

# **Richard J. George, Ph.D.**

**Professor of Food Marketing  
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Haub School of Business  
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(484) 431-0799 (cell)

## **Education**

TEMPLE UNIVERSITY, SCHOOL OF BUSINESS AND ADMINISTRATION  
PHILADELPHIA, PENNSYLVANIA

Ph.D., 1979

Dissertation: The relationship between congruence and attitude in the consumer preference formation process: A study of preference formation in the adult, part-time, credit seeking student college environment.

Runner-up in the 1980 best dissertation competition sponsored by the Academy of Marketing Science

Major Field: Marketing.

Minor Field: Organizational Behavior.

American Marketing Association Consortium Fellow (1978).

HARVARD UNIVERSITY, GRADUATE SCHOOL OF BUSINESS  
ADMINISTRATION, BOSTON MASSACHUSETTS

MBA, 1969

Master's Thesis: The use of arbitration in the settlement of public employee disputes.

Ritter Pfaudler Fellow.

George F. Baker Foundation Fellow.

SAINT JOSEPH'S UNIVERSITY, PHILADELPHIA, PENNSYLVANIA

B.S. in Economics, Cum Laude, 1967.  
Food Fair Scholar  
Presidential Scholar  
Dean's List

## SCHOLARLY ACTIVITIES

### **BOOKS AND MONOGRAPHS**

Delightful Customer Service: 12 Steps to A Better Bottom Line, SLC Publishing, Sewell, NJ (2005). Co-authored.

The Ultimate Consumer Survival Guide, SLC Publishing, Sewell, NJ (2004).

Running a Supermarket Consumer Focus Group, SLC Publishing, Sewell, NJ (2002).  
Co-authored.

Running a Consumer Focus Group in Your Store, Fleming, Inc., Dallas, TX (2001).  
Co-authored.

Customer Power: Seven Steps to Get What You Want (and Deserve), RJG Associates, Avalon, NJ (2000).

Delighting the EPA Customer: A Handbook for Success, United States Environmental Protection Agency, Government Printing Office, Washington DC (2000). Co-authored.

Success Leaves Clues, 2<sup>nd</sup> Edition, Silver Lake Publishing, Los Angeles, CA (1999).  
Co-authored.

Delight Me...The Ten Commandments of Customer Service, Raphel Publishing, Atlantic City, NJ (1997). Co-authored.

Twenty-one Trends in Food Marketing for the Twenty First Century, Raphel Publishing, Atlantic City, NJ (1997). Co-authored.

Success Leaves Clues: A Marketer's Guide to Winning Strategy, SLC Associates, Lindenwold, NJ (1994). Co-authored.

Turning Customer Service Into Customer Delight, Saint Joseph's University, Philadelphia, PA (1990, revised 1994, 1996). Co-authored.

Food Marketing Strategies: A Warfare Approach, Saint Joseph's University, Philadelphia, PA (1990, revised 1993, 1995). Co-authored.

Pharmaceutical Marketing Strategies: A Warfare Approach, Saint Joseph's University, Philadelphia, PA (1990, revised 1993). Co-authored.

Target Market and Opportunity Analysis. Saint Joseph's University, Philadelphia, PA (1989, revised 1993, 1997). Co-authored.

Introduction to Marketing Concepts Related to Hi-Tech Products, AT&T Bell Laboratories, Naperville, IL (1991, revised 1992). Co-authored.

Instructor's Resource Manual for William L. Wilkie's Consumer Behavior, 2<sup>nd</sup> Edition. New York, New York: John Wiley and Sons, 1990, 510 pp.

Instructor's Resource Manual for William L. Wilkie's Consumer Behavior. New York, New York: John Wiley and Sons, 1986, 453 pp.

## **ARTICLES**

"Independent Operator Insights into Wholesaler Relations and Services," Food Marketing Institute, September 2008.

"School Day Eating: Inner-City, African American Adolescents." Journal of Negro Education, accepted (with Dr. Thomas McDuffie).

"Adolescents and Food Attitudes and Behaviors during the School Day: Implications for Food Marketers," Journal of Food Products Marketing, Vol. 14, Issue 1, 2008 (with Dr. Thomas McDuffie).

"The Past and Present Landscape of Food Wholesaling," Food Marketing Institute, September 2007.

"From Merchant to Marketer: Exploring the Evolution of Modern Retailing" PLMA Industry Roundtable Report, October 21, 2005 (moderator).

"Supermarket Customer Service," RetailWire, 2005.

"Supermarket Shopping: What is This Thing Called 'Customer Service'?" Journal of Food Products Marketing, Vol. 11, Issue 2, 2005.

"Food Marketing Strategy," Juice, V.D. Ostapets, Editor/Publisher, Moscow, Russia, December 1999 (with John L. Stanton).

