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Instructor
St. Louis University

2018-Present

As an instructor in the Chaifetz School of Business my responsibilities include the teaching of Marketing courses in our program, faculty sponsor of the Marketing Club and mentoring students in our program. Courses taught include: Integrated Marketing Communications, Social Media Marketing, Digital Marketing and Marketing Analytics. Accomplishments include:

- A complete redesign of the courses I have been assigned
- High teaching evaluations in those courses in student assessment
- Certification of our student Marketing Club as a university chapter of the American Marketing Association professional organization for the first time in club history

Personal: I was interviewed by the national Canadian Broadcasting Corporation for television regarding gas price differences between the provinces. My comments were shown on national TV during the evening news in May of 2019.

Instructor
University of Missouri – Columbia

2008-2018

As an instructor in the School of Business my responsibilities include the teaching of nearly 175 students a year in the areas of e-Marketing (Strategy development, Marketing Mix, e-Marketing tools of email, video, web page design / development, search engine marketing, affiliate marketing, online/offline mix, social media, online ads) and in our graduate digital marketing courses. Accomplishments include:

- Very high teacher evaluations in the department of Marketing (as measured by the students)
- Awarded Professor of the Year at Graduation Ceremonies 6 times. Most recently Fall 2017
- Awarded a School-wide “Academic Achievement” recognition for teaching excellence
- Awarded a graduate teaching award given to one faculty member a year in the entire School of Business – Spring 2018
- Placement of students into internships and jobs at several large corporations

Personal: Interviewed and published by ZenMedia magazine for my digital / online marketing expertise. The interview is here: <https://zenmedia.com/mz-goes-back-to-college-marketing-insights-from-professor-joe-guilliams/>

Instructor
St. Louis University

1996-2004

e-Commerce, Digital Marketing, Web Page Design and Development, Introduction to Business information systems, e-Commerce, Management Systems

As a full-time instructor my responsibilities include the teaching of nearly 400 students a year in a 4 year accredited Business program. Accomplishments include:

- High teacher evaluations in the School of Business (as measured by the students).
- Recipient of the 1999 "Professor of the Year" award at St. Louis University, the Academic "Excellence in Teaching" award in 2002 and the "Distinguished Service Award" from the President of the University in 2004
- Placement of just over 200 students into internships and jobs at several large corporations in the St. Louis area
- 1999 Beta Gamma Sigma "Outstanding Teacher of the Year" award as voted by the students
- 2002 Excellence in Teaching Award
- 2004 Distinguished Service Award
- 1999 Information Systems Educational Conference (ISECON-Chicago)
- 2004 AACSB Meeting (Memphis, TN)
- Faculty sponsor and mentor for the School MCA Club every year

Other:

- Participated in several PhD candidate presentations for potential SLU PhD graduates and for prospective professors
- Taught an overload of up to 14 courses in some years to accommodate the large increase in majors in the School of Business
- Mentored 17 full-time students in their internships through the School of Business internship program. This involves meeting with the students and their direct report at the company where they are working to assess their performance, growth and contribution in their positions.

PROFESSIONAL EXPERIENCE

Consultant - Self employed

2009-Present

I currently provide marketing and management expertise to 3 clients that I have worked with for years. Marketing strategy development, yearly marketing plans, social media marketing and execution and monitoring of the results. The companies that I consult with are in the \$4-\$6 million dollar range of revenue which provides excellent opportunity to work with entrepreneurs and smaller businesses.

- Results: Increased one client's revenue and profits from \$2 million in 2009 to over \$5.5 million today with marketing planning and execution.
- Increased another client's revenue significantly as well and improved their profit 8 fold in 6 years.

I will continue to consult with these 3 companies part-time in the future with monthly meetings scheduled around my teaching responsibilities. I have been doing this for 10 years now and my clients depend heavily on my input into their company operations and specifically sales, marketing and management activities. This also keeps me very current in the digital marketing media of today with online ads/placement, social media marketing, SEM – search engine marketing, email, affiliate marketing, online/offline marketing mix, web design principles, customer service (online and offline) and metric analysis.

**Senior Director, Capital and Labor Management.
Anheuser-Busch, Inc.**

2008-2009

This position had two equal responsibilities.

Capital Management - Lead investment analysis of nearly \$1.5 billion dollars of capital projects and investment into Anheuser-Busch plant and facilities. I had 11 engineers and finance analysts as direct reports to analyze all proposed projects for their DCFROI deliverables, screening of those project proposals for completeness and accuracy, personally presented the proposals at the monthly CSTRC committee meeting (Capital Screening and Technical Review Committee) and occasionally presenting to the board for large multimillion-dollar proposals. In addition to this I was responsible for following up and managing financial oversight for all approved projects regarding true DCFROI (vs. planned), fund disbursements vs. project proposal, reporting tax savings/credits by state, etc.

Labor Management - Lead investment analysis of just over \$1.5 billion dollars of labor expenditures in a 5 year plan. This required extensive modeling of all labor expenditures (benefits, safety bonuses, performance bonuses, pension investment, health care costs, head-count, etc. – everything). This was useful for forecasting/planning but most importantly for union negotiations.

2009 was a union contract negotiation year. I was a key member of the Anheuser-Busch “National Negotiating Team” along with our Chief Legal Officer and VP of Labor Relations to develop the entire strategy and negotiating position for the company with the National Teamsters Organization and 17 craft unions at our 12 breweries across the US. This was to settle a new 5 year contract.

