
DAVID S. YOULAND

Assistant Professor of Business
Southwestern College ~ Business Division
110 Mossman Hall ~ 100 College Street ~ Winfield, Kansas
Office: 641.229.6292 Cell: 423.276.6420
David.youland@sckans.edu

EDUCATION

UNIVERSITY OF MINNESOTA CARLSON SCHOOL OF MANAGEMENT, Minneapolis, Minnesota
Master of Business of Administration (M.B.A.) degree awarded June 1983 (concentration in Marketing).
Bachelor of Science in Business Administration (B.S.B.) degree awarded June 1982.

PROFESSIONAL SUMMARY / FIELDS OF CONCENTRATION

Professionally qualified Business Administration faculty. Academic and corporate instructor utilizing versatile teaching techniques for traditional, accelerated and online students. In-depth knowledge and experience in sales, strategic marketing and general management in multiple industries. Proficient at teaching sales and marketing frameworks to uncover unmet needs, assess behaviors, segment and target markets, develop effective value propositions, price for value and execute go-to-market plans that produce results.

Recognized for strengths in market research, competitive intelligence, strategic planning, new product / market development, acquisition evaluation and the development of strategic alliances and partnerships. Accomplished at identifying and evaluating new business opportunities and then creating actionable plans and launching profitable product and service operations. Diverse experience including a \$10B Global Fortune 500 firm, a \$4B Berkshire Hathaway subsidiary, corporations listed on NASDAQ and privately held entrepreneurial ventures.

ACADEMIC POSITIONS

Southwestern College, Winfield, KS

Assistant Professor of Business

August 2018 - Present

Non-tenure track business faculty position teaching undergraduate and graduate coursework in marketing, sales and related areas. Courses taught:

Principles of Marketing

Marketing Strategy

Topics: Market Research

Professional Selling

Marketing Strategies, MBA

Global Operations, MBA

International Business Strategies, MBA

Capstone Project, MBA

Independent Study Graduate Project Advisor, Simon Moldonado (Fall 2019)

Independent Study Graduate Project Advisor, Tomunci Whitfield (Spring 2020)

Independent Study Graduate Project Advisor, Keyshawn Wyatt (Fall 2022)

Independent Study Undergraduate Project Advisor, Gerardo Ortiz & Ahmad Pratt (Spring 2021)

Independent Study Undergraduate Project Advisor, Andre Jones (Spring 2023)

King University, Bristol Tennessee

Adjunct Lecturer of Marketing and Management

January 2008 – August 2018

Taught coursework in college for working adults in Bristol and Kingsport, Tennessee.

Principles of Marketing (winter 2008, fall 2009, fall 2010, spring 2011, spring 2012, fall 2015, fall 2016)

Principles of Marketing – online delivery (spring 2013, fall 2013)

Integrated Marketing Communications (fall 2008, winter 2008, spring 2009)

William Penn University, Oskaloosa, Iowa

Adjunct Lecturer of Marketing and Management

January 2000 – May 2006

Taught 20 courses in college for working adults in West Des Moines, Ames and Oskaloosa, Iowa.

Marketing for Managers (2001 – 2006)

Contemporary Business Leadership (2003 – 2006)

Business Research Fundamentals (fall 2000)

Goal Management for Adult Learners (winter 2000)

Central College, Pella Iowa

Adjunct Lecturer of Marketing

August 2003 – December 2003

Taught *Marketing Management* course for traditional undergraduates.

St. Cloud State University Herberger Business School, St. Cloud, Minnesota

Adjunct Instructor of Marketing

January 1997 – May 1997

Taught *Principles of Marketing* course for traditional undergraduates at AACSB accredited school.

