [Board Director with the Economic Development Corporation of Gloucester Township, NJ](#). Past business advisor to Pierce College and past consulting and coaching contracts with Manufacturing Alliance of Philadelphia and the Delaware Valley Industrial Resource Center. (verifiable contract files by request)

**2012 to July '16**

Schreiber Paris, LLC

PRESIDENT/CEO/PARTNER

Schreiber Paris, LLC: Suite of consulting services that help to maximize its client's perceived value with customers and financial markets, and remaining stakeholders through education, training, assessment, and ongoing strategy alignment retainers. Serving corporate boards, the C-suite and functional support groups. (verifiable contract files by request)

**2005 to 2009**

Comar Incorporated: (Buena, NJ)

DIRECTOR OF MARKETING & NEW PRODUCT DEVELOPMENT/PHARMA PACKAGING  
Management of product life cycles, new product development teams and hands-on execution of near and long term sales and market development strategies that support business growth objectives.

**2003 to 2005**

DecisionOne Corporation: (Frazer, PA.)

ENTERPRISE ACCOUNTS BUSINESS STRATEGIES AND DEVELOPMENT

Developed and managed deployment of DecisionOne's outsourcing business development strategy of large scale IT integration service contracts through Cap Gemini, Accenture, Deloitte, Bearingpoint, Computer Sciences Corporation, SAIC

**2000 to 2003**

Hunt Manufacturing Corporation/Seal Graphics Division: (Philadelphia/Baltimore)

GLOBAL PRODUCT MANAGEMENT/MARKETING DIRECTOR

Management of global marketing, product life cycle, launch and channel development strategies for industrial digital graphic-finishing technology products. Designed and implemented sales channel loyalty programs and integrated selling systems and communication campaigns. In 10/01 Transitioned to 1099 (Formulated DPA Consulting - DBA Tangerine Strategies, LLC) providing services to new German ownership.

- 1986 to 2000**                    OKIDATA Americas: (Mt. Laurel, NJ.)  
INTERNATIONAL PRODUCT & MARKETING DIRECTOR  
 In-country execution of business expansion and growth strategies in Peru, Columbia, Venezuela, Argentina, Chile and Central America. Implementation of product management, supply-chain infrastructure and market strategies for subsidiary “start-ups” in Mexico and Brazil. Management of various foreign agencies (Marketing, Market Research, Advertising, PR). Key note speaker at numerous major product launch, channel and marketing events across South America.
- PRODUCT LINE & MARKETING DIRECTOR/FACSIMILE-COMMUNICATIONS DIVISION  
 Developed original business plans that led to the start-up of a new multi-million dollar Division for Okidata Americas. Developed and led all facets of Product Line Management, Product Launch and Marketing including sourcing from Japan, product direction to Engineering on product development, pricing, channel marketing, sales and communications strategies. Member of GPIT/Global Product Innovation Team.
- 1981 to 1985**                    Philips Information Systems: (Dallas, Texas)  
SALES AND PRODUCT MARKETING  
 Oversight of market entry and channel development for innovative micro-processor based, desktop computing, printing and software product lines throughout North, Central and South America.
- 1972 to 1980**                    City of Philadelphia/Philadelphia Police Department: (Philadelphia, Pennsylvania)  
 Uniform Patrol transition to Special Assignments: NC Inspector’s Squad and Internal Affairs
- MILITARY**
- 1972 to 1983**                    United States Air Force Reserve  
 Willow Grove, PA Naval Air Station, Honorable Discharge
- INTERESTS**
- 1992-1999**                    Choral Arts  
 Vocalist/Tenor: Philadelphia Boys Choir & Men’s Chorale, Greater S. Jersey Chamber
- AWARDS ETC...**                Awards/Honors/Chairs/Boards/Councils
- 1983**                                Sigma Kappa Phi Honor Society at The Wharton School
- 1996**                                Wharton Alumni Association: Business and Community Achievement Award
- 2011/2019**                        Pi Delta Epsilon Board of Governors Chairman at The Wharton School/UPenn
- 2013**                                Beta Gamma Sigma – International Honor Society – Drexel University Chapter
- 2013**                                Drexel/LeBow: Executive MBA 2013 Community Service Award
- 2014**                                Temple/Fox School of Business: Marketing Dept. Teaching and Mentoring Award
- 2015 & 2017**                        Temple/Fox School of Business: PMBA Faculty of the Year
- 2016 & 2018**                        Temple/Fox School of Business: Crystal Apple Teaching Award
- 2018**                                Temple/Fox School of Business: Leader in Teaching Innovation
- 2018**                                Temple/Fox School of Business: Dean’s Teaching Fellows Award
- 2019**                                Temple/Fox School of Business: Excellence in Case Based Research