"The Principles of Food Marketing Warfare," Fruit Processing, Philipp Possman, Editor/Publisher, Vol. 8, Number 9, September 1998 (with John L. Stanton).

"Food Product Marketing," Encyclopedia of Food Science and Technology, Y. Hui, Editor, John Wiley and Sons, New York, 1998 (with John L. Stanton).

“Downsizing Takes Toll on Brands,” Journal of Marketing Management,  
“Spring/Summer 1998 (with John L. Stanton).

“Turning Customer Satisfaction into Delight,” Proceedings, Inc. Magazine’s Third  
Annual Conference on Growing Your Service Company, 1997 (with John L. Stanton).

“Twenty One Trends in Food Consumption for the Twenty First Century,” Pasta Journal,  
May/June 1997 (with John L. Stanton).

“Outsmart Competition, Don’t Try to Outspend Them,” Food & Beverage Marketing,  
1996 (with John L. Stanton).

“If You Want Loyalty in Life – Buy a Dog,” Progressive Grocer, 1996 (with John L.  
Stanton).

“Twenty One Food Trends for the Twenty First Century,” Frozen Food Institute Annual  
Report, 1996 (with John L. Stanton).

“Supermarkets are Distracted by their Hamburger,” Grocery Marketing, April 1996 (with  
John L. Stanton).

“Success Leaves Clues: Use Them for Future Growth,” Supermarket Business, 1996  
(with John L. Stanton).

“Twenty One Food Trends for the Twenty First Century,” Grocery Marketing, September  
1996 (with John L. Stanton).

“Interactive Marketing Technology: Where Have We Been; Where Are We Going?”  
Proceedings, Southern Marketing Association, Elnora Stuart, David Ortinau, and Ellen  
Moore, Editors, 1996.

“Delighting Customers: How to Keep Them Once You’ve Found Them,” Proceedings,  
Inc. Magazine’s Ninth Annual Conference on Growing the Company, 1996 (with John L.  
Stanton).

“21 Trends for the 21<sup>st</sup> Century,” Editor, Meeting Future Challenges, L.M. Rode,  
Agriculture and Agri-Foods Canada, 1996. (with John L. Stanton).

“Ten Heuristics Used in Successful Marketing Programs,” Proceedings, Association of  
Marketing Theory and Practice, David L. Moore, Editor, 1995 (with John L. Stanton).

“A Comparison of American and Irish Consumers’ Perspectives of the Quality of Food  
Products and Supermarket Services,” Journal of Food Products Marketing, Vol. I No. 3,  
1993.

“A Day in the Life of American and Irish Refrigerators: Implications for International  
Food Marketers” in Journal of Food Products Marketing, Vol. I, No. 2, 1992 (with  
Russell S. Smith),

“Trends in Frozen Foods and Refrigerated Foods” in Proceedings Pack Alimentaire’91, Food and Beverage Packaging Expo & Conference, 1991.

“Food Product Marketing” Encyclopedia of Food Science and Technology, Y. Hui, Editor, John Wiley and Sons, New York, 1990 (with John L. Stanton and Carol Gallagher).

“Profile of Coupon Clipping Consumers: Supermarket Implications,” in Marketing: Forward Motion, Atlantic Marketing Association, 1988 (with John B. Lord).

“The Challenge of Preparing Ethically Responsible Managers: Closing the Rhetoric - Reality Gap” in Journal of Business Ethics, Vol. 7, 1988.

“International Perspective of In-home Electronic Shopping” in Developments in Marketing Science, Vol. XI, Academy of Marketing Science, 1988.

“Personalized Interactive Video: The Next Frontier in Direct Marketing” in Direct Marketing Symposium, 1988, (with John L. Stanton).

“In Home Electronic Shopping: Disappointing Past, Uncertain Future” in the Journal of Consumer Marketing, Vol. 4, 1987.

“Teaching Business Ethics: Is there a Gap Between Rhetoric and Reality?” in Journal of Business Ethics, Vol. 6, 1987.

“Electronic Shopping and Consumers: Implications for Food Retailers”, in David M. Klein and Allen E. Smith (editors), Marketing: The Next Decade, Southern Marketing Association, 1985.

“Supermarket Promotional Strategies: What’s Hot and What’s Not,” in Naresh K. Malhotra (editor), Developments in Marketing Science, Vol. VIII, Academy of Marketing Science, 1985 (with John B. Lord).

“The Ethical Perceptions of Present and Future Corporate Executives,” in John C. Crawford and Barbara C. Garland (editors), Proceedings, Southwestern Marketing Association, 1985.

“Student Opinions of Business Ethics: A Replication and Extension,” in Heidi Vernon-Wortzel (editor), Proceedings, Eastern Academy of Management, 1985, (with Rev. Alfred J. Jolson, S. J.)