University of Minnesota Carlson School of Management, Minneapolis, Minnesota

Graduate Assistant, Department of Marketing (AACSB accredited)

August 1982 – June 1983

PROFESSIONAL AFFILIATIONS

Member: American Marketing Association, Wichita chapter (2018 – Present)

Member: Product Development and Management Association (PDMA) (2004 – Present)

New Product Development Professional (NPDP) certification from PDMA (November, 2004 - Present)

Academic Member: Institute for Study of Business Markets (2019 – Present)

Corporate Member: Institute for Study of Business Markets (2006 – 2018)

Corporate Member: Marketing Science Institute (2008 – 2009)

Member: Association of Energy Engineers (2000 – 2002)

Certified Energy Manager (CEM) certification (2000 - 2002)

PUBLICATIONS

[*Readings in Qualitative Market Research: Practical Approaches for Managers*](#) (First Edition: Published December 2021) Cognella Academic Press. Available through Cognella and Barnes & Noble.

[*Driving Organic Business Growth: Actionable Strategies for Smart Innovation*](#) (2019), self-published. Available on Amazon, Barnes & Noble, Goodreads and other outlets in print and electronic formats.

Luminas Strategy Article – [*Creating Space for Growth – If You Build It, It Will Come*](#) (Published August, 2022)

Luminas Strategy Article – [*Not All Growth is Created Equal - Why is Organic Growth Preferred Over Inorganic Growth?*](#) (Published July, 2022)

Luminas Strategy Article – [*You Checked Your Vehicle's Alignment, But Is Your Organization Aligned on How it Creates Differential Customer Value?*](#) (Published May, 2021)

Luminas Strategy Article – [*Growth Through Winning With Customers*](#) (Published October, 2020)

Adhesives and Sealants Industry, [*2020 Raw Materials and Chemicals Outlook Roundtable*](#), (Published February 2020).

American Coatings Association, *10th Annual U.S. Market Analysis*, Chapter 5 Raw Material Feedstock Dynamics and Trends, (Published Fall 2019).

Adhesives and Sealants Industry, *Feature Article: [*2019 Adhesives and Sealants Raw Materials and Chemicals Overview*](#)* (Published September, 2019)

PRESENTATIONS / MEDIA ACTIVITY

Presenter: ISBM fall members meeting, *Eastman's Marketing Journey*, (September, 2014)

Presenter: ISBM winter conference, *Tools for Building Marketing Proficiency*, (February, 2007)

Media Activity

WalletHub – [Expert commentary](#) on GEICO insurance leadership and value (December, 2022)

WalletHub – [Expert commentary](#) on car insurance liability coverage (July, 2022)

Luminas Strategy – [Video interview](#) - customer vs. company-focused strategy (March, 2022)

WalletHub – [Expert commentary](#) on credit card cash back strategies (March, 2022)

WalletHub – [Expert commentary](#) on car insurance pricing strategies (January, 2022)

Moneygeek – [Expert commentary](#) on car insurance coverage (December, 2021)

Moneygeek – [Expert commentary](#) on car insurance premiums (December, 2021)

WalletHub – [Expert commentary](#) on metal credit cards (August, 2021)

WalletHub – [Expert commentary](#) on comprehensive car insurance coverage (June, 2021)

WalletHub – [Expert commentary](#) on COVID impact on car insurance (January, 2021)

WalletHub – [Expert commentary](#) on credit card strategies (October, 2020)

WalletHub – [Expert commentary](#) on credit card rewards strategies (May, 2020)

WalletHub – [Expert commentary](#) on cell phone pricing strategies (September, 2019)

WalletHub – [Expert commentary](#) on Wells Fargo's credit card offerings (March, 2019)

Finder.com – [Expert commentary](#) on business credit cards (April, 2020)

Corporate Executive Board Marketing Leadership Council Publication – *Developing a Marketing Competency Model* (September, 2014)

AWARDS

Southwestern College Exemplary Faculty award: General Board of Higher Education and Ministry, United Methodist Church (May, 2022)

Awarded Southwestern College faculty development grant for publication of *Driving Organic Business Growth* (November, 2019).

Recipient of ten leadership awards at Eastman Chemical Company (2006 – 2018) including Eastman CEO award for key account strategy leadership (2009).

Recognized as one of 50 change-agents by MidAmerican Energy CEO (1998).