I met extensively with all members of the team to provide insight into our labor costs (factors that greatly influence it) and forecasting based on every scenario we developed for negotiations. In the end I sat at the table for final direct union negotiations in October of 2009 in Cincinnati, OH to settle the contract. We successfully completed an excellent 5 year offer for the company and the union and saved the company millions of dollars with my participation and analysis.

**Senior Director, New Business Development – Marketing
Anheuser-Busch, Inc.**

2007-2008

This senior position required extensive marketing experience to introduce an entirely new line of business to Anheuser-Busch. I lead a team of employees who were solely responsible

for the licensing and marketing of liquor products to be sold by Anheuser-Busch to our wholesaler network. Earnings pressure and growth convinced the company to consider completely new sources of revenue outside of beer. There were major challenges to bringing products to the company and this effort received the highest visibility in the company.

I reported to both the VP of Marketing and the Executive Director of New Product development. Accomplishments include:

- **Licensing:** Working with our legal team to draft contracts for the licensing of Cape North vodka, Hammer and Sickle vodka, Jimmy Buffet's entire line of tequila products, and many others. This required very extensive marketing and business acumen to develop strategic and tactical roll out plans in our wholesaler network, deal with distribution of the products from plant (Europe, Russia, US) to port (Boston, etc.) in containers along with currency exchange valuation, FOB, freight – and the full and complete management of the supply chain.
- **Profit:** Achieved net profit in the first two years of operation due to the licensing agreements we reached.
- **Distribution:** Developed strategic rollout plan of liquor products to wholesalers in select markets. This involved introducing principal partners of the liquor brands to our wholesalers and working with all parties on all marketing related to the brand portfolio.

**Vice President / General Manager
Semco Distributing, Inc., Perryville, MO**

2005-2007

This is the number two position at the company and reports directly to the President (Owner) with full responsibility for all aspects of company management. Semco is a \$30MM privately held company with 150 employees that work to fabricate, market, sell and distribute hardscape stone products in 35 states.

The departments of Marketing, Sales, Advertising, Operations, IT, Purchasing, Fabrication, Quarrying and Distribution all report directly to me. I have total P&L responsibility and prepare the annual financial budget and monthly financial statements. Accomplishments include:

Increased Sales: from \$17MM in 2004 to \$22MM in 2005, \$25MM in 2006 and budgeted sales of \$30MM in 2007 (projected).

Lower Costs (variable and fixed): Greatly improved efficiency in production by implementing new shift change schedules and production planning. Cut overhead \$140,000 a month over the past 2 years.

Management Reporting: Trained all direct reports to manage their departmental expenses and hold them accountable for spending. This required a change to our accounting systems to report monthly expenditures at the department level.

Training and Development: Developed numerous formal presentations to train employees to think more strategically and work to implement corporate plans as a team.

Semco has emerged as a leader in the hardscape and stone industries in the last 2 years. Our focus on product quality, service, marketing and advertising support has contributed significantly to this achievement. Since 2005 we have added a wholesale / retail facility on 30 acres in Kansas City, MO and opened up a new quarry to expand our offering of products and services.

**Manager of Information Systems
Anheuser-Busch Companies, St. Louis, MO**

1994-1998

As a member of the Management Committee my role was to assist in the development of the company's strategic long and short term business plans and provide information technology support in the achievement of those plans. Primary responsibilities include the planning, analysis, design and implementation of all information systems for the corporate office and 6 remote plant sites across the U.S. and Mexico.

Key accomplishments include:

- Implementation of an Electronic Funds Transfer (EFT) system to improve payments to our cash strapped customers. Many switched large portions of their business to us as a result.
- Deployment of a Margin Optimization system that reviewed daily purchases, sales and inventory to determine the most profitable sales of our products. This system was key to improving profitability in a low-margin, commodities business.

During the 3 years I worked here I developed new standards and procedures to meet the diverse and changing needs of our internal and external customers. I deployed our Continuous Process Improvement (CPI) and Total Quality management methodologies into the MIS organization and significantly improved satisfaction with our customers

**Manager, Financial Planning Operations
Anheuser-Busch Incorporated, St. Louis, MO**

1992-1994

Primary responsibilities include coordination of strategic financial operations for the A-BI Board, Controller and other company-wide Divisions (Marketing, Sales, Production). This required the management of several financial analysts, accountants and computer systems analysts to provide accurate and timely financial information and budget oversight. The analysis of financial information included:

- Preparation of the annual company budget
- Monthly reporting of direct margin results (actual vs. budget)
- Production of Actual, Budget, and 5 year plan financial P&L's

During my tenure in this position we employed the Continuous Process Improvement (CPI) methodology to completely revamp the systems and structures in place and exceed the requirements of our internal customers in the quality and timeliness of financial information.

**Business Systems Manager
Anheuser-Busch Incorporated, St. Louis, MO**

1983-1991

Responsible for the Analysis, Design and Implementation of all financial computer systems for our 10 company owned wholesalers and the office of Business Planning and Analysis. This position required heavy project management skills and an ability to develop a strong understanding of the beer business which eventually lead to my promotion to the Manager of Financial Planning in 1992.

EDUCATION

MBA 3.5 GPA

St. Louis University

Bachelor of Science in Business

Missouri State University