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OBJECTIVE

To use my diverse professional and educational background to teach and mentor students in order to prepare them for productive professional and civic lives in the context of a rapidly changing, learning-intensive, globalizing world.

EDUCATION

- 2015- Present** Assorted workshops and conferences on teaching and assessment methods
- 2005 Vistage Chair** Vistage International, San Diego, California. Trained Executive Coach and facilitator of advisory groups of CEOs and senior executives.
- 2000 Certified New Product Development Professional** Product Development and Management Association, Chicago, IL
- 1998 Certified Management Consultant** Institute of Management Consultants, Washington, D.C.
- 1981 Post-doctoral Fellow** Western Psychiatric Institute, The University of Pittsburgh, Pittsburgh, PA
Psychiatric Epidemiology. Statistical analysis/research design member of team that studied the effects on resident mental health of the Three Mile Island nuclear accident.
- 1979 Ph.D.** The University of Connecticut, Storrs, CT, Social Psychology Supported by research and teaching fellowships
- 1979 MS** The University of Connecticut, Storrs, CT, Statistics (double majored with psychology)
- 1978 MA** The University of Connecticut, Storrs, CT, Social Psychology
- 1974 BS** Drexel University, Philadelphia, PA. Psychology/Sociology/Anthropology, an Interdisciplinary Major in the College of Humanities and Social Sciences. Graduated with Honors. National Merit Scholar

SUMMARY OF TEACHING, FACILITATION AND MENTORING EXPERIENCE (Details throughout remainder of CV)

Teaching

- 2015-present** *Visiting Research Professor*, Department of Chemistry, College of Arts and Sciences, Drexel University
Course: GRAD T 580 – Creative Interdisciplinary Team Research
Adjunct Professor, LeBow College of Business, Marketing Department and Dornsife Office of Experiential Learning, Drexel University
Courses: MKTG 347 – New Product Development
MGMT 372 – Consulting to Start-Ups
BUSN 715 – MBA Consulting Projects
MGMT 680 – Leading for Innovation
Global Engagement Scholar Mentor
- 2000-2010** YMCA Swim Officials Instructor (10 years) and Certified YMCA Trainer
- 1978** Instructor – Introduction to Social Psychology (Junior/Senior level class), University of Connecticut
- 1975-1976** Instructor – Laboratory Sections of Introduction to Psychology (Freshman level class), University of Connecticut

Facilitation, Training, Presenting and Mentoring

- 1977- present** Presented numerous times at professional conferences in psychology, new product development, and market research (see Publications and Presentations for details).
- 1977-present** Led business groups and teams and developed subordinates for promotion and career success.
- 1992-present** Conducted countless sales capabilities presentations, project progress presentations, and final results presentations on behalf of my company (Gondek & Associates), and three custom market research companies. These presentations were either developed individually by me, or by teams led by me
- 1992-present** Developed, facilitated, led, and reported with recommendations for implementation:
- Full and half-day workshops for groups of small-to-mid-sized company CEOs and other C-level executives (Vistage Chair).
 - New product and service idea generation and convergence sessions.
 - Strategic planning and other planning related workshops.
 - Teleconferences and videoconferences, both with client teams and with internal project teams. Many of these involved global participants.
- 2005-2007** Coached dozens of CEOs and C-level executives to improve business performance as a Vistage Chair.
- 1992-2007** Moderated hundreds of focus groups with samples of consumers, physicians (many specialties including, but not limited to, oncologists, cardiologists, pain specialists, orthopedic surgeons, and family practitioners) and other professionals such as, buyers, laboratory workers, and others. Designed research instruments, conducted interviews, and analyzed and reported results with recommendations for implementation.

EXPERIENCE HIGHLIGHTS (detailed employment history provided below)

Experienced business professional, manager, and leader with more than 30 years' experience in new product development, market research, marketing and brand management, consulting, and executive coaching

- Twenty-five years' experience (1989 to present) in international marketing and management across the continents of Europe, Asia, and Australia as well as North, South and Central America
- Experienced in new product development, market research, product launch, and market strategy and planning in numerous industries including prescription drugs (especially oncology, pain medications and statins), OTC drugs (for example Tylenol, Lactaid), consumer packaged goods (including glue sticks, nature sounds and music CDs) and foods (for example Gatorade, Aunt Jemima Pancake Mix and Skittles Candies)
- Held management positions in market research and consulting firms, consumer products companies, and not-for-profit organizations.
- Held sales, marketing, and business development roles in market research, consulting, and executive coaching organizations
- Led market research, marketing, non-profit board, and volunteer official teams ranging in size from two to more than thirty people. Also trained and experienced as an executive coach.
- Completed hundreds of client-proprietary market research, strategic planning, and market strategy assignments, both quantitative and qualitative in nature, many of them multi-national in scope.