SERVICE TO INSTITUTION, DISCIPLINE AND COMMUNITY

Southwestern College

Chair (2021-Present) Vice Chair / Recorder (2020-2021) Recorder (2019-2020) Academic Affairs committee

Coach, Jinx's Toolbox Event (Fall 2022)

Online Judge, Cowley County Youth Entrepreneurship Challenge (Spring 2022)

Coach, Backpack to Briefcase Career Services Event (Spring 2022)

Member, Math faculty search committee (2023)

Member, Accounting faculty search committee (2022)

Member, Undergraduate Business Program Review committee (2020-2021)

Member, Business faculty search committee (2020 and 2021)

Member, SC Promotions Sub-committee (2023)

Faculty Panel Member, SC Chapel (March 2021)

Member, Classroom spacing COVID-19 sub-committee (Summer 2020)

Member, Accounting faculty search committee (2019)

Member, Enactus Director / Business Instructor search committee (2019)

Member, Curriculum committee (2018 - 2019)

Participant, Nathan Clements Ed.D. Faculty Development research project (2020)

Proctor, Assessment Day (Fall 2020)

Department Representative, Explore More Day (Winter 2020), (Winter 2023)

Faculty Advisor to 50+ undergraduate students

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Southwestern College (continued)

Submitted proposals to revise courses (Professional Selling) and (International Business) Fall 2019 and to update marketing emphasis and incorporate Market Research course into curriculum (Winter 2023).

Developed proposal to enhance undergraduate and graduate business coursework (Fall 2020).

Developed new undergraduate course to enhance SC marketing coursework: Topics: Market Research (Spring 2021)

American Marketing Association

International Collegiate Marketing Case Study Competition, Judge for undergraduate marketing case study competition (December 2019, December 2020, December 2021 and December 2022.)

Wiley Academic Publishing

Reviewer: 2020-2022

PROFESSIONAL EXPERIENCE

Luminas Strategy, Durham, NC (Privately held consulting firm)

Senior Consultant

February 2020 - Present

Work with organizational leaders to develop winning customer and stakeholder value propositions.

The ChemQuest Group, Inc., Cincinnati, OH (Privately held consulting firm)

Director

June 2019 – Present

Strategy consulting in the specialty chemical industry. Participate on project teams conducting due diligence and primary research on behalf of private equity and strategic buyers.

Eastman Chemical Company, Kingsport, TN (\$10 billion NYSE global specialty chemical producer)

Global Team Leader, Market Research –Strategy Insights & Analytics **December 2016 – August 2018**

Led global team of Research Managers in three regions responsible for design and implementation of research and strategy projects that delivered market, customer, and competitor insights to drive organic growth.

Manager, Market Insight & Strategy – Plasticizers Business Organization **July 2012 – December 2016**

Developed and synthesized customer and market insights and competitive intelligence to build robust business strategies. Facilitated front-end concept development and key account strategies to drive organic growth. Project leader for transformational business strategy project. Coached and mentored throughout the enterprise on the application of B2B marketing tools for profitable growth. Managed and on-boarded high-potential MBAs.

Marketing Strategy & Development Manager - PCI Business Organization **February 2011 – July 2012**

Established marketing function in mature business. Uncovered unmet customer needs, assessed customers buying behavior, segmented and targeted markets, developed differentiated value propositions and executed go-to-market plans that delivered results. Developed baseline competitive intelligence insights.

Market Insight & Strategy Manager, Strategic Accounts **October 2008 – February 2011**

Led cross-functional account teams to develop and execute global cross-division account strategies for key corporate accounts including 3M, Henkel, DuPont, Altria, BASF and Johnson & Johnson that uncovered \$300m+ in potential new opportunities. Work cited by key customers as best-in-class.

Marketing Competency Process Manager, Global Marketing **May 2006 – October 2008**

Led efforts to build global marketing capabilities. Developed framework and tools to assess and fill competency gaps. Work presented at conferences and documented in CEB case studies. Introduced growth framework throughout the enterprise through classroom training and novel delivery methods.

