

PAUL C. GONDEK, PhD  
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## EDUCATION

- 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

## PROFESSIONAL EXPERIENCE

- 2015-present** **Adjunct Teaching Professor**, Department of Psychological and Brain Sciences, Drexel University  
Courses: PSY 150 – Introduction to Social Psychology (in-person, synchronously on-line (during COVID) and, beginning Winter 2023, asynchronous on-line)  
**Visiting Research Professor**, Department of Chemistry, College of Arts and Sciences, Drexel University  
Co-Principal Investigator – NSF Grant “Creative Disciplinary Research in Graduate Education” in which he co-taught: AS-I 501 (and other numbers) - Creative Interdisciplinary Team Research: Principles and Practice (co-developer and co-instructor), and AS-I 502 – Enhancing the Creativity of a Research Project  
**Adjunct Teaching 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  
BUSN 603 (Winter 2017-18) – Market Policies and Practices (both developer and instructor at the request of the business school)  
Liberty Scholar Mentor

- 2014 to 2021**                    ***Gondek & Associates, Insights Linked to Development and Strategy***  
**Owner & President**
- 2012 to 2014**                    ***CMI Marketing Research***  
**Vice President, Client Solutions, Lifesciences Practice Leader**
- 2010 to 2012**                    ***Kantar Health, Marketing Insights Practice***  
**Vice President, Consulting Services**
- 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**
- 1992 to 2007**                    ***Gondek & Associates, Consultants in Market-Driven Management***  
**Owner & President**
- 1986-1992**                    ***M&M/Mars, Hackettstown, New Jersey***  
**1991-1992 Brand Director, Sugar Candy Portfolio (*Skittles* and *Starburst*)**  
**1989-1991 Brand Manager, *PB Max Real Peanut Butter Snacks***  
**1986-1989 Market Research Manager**
- 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**
- 1981-1984**                    ***The Quaker Oats Company (now owned by PepsiCo, Inc.), Chicago, Illinois***  
**Research Supervisor, Senior Research Analyst, Research Analyst**

## **PUBLICATIONS AND PRESENTATIONS**

### **Academic and Public**

Hurwich, T., Nicholas, D., Fleming, F., Gondek, P.; Katzbuonincontro, J., King, D. Designing and Iterating for Interdisciplinary, Creative Research in Graduate Teams; (forthcoming 2023) *International Journal of Designs for Learning*

Hurwich, T., Nicholas, D., Fleming, F., Gondek, P., Katz-Buonincontro, J., King, D., & Perignat, E. (2022). Designing For Creative Research In Graduate Education. ICERI2022Proceedings, 195–201. <https://doi.org/10.21125/iceri.2022.0081> In-person presentation, Sevilla by D.S. Nicholas International Event/Outlet

Elaine Perignat, Fraser F. Fleming, Diana Nicholas, Daniel King, Jen Katz-Buonincontro & Paul Gondek (2022): Effective Practices for High Performing Interdisciplinary Faculty Teams, College Teaching, DOI: 10.1080/87567555.2022.2086525

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.

## **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.

## **SUMMARY OF NON-ACADEMIC TEACHING, FACILITATION AND MENTORING EXPERIENCE**

- 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.

## **NON-ACADEMIC EXPERIENCE HIGHLIGHTS**

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 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**

## **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.)

## **COMMUNITY VOLUNTEER LEADERSHIP ACTIVITIES**

- 2015-present** Elected and Emeritus Member, Drexel University Alumni Association Board of Governors  
Member: Honors and Awards and Drexel Serves Committees  
Member: Alumni Swim and Dive Committee

- 2014-present** Branch Advisory Board, Christian Street Branch, Greater Philadelphia YMCA  
 Chair or Co-Chair of the Board – 2019-2022  
 Chair, 2015, 2016 and 2017 Annual Fund Raising Campaign.  
**Volunteer of the Year, 2014**  
 Member of Board Development Committee
- 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**  
 1997 - Hunterdon County YMCA **Volunteer of the Year** (with wife, Monica)
- 1996-2011** YMCA Competitive Swimming Program  
 2004-2010 – 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