PROFESSIONAL ACTIVITIES

2004 to 2015 Member, Pharmaceutical Market Research Group

- Active member of Membership Committee.
- Received national award for membership recruiting efforts in 2013.

1994 to 2004 Product Development and Management Association, New York Metro Chapter

- 1996 to 2002. Board member
- 1998-2000. Chapter President. Returned chapter to solvency while president
- 1998 and 1999. Received National Award for Service to the organization

1993 to 2004 Institute of Management Consultants, New Jersey Chapter

- 2000-2002 Chapter President
- 1994-2002. Board member
- 1996. As membership chair, received award for greatest chapter membership growth in the country by a small chapter

1982 to 2015 American Marketing Association, Executive Member

PROFESSIONAL EMPLOYMENT

**2014 to Present *Gondek & Associates, Insights Linked to Development and Strategy*
Owner & President**

Re-opened research-based global new product development, marketing consulting, executive development, and insights consultancy incorporating new expertise gained from recent employment

**2012 to 2014 *CMI Marketing Research*
Vice President, Client Solutions, Lifesciences Practice Leader**

Business development and practice leader responsible for identifying, selling, and ensuring quality delivery of unique, business-issues, addressing market research assignments to a varied pharmaceutical client list ranging from the largest in the world to strong mid-sized companies.

- Rebuilt business relationships with lapsed CMI clients, including Pfizer, Eisai, UCB and more. Resulted in more than \$1M growth in annual sales
- Led the development of two new market research products designed specifically to meet client needs
- Elevated CMI staff knowledge of the pharmaceutical business via staff presentations and other training
- Leveraged past client relationships to win the first ever directly EU-contracted research for CMI in a competitive bidding situation
- Wrote and presented three papers or posters at pharmaceutical market research conferences (see Publications and Presentations)

**2010 to 2012 *Kantar Health, Marketing Insights Practice*
Vice President, Consulting Services**

Business development and client support leader responsible for identifying, selling, over-seeing and delivering high value-added, research-based marketing strategies to a client list including both some of the largest pharmaceutical companies in the world (with some of the largest challenges), and other device and healthcare companies.

- Pfizer was first client assigned, as Kantar Health had been unable to sell much primary custom market research there. Significantly expanded client relationships and sold \$1.5 M in new work in the first 12 months,
- Added additional clients after 1.5 years. Returned sales to previous levels after they had dropped off.

**2007 to 2009 *Genactis, Inc., the US office of Genactis Group, a Global, Research-Based, Marketing Consulting Company to the Lifesciences Industries*
Director, Client Services**

Client service team leader responsible for identifying, selling, executing and delivering high value-added, research-based marketing consulting assignments to a client list including both some of the largest pharmaceutical companies in the world and others in rapid growth mode.

- More than tripled sales to recently declining clients (Pfizer, Johnson & Johnson and others) in the first 12 months. Key client liaison responsible for developing a consultative relationship with client personnel and building that relationship throughout the client organization.
- Led the team in identifying, designing, proposing, executing and delivering assignments that impact the client's business.
- Responsible for prospecting new clients as well as further developing relationships with existing ones.
- Responsible for recruiting, hiring, and developing team members so as to increase their value to the organization. Developed and promoted subordinates.
- Member of US company management team responsible for direction of US business within the context of the global group plan.

1992 to 2007

***Gondek & Associates, Consultants in Market-Driven Management
Owner & President***

My company provided clients of all sizes (from a few million dollars in revenues to the Fortune Global 100) with guidance in the successful marketing of new and established products and brands. The company executed its assignments with me as the key client contact, consultant, study designer, and reporter of results and implications to the client. Assignments were executed through a multi-national network of strategic partners and subcontractors. I used a consultative approach to identifying client needs for market research, market strategy, and strategic planning. In addition, I provided coaching to executives to improve their effectiveness. My company:

- Awarded and managed \$4 million budget per year in client market research and consulting assignments.
- Provided valued support to some of the largest pharmaceutical and food companies in the world (including, but not limited to, Pfizer, Johnson & Johnson, Nestle, and Mars), as well as others not so large.
- Managed and worked "on the ground" in assignments involving numerous countries on five continents (Europe, Asia, and Australia as well as North, South and Central America). Remotely managed assignments in additional countries and an additional continent.
- Provided coaching, both to marketing clients and company CEOs, that has favorably impacted the performance both of the individuals and their organizations. In particular, coached CEOs on difficult personnel and financial issues.
- Successfully delivered complex multi-phased, multi-country research programs involving both quantitative and qualitative primary research which was synthesized with syndicated and epidemiologic data.
- Provided recommendations that bundled research results with knowledge gained about regulatory situations and country healthcare systems into complete recommendations for addressing new markets or expanding presence in existing ones.

