



Dr. Jean Wilcox brings a distinctive collection of skills to any management task. Through her broad industry experience she has developed a deep understanding of what it takes to successfully market both products and services. Jean's assets are her:

- Experience as a marketing and business strategist with a unique combination of technical, marketing, communication, and design skills with the ability to envision the big picture and to communicate it clearly to any type of organization.
- Ability to translate highly complex concepts into clear language appropriate for sales and marketing communications.
- Exceptional team building skills across functional lines and international boundaries. Capability to create a team that operates as a well-oiled machine and meet aggressive schedules and deliverables.
- Ability to understand and articulate the interdependencies of tasks so that schedules can be adjusted and adapted to meet deadlines as required by circumstances
- Solid experience in wide industry segments, international arenas, new product and service development, product management, market research, branding, segmentation, technology development, technology licensing and creating customer centric value.

RELEVANT EXPERIENCE

August 2007 to present

Assistant Professor of Marketing, Temple University, Fox School of Business

Dr. Wilcox teaches courses in International and Entrepreneurial Marketing. Her students have given her high teaching rankings and cited her ability to incorporate her working experience into the classes to "make it real." Students in her Entrepreneurial Project class have raised over \$300,000 with the 10-10-10 program (focused on social entrepreneurship) and worked with numerous small business to develop marketing plans to deal with digital media and the transition to the COVID Virtual environment. Her International class focuses on current events and discusses their impact on the global marketing environment.

Dr. Wilcox was country leader for student projects in Japan (CIBER Global Business Project) and worked on a joint research project with colleagues at Kobe University in Japan.

January 2009 to present

President, NeonGinkgo , Management Consulting Practice. (www.neonginkgo.com)

Dr. Wilcox offers consulting services in marketing strategy, marketing communications and cross cultural training sessions. She has consolidated her consulting activities from previous consulting activities – CattleLogos Brand Management, Nenko Advisors, and Ginkgo Enterprises. Her forte is developing "communications across boundaries" — marketing strategies, brand management, and communications that convey impactful messages to the intended audiences.

January 2007 to December 2008

Founding Partner, Nenko Advisors International (<http://www.nenkoai.com>)

Dr. Jean Wilcox was a founding partner in Nenko Advisors International, LLC a management consulting firm that assisted companies to be successful when expanding in the global market. Nenko's focus is on helping such companies to avoid costly mistakes and to improve revenue, reduce costs and improve communications. Nenko primary area of focus is in developing business in the Asia market.

July 1, 2002 to present

CEO of CattLeLogos Brand Management Systems LLC. (www.cattlelogos.com)

Dr. Jean Wilcox was CEO of CattLeLogos Brand Management Systems LLC, an entrepreneurial company that offered end-to-end marketing services with a focus on assisting companies to develop business



strategies and communication platforms that enable them to project a clear, consistent brand image both externally and internally. CattLeLogos has worked with a wide variety of customer types and industries among them: high technology companies, consultants, chiropractors, and cleaning services.

July 1999 – October 2001

VP of Marketing and Product Development for SEAL Graphics a \$250M Division of Hunt Manufacturing Corporation where she managed multiple product lines, created focused brand strategy, and consolidated global marketing team.

- Instrumental in developing the strategy and negotiating a product development partnership between Hunt and a key player in the graphics industry.
- Created a simplified and focused brand strategy under a common design structure that eliminated redundant resources as well as market confusion resulting from multiple product brands.
- Created a global marketing team that focused priorities for the entire division, including product development
- Introduced creative new programs in support of sales.

June 1996 – July 1999

Executive Director Brand Management and Web Sites for Bellcore's name change to Telcordia Technologies.

- Managed complete restructuring and redesign of the corporate web site on schedule and within budget. (\$2.5M)
- Executive Director Marketing for Bellcore Internet Systems business unit where she managed a \$1.4 M marketing roll out for a new business. Elucidated vision and fundamental business strategy and orchestrated the market roll out including a major trade show, web site and marketing collateral.

March 1992 – 1996 and ongoing, President, Ginkgo Enterprises, Strategic Consulting Practice. (Transitioned to NeonGinkgo in 2009)

Client portfolio included: Sun Microsystems, Xerox Engineering Systems, Xerox Palo Alto Research Center, Auspex Systems, IDC (International Data Corporation), Synergy Computer Graphics, Armstrong, Hilord Chemical Corporation, National Semiconductor among others. Projects included:

- Leadership of business planning process for Xerox PARC that spun off *dpiX*, a company to manufacture very high resolution flat panel displays for military and medical applications.
- Led cross cultural training seminars in the US, Japan and Malaysia for National Semiconductor.
- Performed extensive product positioning for Sun Microsystems, with various Sun locations and customers in the US and Japan to clarify the customer value proposition of Sun workstations, Asian language operating systems and storage devices among other products.
- Managed introduction of Xerox ColorgraphX inkjet printing system in Europe and Latin America. Led team of internal and external resources to successfully meet requirements in all geographies.

December 1990 – March 1992

Marketing Director, Synergy Computer Graphics, a division of Nippon Steel Corporation.

Managed all marketing for state of the art electrostatic printing device; liaison with technologists in Japan; Completed extensive market research on use of digital printing in textile market.

February 1990 – December 1990

Marketing Director, Raster Graphics.

Managed all marketing for a start-up company in the computer graphics printing business.

May 1975 – January 1990

Xerox Corporation:



Held a variety of position in both technical and marketing management in facilities in Rochester, New York (copier duplicator division); Palo Alto, CA (Palo Alto Research Center, aka PARC); and Santa Clara, CA (Versatec, a wholly owned subsidiary)

PUBLICATIONS:

"Opera Philadelphia; Segmentation Strategies for Changing Markets," published August 2019

A case written by Fox Marketing and Supply Chain Management Department's Assistant Professors Dennis A. Paris, Dr. Jean Wilcox, Sheri Lambert, Management Information Systems Assistant Professor of Practice Amy Lavin, and research assisted by Alumna Alexandra Safir and current Temple University College of Education student Cara Blouin has been published by Ivey Publishing.

The Impact Of Hofstede's Uncertainty Avoidance Index On A National Culture's Ability To Manage Change

Publish in the Journal of Global Business and International Management, July 2013

Changing Social Media Behaviors of Millennial College Students

Conference of the American Educators Marketing Conference, September 2012

PROFESSIONAL PRESENTATIONS

"Social Networking Strategy" Shimane University, English language program, Hamada Japan, May 2016

The Impact Of Hofstede's Uncertainty Avoidance Index On A National Culture's Ability To Manage Change

Publish in the Journal of Global Business and International Management, July 2013

EDUCATION, CERTIFICATIONS AND ASSOCIATIONS:

BA Chemistry, Bryn Mawr College
MS and PhD in Physical Chemistry, University of Chicago
Middle Management Program (MBA courses), Simmons College
Marketing Management, Golden Gate University

Dr. Wilcox also holds 5 US patents.

PROFESSIONAL POSITIONS:

Member: JASGP
International Visitors Center
World Trade Center, Philadelphia
Pennsylvania Horticultural Society

Interests: Figure skating, flute and piano, gardening, Japanese language and culture, woodworking, swimming, tennis. (www.jeankwilcox.com)

References: Available upon request.