

DAVID S. YOULAND

Assistant Professor of Business
Southwestern College ~ Business Division
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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, 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 and 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 (Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021)

Marketing Strategy (Spring 2019, Spring 2020, Spring 2021)

Topics: Market Research (Spring 2021)

Professional Selling (Fall 2018, Fall 2019, Fall 2020, Fall 2021)

Marketing Strategies, MBA (Fall 2018, Fall 2019, Fall 2020, Fall 2021)

Global Operations, MBA (Fall 2018, Fall 2019, Fall 2020, Fall 2021)

International Business Strategies, MBA (Spring 2019, Spring 2020, Spring 2021)

Capstone Project, MBA (Spring 2019, Spring 2020)

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

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

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

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, St. Cloud, Minnesota

Adjunct Instructor of Marketing

January 1997 – May 1997

Taught *Principles of Marketing* course for traditional undergraduates.

University of Minnesota Carlson School of Management, Minneapolis, Minnesota

Graduate Assistant, Department of Marketing

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 (March 2000 – lapsed 2002)

PUBLICATIONS

Readings in Qualitative Market Research: Practical Approaches for Managers (Published January 2021)

Cognella Academic Press.

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 – [*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*, (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 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*)

AWARDS

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

Recipient of ten leadership awards at Eastman Chemical 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 (2021-2022) Vice Chair / Recorder (2020-2021) and Recorder (2019-2020) Academic Affairs committee

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

Member, Business faculty search committee (2020 and 2021)

Faculty Panel Member, 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)

Faculty Advisor to 30 - 40 undergraduate students

Submitted proposals to curriculum committee to improve two courses (BUS 340 – Professional Selling) and (MGMT 610 – International Business) – Fall 2019.

Developed two proposals to enhance and improve relevancy of undergraduate and graduate business coursework (Fall 2020).

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

American Marketing Association

International Collegiate Marketing Case Study Competition, Judge for 7 - 8 case studies (December 2019 and December 2020)

Wiley Academic Publishing

Reviewer: 2020-2021

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 projects teams conducting due diligence 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 growth.

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

Key contributor in developing 2013 – 2016 business strategies delivered to Eastman Executive Team.

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

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 that uncovered \$300m+ in potential new opportunities.

Marketing Competency Process Manager, Global Marketing

May 2006 – October 2008

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

Vice President, Marketing

October 2004 – May 2006

Strategic Marketing Director

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

Market Manager

Assistant Market Manager

January 1987 - May 1987

June 1985 - January 1987

August 1983 - June 1985

Land O' Lakes, Inc, St. Paul, MN (\$14 billion Ag Coop)

Foodservice Sales Intern

June 1981 – August 1982

CORPORATE TRAINING

Eastman Chemical Company:

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

Marketing 101: (spring 2012, spring 2013, fall 2013, spring 2014, fall 2014, spring 2015, fall 2015, spring 2016, fall 2016, spring 2017, fall 2017)

Creating and Communicating Effective Value Propositions: (summer 2011, fall 2011, spring 2012, fall 2012, winter 2013, spring 2013, summer 2013, fall 2013)

Eastman growth framework abridged course for divisional sales and functional organizations: (summer, 2007, fall 2008, summer 2008, fall 2008, summer 2011, fall 2011, winter 2013)

Marketing Fundamentals at Eastman global innovation conference (spring 2007)

Eastman Growth Framework two-day course (fall 2006, winter 2007, summer 2007, fall 2007, spring 2008, fall 2008, spring 2009, summer 2013, fall 2014, spring 2015, fall 2015)

Marketing Research Fundamentals (summer 2008, winter 2009, summer 2009, summer 2010, spring 2011, fall 2011, fall 2012, spring 2013, spring 2014, spring 2015, summer 2016, winter 2017, spring 2017, summer 2017)

Worked with UNC-Chapel Hill (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)

Annual Members Meeting (online)- May 2021

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 (New Products Management, 1986)

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

Offered Through Eastman Chemical Company:

Gallup: Great Managers Program (2012)

Negotiation Skills (2011)

UNC: Global Perspectives (2011)

Kellogg: Strategic Thinking (2010)

Leadership Fundamentals (2010)

UNC: Influence Without Authority (2010)

Effective Facilitation Skills (2010)

Personal Selling Skills (2009)

Miller-Heiman: Key Account Management (2008)

Presentation Skills (2007)

Tracom Social Styles (2006)

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