- 1986-1992** **M&M/Mars, Hackettstown, New Jersey**
1991-1992 Brand Director, Sugar Candy Portfolio (*Skittles* and *Starburst*)
 Profit & Loss responsibility for a \$225M (1991 dollars) business with a \$30M advertising and promotion budget; provided leadership both of existing products and new product development for the category.
 Grew sales by 10% and profitability by 15%.
1989-1991 Brand Manager, *PB Max Real Peanut Butter Snacks*
 Completed development of and launched a new chocolate confection product that achieved \$35M (1989 dollars) in sales in its first year, including management of a \$25M marketing budget, leadership of the launch team, and Profit & Loss responsibility.
1986-1989 Market Research Manager
 Managed all market information for a variety of established brands and segments (*Kudos*, *Twix*, and others), and co-led the development of several new products while identifying and exploring opportunities for new ventures in several new categories, such as cookies, savory snacks and frozen novelties.
- 1984-1986** ***Advanced Care Products Division of Ortho Pharmaceutical, Johnson & Johnson, Inc. (now contained in the Consumer Products Company of J&J), Raritan, New Jersey***
Market Research Manager
 Provided complete marketing information support (both primary research and syndicated data sources) for a range of OTC and Rx categories (some examples: athlete's foot remedies, over the counter female contraceptives), Rx to OTC switches (vaginal yeast infection), and exploration of opportunities in new categories including female nutritional supplements and pre-menstrual symptom relief products.
- 1981-1984** ***The Quaker Oats Company (now owned by PepsiCo, Inc.), Chicago, Illinois***
Research Supervisor, Senior Research Analyst, Research Analyst
 Provided complete marketing information support (both primary research and syndicated data sources) to high opportunity/low knowledge acquired food brands, new product development efforts, and a range of traditional Quaker food brands. Led research teams for the *Gatorade* brand and food commodities brands (*Quaker Standard and Instant Oatmeal, Aunt Jemima Pancakes and Syrup*, and others).

DISSERTATION AND MASTER'S THESIS

- 1979 Ph.D.** The University of Connecticut, Storrs, Connecticut. Social Psychology. Dissertation Research: Manipulated Physiological Arousal, Emotional Experience, and Evaluation of Affective Stimuli.
- 1978 M.S.** The University of Connecticut, Storrs, Connecticut. Social Psychology. Thesis research: Stimulus Content, Induced Physiological Arousal, and Differential Affective Labeling. (Completion of document delayed by double-majoring with statistics from 1976-1979.)

PUBLICATIONS AND PRESENTATIONS

Client-funded and proprietary

- Hundreds of market research, new product development, market strategy, strategic planning, and idea generation project reports and presentations during a 33-year business career.
- Dozens of capabilities presentations, proposal presentations, and internal corporate presentations of various types.

Academic and Public

Pharmaceutical Market Research Conference, February, 2014 – Pre-conference Workshop: “Defending Your Brand from Category Disruptors” with Alisa Hamilton, VP Quantitative Research Services, CMI

PMRG Institute, October, 2013 – Poster – “How to Improve Medication Adherence: Applying Lessons Learned from Onboarding Financial Investors” with Steven DiCarlo, Fidelity, VP Personal Investing

PMRG Annual National Conference, March, 2013 – “Engaging Stakeholders With A Story: 3 Tips to Improve Research Reporting” with Deanna Schwarz, Director, Business Analytics and Insights, Pfizer and Alisa Hamilton, VP Quantitative Research Services, CMI

From 2006 to 2012 I worked in a sales capacity for companies that discouraged public presentations or publication of their work. I resumed conference presentations after joining CMI, as they encouraged that.

Gondek, Paul C. “Cut Spending Fat, Gain Muscle in Studies.” *Marketing News* April 28, 2003, p. 40.

Guest Editor: *VISIONS* (PDMA magazine) Special Issue: Global NPD: Making It Work, October 2002, Vol. XXVI, No. 4 (Copy available upon request)

1997, 1998, and 2000. Developed and led workshops “Special Topics in New Product Development” at the PDMA International Conferences

Gondek, Paul C. “So the Product is Developed, Now What? Lessons in Managing Critical Launch and Life Cycle Issues.” *VISIONS* (PDMA magazine) Special Issue on the 2000 PDMA International Conference. January, 2001, Vol. XXV, No. 1: 10;18.

Gondek, Paul C. “New Style Research Adviser More Than ‘Warm Body’.” *Marketing News* April 12, 1999, p. 10.

Gondek, Paul C. “Lessons to be Learned from the Consumer Goods Sector: Key Ideas from Three Very Different, Provocative Presentations.” *VISIONS* (PDMA magazine) Special Issue on the 1998 PDMA International Conference. January, 1999, Vol. XXIII, No. 1: 14-15.

