

Kerry M. Williams
guillik2@slu.edu

School of Business and Administration
St. Louis University
3674 Lindell Boulevard
St. Louis, Mo., 63108

TEACHING EXPERIENCE

St. Louis University
Instructor

St. Louis, Missouri
2002 – Current

Undergraduate:	ITM 200	Introduction to Management Information Systems
	DSCI 305	Introduction to Management Science / Production Systems
	ITM 310	Program Development Techniques I
	ITM 320	Object Oriented Programming Techniques
	ITM 330	Database Management Systems
	ITM345	Web Design and Development
	ITM 370	Business Analytics
	ITM 450	Client Server Computing
	ITM 480	Internship
	ITM 498	Independent Study
Graduate:	ITM 600	Managing Information Technology
	MBA 502	Statistics and Quantitative Methods
	MBA 598	Graduate Reading
	ITM 605	Project Management
	MBA 622	Operations Management
	MBA 625	E-Commerce

Course Development	ITM 370	Redesigned this course to include changes as ERP systems move more toward more interactive reporting systems, in particular how SAP continues to move from the Excel-based BeX to Business Objects, and to put a greater emphasis on developing dashboards
	ITM 310	Integrate ERP / SAP development and concepts with traditional object oriented Java. Developed (but have not yet implemented) a sub-module for this course that would introduce the students to basic ABAP as a comparative to the Java-based learning they encounter.

Kerry M. Guilliams
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PROFESSIONAL EXPERIENCE

The Gallup Organization

Princeton, New Jersey
January 1997 – April 1999

Vice President, Marketing

- Initiated centralized corporate marketing on behalf of The Gallup Organization. Key focal areas:
 - Industry & trade efforts in support of Gallup's primary business of marketing research and human resources consulting
 - Public relations and media development in support of the Gallup Poll
- Launched Gallup's corporate website in 1997 (www.gallup.com)
- Development committee member in building Gallup's business-to-business website. Provides management an integrated, intranet platform (hosted by Gallup) for corporate clients. Critical to the success of these client sites was the ability to distill disparate data constructs (financial, workforce effectiveness, advertising & brand measurements, quality assurance, sales, etc.) into usable comparatives, enabling powerful statistical analysis of cross-functional relationships
- Executive responsibility for developing Gallup leadership in ad and brand research.
- Board Trustee for The Gallup Institute, a non-profit, philanthropic ITMision within The Gallup Organization, focused on youth issues, and helping better understand the voice of youth through primary research and awareness campaigns.

Anheuser-Busch Companies, Inc.

June 1986 – December 1996

Budweiser Japan	Tokyo, Japan	Feb 1993 – Dec 1996
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Director of Marketing

- Start-up duties as one of five key personnel involved in the construction of Budweiser Japan from pre-launch through start-up.
- Responsible for all facets of marketing for Budweiser Japan, a joint venture between Anheuser Busch Companies, Inc. & Kirin Brewing.
 - agency management, media and creative strategy / development / execution, promotions, sponsorships, point of sale material, public relations and crisis management programs
 - wholesaler distribution planning, trade marketing, logo merchandise sales management, wholesaler / retailer communications programs
- Directed planning, management, & allocation of ¥4.5 Billion (\$ 42MM U.S.) marketing budget. Staff reporting and development obligation for 12 persons, (including four nationalities).
- Co-author, American Chamber of Commerce in Japan (ACCJ) position paper, submitted to the Japan Fair Trade Commission (JFTC) on the positive benefits of liberalized promotions regimes.
- Report to President, Chief Operating Officer, Anheuser Busch International, Inc.
President, Managing Director, Budweiser Japan Company, Ltd.

Brand Manager

- Primary responsibility for building and maintaining an executive information infrastructure for effective brand management:
 - Customer Data.....Wholesale, Retail, Consumer
 - Brand Data.....Advertising, Quality, Loyalty
 - Sales Data.....Wholesale, Retail
 - Consumer.....Lifestyle, Segmentation, Demos
- Central to our success was integrating the above systems with financial, inventory and operational data, and relevant cross-national comparatives
- Tools used included SAS, SPSS, MS Office (Excel, PowerPoint, Word, Access), syndicated database systems (Nielsen ratings, syndicated sources such as IRI, Lifestyle Monitors, etc) and proprietary in-house systems

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Anheuser-Busch Companies, Inc.

June 1986 – December 1996

Marketing, Planning & Research St. Louis, Missouri Dec 1988 – Feb 1993
Senior Analyst, Consumer Studies

- Diverse consumer research program; market segmentation, geo-demographic analyses, new brand planning, post-launch tracking, focus groups and others.
- Media planning and effectiveness analyses integrating advertising tracking, Nielsen Media, and other syndicated information to optimize budgeting and media spending.
- Database management and maintenance of various data sources:
 - Syndicated data including :
 - Nielsen media measurement and household shopping tracking systems
 - Information Resources (IRI) media and consumer panel data
 - Inventory and promotional (point-of-purchase) information systems
 - Proprietary longitudinal and cross-sectional national survey data:
 - Advertising and brand quality tracking
 - Consumer loyalty modeling
 - Modeling of creative, media and advertising response / behavior interrelationships
- Employed a wide variety of software tools including
 - FORTRAN (VM), Assembler, Tel-A-Graf, Easytrieve, SAS & SPSS Languages
 - MS Office Suite (including Excel Macro Programming)

Management Systems Group St. Louis, Missouri Apr 1987 – Nov 1988
Programmer / Analyst, Quality Assurance Systems

- Development of quality assurance systems to aid brewmasters, packaging quality control, and plant operation personnel control and track total product quality
- Software included EasyTrieve, MANTIS, Tel-A-Graf, and Prime computer systems

McDonnell Douglas Corporation.
Business Programmer Analyst

St. Louis, Missouri, U.S.A.
June 1985 -- March 1987

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EDUCATION

Washington University of St. Louis
Ph.D., Economics – Degree Not Completed

St. Louis, Missouri
August 2000 – June 2001

Maryville University.
Masters, Business Administration (MBA)

St. Louis, Missouri, U.S.A.
May, 1993

Southwest Missouri State University.
Bachelors of Science
Management Information Systems

Springfield, Missouri, U.S.A.
December, 1985

Note *From June 1999 through May 2000, I enrolled in full-time preparatory coursework in advance of the Ph.D. program at Washington University. Specifically:*

Universidad de los Andes, Mérida, Venezuela
January 2000 – May 2000 (Spring Session, 2000)
Math Focus & Spanish

Rutgers University, New Brunswick, New Jersey
June 1999 – December 1999 (Summer & Fall Sessions, 1999)
Math & Economics Focus