

Ms. GAIL G. GILBERT
Instructor, Department of Marketing
John Cook School of Business
Saint Louis University
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PROFESSIONAL EXPERIENCE

SAINT LOUIS UNIVERSITY—St. Louis, Missouri *August 2003 to Present*
Instructor of Marketing responsible for teaching marketing courses in the John Cook School of Business including *Introduction to Marketing Management, Integrated Marketing Communications, Buyer Behavior, Marketing Research, Marketing Decision Models, Personal Selling* and *Business Foundations*.

RESEARCH RESOURCE—St. Louis, Missouri *July 1999 to Present*
Marketing/Marketing Research Consultant providing new business development support; marketing research design, analysis, report writing and custom training. Clients include TALX Corporation., Maritz Inc., Kline & Company Inc., Maritz Research Inc., Delve Inc., and Behavioristics.

WASHINGTON UNIVERSITY—St. Louis, Missouri *August 1999 to July 2003*
Adjunct Professor of Marketing Part-time role responsible for teaching *Principles of Marketing* and *Marketing Research* courses in the Olin School of Business undergraduate and graduate programs.

FLEISHMAN-HILLARD INC.—St. Louis, Missouri *August 2000 to April 2001*
Vice-President, Interactive Research Part-time role responsible for developing and launching Internet based research and Website assessment research within this worldwide, international communications company.

MARITZ RESEARCH INC.—St. Louis, Missouri *July 1983 to July 1999*
Vice-President-Division Manager (1993-1999) Responsible for the revenue, operations, and profitability of a 15-state area marketing research division. Worked closely with sales and operations teams to grow division revenue from \$4.4M to over \$15M. Managed staff of over 30 research and marketing professionals. Responsibilities involved marketing strategy and planning; business development; proposal and bid preparation/presentation; research design and implementation; budgeting; hiring, training, and appraising personnel; and client satisfaction/quality reviews. Extensive consultation work with clients in applying marketing research knowledge to improve marketing strategy, business results, and customer satisfaction including work for FedEx, AT&T, GE, IBM, Caterpillar, Walt Disney World, Anheuser-Busch, Hallmark, Ryder System, Enterprise Rent-A-Car, Roche Diagnostics, Delta Airlines, Nortel, Blockbuster, United Van Lines, Mallinckrodt, Fort Sanders Health System, Harrah's, Southwestern Bell, Mercantile Stores, Pet Foods, Seven-Up, Ralston-Purina, Con-Agra, KFC, Wendy's, Kraft, Hershey, Hasbro, Legg's, and Shasta.
Senior Account Manager (1991-1993) Responsible for marketing research consultation and business development with new and existing clients. Exceeded personal sales objectives of \$750K (first year) and \$1.0M (second year).

Senior Research Manager (1985-1991) Responsible for design and implementation of research projects including management of 15+ professionals, new business development support, and client consultation.

Research Manager (1983-1985) Responsible for leading teams to provide research project production including questionnaire design, data analysis, report writing, and management presentations.

CREATIVE CONSUMER RESEARCH INC.—Houston, Texas *December 1979 to July 1983*
Vice-President Managed production of marketing research projects requiring design and analysis for this three-office firm. Supervised professional staff of three and was primarily responsible for writing proposals, analysis, reports and presentations including work for Shell Oil, Continental Airlines, Luzianne Foods, Jockey, Church's Chicken, Houston Lighting & Power, and Igloo Corporation.

PROFESSIONAL EXPERIENCE (Continued)

EXXON COMPANY, USA—Houston, Texas

August 1976 to December 1979

Marketing Analyst Coordinated marketing projects in support of corporate long-range planning, advertising, and consumer affairs. Prepared requests for proposals; evaluated bids and submitted proposals; recommended/selected vendors and consultants; analyzed data and prepared reports.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

University of Texas at Austin; Austin, Texas; *August 1976*

Emphasis in Marketing and Management; Teaching Assistant; Graduate Business Council

BACHELOR OF BUSINESS ADMINISTRATION

Texas Christian University; Fort Worth, Texas; *May 1974*

Graduated *Cum Laude*; Emphasis in Marketing and Management

Beta Gamma Sigma

ADDITIONAL INFORMATION

Industry

Involvement **Faculty Advisor:** *AMA Student Chapter (American Marketing Association)*, Saint Louis University, August 2005 to Present

Speaker: *“Portfolio Power: Building your Portfolio”*; AMA Student Chapter Meeting, Saint Louis University, September 2006

Speaker: *AMA Student Chapter Meeting*; Saint Louis University, November 2003

Panelist: *Olin Marketing Association—Marketing Forum*, Washington University in St. Louis, September 2001

**Community
Involvement**

Speaker: *Marketing for Artists: A “MARKETING ROADMAP” For Success*; November 2006; for the Volunteer Lawyers and Accountants for the Arts at the Regional Arts Commission in St. Louis

Member, Board of Directors, Kirkwood Children’s Chorale (2001-2005); *Public Relations & Marketing Committee Chair*

Member, Board of Trustees, Rohan Woods School (1996-2002); *Executive Committee, Board Secretary Marketing Committee, Human Resources Committee*