Gondek, Paul C. “Prospecting for Gold in the Strategy Track.” *VISIONS* (PDMA magazine) Special Issue on the 1997 PDMA International Conference. January, 1998, Vol. XXII, No. 1: 13-14.

Bromet, E.J., Parkinson, D.K., Schulberg, H.C., Dunn, L.O., and Gondek, P.C. "Mental Health of Residents Near the Three Mile Island Reactor: A Comparative Study of Selected Groups." *Journal of Preventive Psychiatry* 1 (1982): 225-276.

Bromet, E.J., Dunn, L.O., Gondek, P.C., Parkinson, D.K., and Schulberg, H.C., *Mental Health of Residents Near the Three Mile Island Reactor: A Comparative Study of Selected Groups* National Emergency Training Center, 1982.

Gondek, Paul C. "What You See May Not Be What You Think You Get: Discriminant Analysis in Statistical Packages." *Educational and Psychological Measurement* 41 (1981): 267-282.

Gondek, P., Bromet, E., Dunn, L. "Mental health worker beliefs about nuclear power following the Three Mile Island incident." American Psychological Association, Montreal, September, 1980.

Cohen, J.B., Bromet, E., Gondek, P., Ed, V., Schulberg, H.C. "Social networks and the mental health of Three Mile Island residents." Society for Epidemiologic Research, Minneapolis, June, 1980.

Bromet, E.J., Parkinson, D.K., Schulberg, H.C., Dunn, L.O., and Gondek, P.C. *Three Mile Island: Mental Health Findings*. Washington, DC. National Institute of Mental Health, 1980.

Gondek, Paul C. and Hakmiller, Karl L. "Induced Physiological Arousal, Evaluation of Affective Stimuli, and Emotional Experience." American Psychological Association, New York, 1979.

Gondek, Paul C. and Hakmiller, Karl L. "Stimulus Content, Induced Physiological Arousal, and Differential Affective Labeling." Eastern Psychological Association, Boston, Massachusetts, April, 1977.

COMMUNITY VOLUNTEER LEADERSHIP ACTIVITIES

- 2015-present** Elected Member, Drexel University Alumni Association Board of Governors
Member: Honors and Awards, Affinity Groups, and Marketing Committees
Member: Alumni Swim and Dive Committee
- 2014-present** Board of Managers, Christian Street Branch, Philadelphia Freedom Valley YMCA
Chair, 2015, 2016 and 2017 Annual Fund Raising Campaign.
Volunteer of the Year, 2014
Member of Capital Planning and New Building Committees
- 2014** Strategic Planning Committee, South of South Neighborhood Association, Philadelphia, PA. **Volunteer of the Year, 2014**
- 1999-2010** Hunterdon County YMCA Board of Trustees
2004 - Board Chair
2004 – Acting Chief Executive Officer, Hunterdon County YMCA
2003-2004 - First Vice Chair
2001-2003 – Second Vice Chair
2013, 2010, 2006, 1994 – Strategic Planning Committee
2010, 2006 – Committee Chair
1999-2013 – Properties Committee
2001-2009 – Executive Committee
2002, 2004 – CEO Selection Committee
2005-2009 – Strong Kids Fundraising Campaign – Teams Section Chair (rebuilt the Community/Teams Section of the Strong Kids Campaign from zero to a level involving 27 volunteers who raised \$60,000 dollars per year, and who identified 40 new donors.)

2004-2009 – Delegate to Y-USA National and Regional Assemblies

Awards

2002 - New Jersey YMCA State Alliance, Public Policy Committee – **Outstanding Volunteer Award**

1996-2011

1997 - Hunterdon County YMCA **Volunteer of the Year** (with wife, Monica)
YMCA Competitive Swimming Program

2004-2010 – Invited Member – New Jersey State Swim Officials Committee.

2002-2008 - Meet Referee – New Jersey YMCA Bronze Swimming Championships. Complete responsibility for the conduct of the meet in the pool area since it began in 2002. Recruiting, assigning on-deck positions, and supervising the work of more than 40 officials for over 930 swimmers in 3 sessions over 2 days.

2000-2010 - Certified Officials Instructor. Trained more than 100 volunteer parents statewide to become YMCA Certified Swim Officials.

1996-2006 - Officials Coordinator – Hunterdon County YMCA Stingrays Swim Team. Developed and trained officials team from a handful in 1996 supporting two teams to 25 supporting four teams (two boys' and two girls').

1996-2005 – Meet Referee - Hunterdon County YMCA Stingrays' Splash.

Responsibility for the conduct of this meet that grew from less than 100 10 year-old and under swimmers to over 700 swimmers of all youth ages competing in 2 sessions over an extended day.

1996-2011 – YMCA Certified Swim Official