“An Interdisciplinary Business Ethics Course Should Be Required of All Business Majors,” in George Glissen (editor), Marketing Educator, Vol. 3, No. 1, 1984.

“Ethics and Curriculum: A Status Report,” in David M. Klein and Allen C. Smith (editors), Marketing Comes of Age, Southern Marketing Association, 1984.

“The Relationship Between Consumer Coupon Strategies, Store Attributes, and Patronage: Implications for Food Retailers,” in Donald Wallace (editor), Proceedings, American Institute for Decision Sciences, 1984 (with John B. Lord).

“Alternative Retailer Couponing Strategies and Marketing Implications,” in Jay D. Lindquist (editor), Developments in Marketing Science, Vol. VII, Academy of Marketing Sciences, 1984 (with John B. Lord).

“Adult Versus Traditional Age Students: A Comparison of Their Self-Concepts,” in William M. Rivera and Sharon M. Walker (editors), Proceedings, Lifelong Learning Research Conference, 1984.

“Self-Concept Theory: A Relevant Construct for Higher Education Marketing,” in V. Thomas Dock (editor), Proceedings, American Institute for Decision Sciences, 1983.

“The Future of Telecommunications Shopping: What are Consumers Waiting For?” Development in Marketing Science, Vol. VI, Academy of Marketing Sciences, 1983.

“Psychological Profiling of Higher Education Institutions: A Two University Comparison,” Developments in Marketing Science, Vol. VI, Academy of Marketing Sciences, 1983.

“Higher Education Marketing: Positioning is the Key,” Issues in Higher Education, Volume 9, 1983 (with Thomas E. McDuffie, Jr.).

“Brand Positioning and Market Segmentation of Spectator Sports: The Philadelphia Story,” Applying Marketing Technology to Spectator Sports Proceedings, American Marketing Association, 1982.

“Market Definition in Higher Education: Psychological Needs versus Overt Characteristics,” Proceedings, American Institute for Decision Sciences, 1981 (with John F. Grashof and John L. Stanton).

“Lifelong Learners’ Needs and Perceptions for Higher Education,” Continuing Higher Education, 1980.

“Psychological Needs of the Adult Learner,” Continuum, 1979.

## NATIONAL AND INTERNATIONAL PRESENTATIONS AND SPEECHES:

### 2000 to the present

#### *The Food Industry and the Marketing of Wellness*

National Grocers Association, February 7, 2008, Las Vegas.

#### *Critical Trends Shaping Tomorrow's Food Industry*

PLMA, June 17, 2008, Philadelphia.

Ukraine Food Marketing Executives, April 14, 2008, Philadelphia.

University College Cork Executive Management Program, April 8, 2008, Kilkenny.

Lehigh Valley Agricultural Summit, March 11, 2008, Allentown.

Maryland Cooperative Extension, March 5, 2008, West Friendship.

Pennsylvania Department of Agriculture, February 28, 2008, Harrisburg.

Produce Marketing Association, June 12, 2007, Philadelphia.

SAP International Congress, April 22, 2007, Atlanta.

University College Cork Executive Management Program, April 3, 2007, Kilkenny.

University College Cork, February 15, 2006, Cork, Ireland.

University College Cork, March 7, 2005, Cork, Ireland.

Wawa Food Markets, February 13, 2004, Philadelphia.

Monell Chemical Sensory Panel, March 9, 2004, Philadelphia.

Kozy Shack, March 18, 2004, New York City.

University College Cork, April 5, 2004, Cork, Ireland.

Future Marketers of America, May 6, 2004, Great Adventure, NJ.

Ferrero Executive Program, May 18, 2004, Philadelphia.

PLMA, November 17, 2004, Chicago.

University College Cork, March 4, 2003, Cork, Ireland.

Ferrero Executive Program, June 3, 2003, Philadelphia.

Spar International, September 14, 2003, Dublin.

Seven – Eleven International, November 13, 2003, Kona, Hawaii.

Herr's Foods, October 29, 2002, Lancaster.

Snack Food Association, October 15, 2002, Baltimore.

America's Second Harvest, September 29, 2002. Salt Lake City.

ECR Ireland, September 18, 2002, Dublin.

Irish Business and Employers' Economic Confederation, June 17, 2002, Philadelphia.

All Candy Expo, June 5, 2002, Chicago.

Irish Food Board, May 13, 2002, Philadelphia.

Ferraro Confectioners, May 1, 2002, Philadelphia.

A.C. Nielsen Nordic, April 24, 2002, Oslo.

A.C. Nielsen Nordic, April 23, 2002, Stockholm.

A.C. Nielsen Nordic, April 19, 2002, Copenhagen.

A.C. Nielsen Nordic, April 18, 2002, Helsinki.