Owner Revolution, Inc. Adair, IA (\$25m ESOP plastics holding company)

Vice President, Marketing **Strategic Marketing Director**

October 2004 – May 2006
November 2003 – October 2004

Dice.com, Des Moines, IA (\$100m NASDAQ job board – entered chapter 11 bankruptcy)
Product Development Manager **January 2001 – January 2003**

Microware Systems Corporation, Des Moines, IA (\$25m former NASDAQ software producer – sold in 2001)
Director of Marketing **June 2000 – January 2001**

MidAmerican Energy Holdings Company, Inc., Des Moines, IA (\$4 billion subsidiary of Berkshire Hathaway)
Manager, Total Managed Solutions **September 1999 - June 2000**
Senior Product Manager - Business Development **May 1997 - September 1999**

Emplast, Inc., Chanhassen, MN (\$50m privately held plastics processor)
Manager, Product Development **December 1996 - May 1997**
National Sales Manager – Container Products Division **January 1995 – December 1996**
Sales/Marketing Manager - New Business Development **October 1992 - January 1995**

SWM International, Minneapolis, MN (\$150m plastics processor)
Business Unit Manager – Construction Products **February 1990 - September 1992**
Business Unit Manager – Packaging Products **July 1988 - February 1990**

Entegris, Inc. Chaska, MN (\$1 Billion NASDAQ semiconductor materials supplier)
New Product Manager – Semiconductor Business Unit **May 1987 – July 1988**

SWM International, Minneapolis, MN (\$150m plastics processor)
Market Development Manager **January 1987 - May 1987**
Market Manager **June 1985 - January 1987**
Assistant Market Manager **August 1983 - June 1985**

Land O’ Lakes, Inc, St. Paul, MN (\$14 billion Ag Coop)
Foodservice Sales Intern **June 1981 – August 1981**

CORPORATE TRAINING

Eastman Chemical Company:

Developed original content and taught or co-taught the following courses:

Marketing 101: (spring 2012 – fall 2017)

Creating and Communicating Effective Value Propositions: (summer 2011 – fall 2013)

Eastman Growth Framework course for sales and functional organizations: (summer 2007 – winter 2013)

Marketing Fundamentals at Eastman global innovation conference (spring 2007)

Eastman Growth Framework two-day course (fall 2006 – fall 2015)

Marketing Research Fundamentals (summer 2008- summer 2017)

Worked with UNC-Chapel Hill, Keenan-Flagler Business School faculty (Dr. William Putsis) to develop *Value Proposition for Technology professionals* course (winter 2013) at Eastman Chemical Company.

PROFESSIONAL DEVELOPMENT

Institute for Study of Business Markets (Pennsylvania State University Smeal School of Business)

Annual Members Meeting (online)- May 2021. Participated in bi-annual meetings from 2006 - 2011

2021 Academic Conference (online) – August 2021

Southwestern College Deans Office

Course Development Institute – Spring, 2019

Additional Coursework / Executive Education:

Northwestern University Kellogg School (Creating and Managing Strategic Alliances, 1998)

Minnesota PDMA (New Product Development Fundamentals, 1997)

University of Michigan Ross School of Business (New Products Management, 1986)

University of Minnesota Carlson School of Management at Conwed (Industrial Marketing Forum, 1985)

Offered Through Eastman Chemical Company:

Gallup: Great Managers Program (2012)

MWI: Negotiation Skills (2011)

University of North Carolina Kenan-Flagler Business School: Global Perspectives (2011)

Northwestern University Kellogg School of Business: Strategic Thinking (2010)

University of Virginia Darden School of Business: Leadership Fundamentals (2010)

University of North Carolina Kenan-Flagler Business School: Influence Without Authority (2010)

MWI: Effective Facilitation Skills (2010)

Wilson Learning: Personal Selling Skills (2009)

Miller-Heiman: Strategic Selling (2008)

Upfront Presentations: Presentation Skills (2007)

Tracom: Social Styles (2006)