University College Cork Food Manufacturers, April 16, 2002, Kinsale.

University College Cork Retail Executives, April 15, 2002, Cork.

Virginia Fancy Foods Association, March 18, 2002, Richmond.

HyVee Supermarkets, March 12, 2002, Scottsdale.

CIES, The Food Business Forum, October 30, 2001, Munich, Germany.

Northern Ireland Food and Drink Association, October 11, 2001, Belfast.  
A.C. Nielsen Category Masters, August 21, 2001, Boca Raton.

***21 Trends in Food Marketing for the 21<sup>st</sup> Century***

National Grocers Association, February 1, 2001, Dallas.  
Western Grocers, March 27, 2001, Calgary.  
Biscuit and Cracker Manufacturers' Association, April 30, 2001, Scottsdale.  
Can Manufacturers Institute, May 8, 2001, Denver.  
Deutsche Bank Global Food Retail Conference, May 18, 2001, Venice, Italy.  
Produce Marketing Association, January 15, 2000, Dallas.  
Pine Nut and Tree Nut Association, January 17, 2000, San Juan.  
Convenience Store Association, February 8, 2000, Phoenix.  
International Jellies and Preserves Association, March 27, 2000, Phoenix.  
Tennessee Grocers Association, April 15, 2000, Nashville.  
New Jersey Food Trade Council, May 19, 2000, Atlantic City.  
HMS Roundtable, May 31, 2000, Pittsburgh.  
All Candy Exposition, June 6, 2000, Chicago.  
Florida Fruit and Vegetable Association, September 23, 2000, Naples.  
Produce Marketing Association, October 29, 2000, Anaheim.

***Marketing Strategy: Out Think versus Out Spend the Competition***

Snack Food Association, September 15, 2008, Chantilly.  
Ferrero, May 1, 2008, Phoenix.  
Acosta, April 23 & 24, 2008, Philadelphia.  
University College Cork Executive Management Program, April 9, 2008, Kilkenny.  
Cochran Fellows, April 30, 2007, Philadelphia.  
Ferrero, May 22, 2006, Philadelphia.  
Shoprite, May 2, 2006, Cherry Hill.  
University College Cork, February 14, 2006, Cork, Ireland.  
N.U.I. Diploma in Business Management, March 10, 2005, Nenagh, Ireland.  
Singapore Conference, March 29, 2004, Philadelphia.  
University College Cork, April 6, 2004, Cork, Ireland.  
Private Label Marketing Association, June 15, 2004, Philadelphia.  
Bord Bia, June 23, 2004, Philadelphia.  
IGA Institute Supermarket Operations Class, March 8, 2004, Saint Louis.  
National Grocers Association, February 4, 2003, Las Vegas.  
National Association of Convenience Stores, February 25, 2003, Naples.  
ACE Hardware, March 13, 2003, Las Vegas.  
University College Cork, March 5, 2003, Cork, Ireland.  
National Confectionary Association, May 29, 2003, Chicago.  
Wawa Food Markets, June 30, 2003, Philadelphia.  
Private Label Marketing Association, June 16, 2003, Philadelphia.  
Herr's Foods, October 29, 2002, Lancaster.  
National Association of Convenience Stores, October 7, 2002, Orlando.  
Spartan Stores, June 7, 2002, Grand Rapids.  
Associated Grocers, February 26, 2002, Augusta.  
Paper Industry Manufacturers' Association, January 13, 2001, Huntsville.  
Aventis Pharmaceuticals, March 15, 2001, Rio de Janeiro, Brazil.

Northern Ireland Food and Drink Association, October 11, 2001, Belfast.  
Paper Industry Manufacturers' Association, June 15, 2000, San Diego.  
Food Distributors International, November 6, 2000, Palm Beach.  
Southern Shore Human Resources Management Association, December 20, 2000,  
Atlantic City.

***Delightful Customer Service***

Associated Grocers, October 14, 2008, Baton Rouge.  
University College Cork Executive Management Program, April 7, 2008, Kilkenny.  
NAMA, October 12, 2007, Chicago.  
University College Cork Executive Management Program, April 4, 2007, Kilkenny.  
SEI, May 1, 8 & 15, 2006, Oakes.  
Ferrero Senior Management, May 19, 2006, Cape May.  
Ferrero Junior Management, May 23, 2006, Philadelphia.  
Ace Hardware, March 1, 2006, Lake of the Ozarks.  
Origlio Beverages, October 3, 2005, Philadelphia.  
Wawa Food Markets, June 9, 2005, Baltimore.  
Wawa Food Markets, June 10, 2005, Richmond.  
University College Cork, April 7, 2004, Cork, Ireland.  
First Trust Bank, July 14, 2004, Philadelphia.  
Concierge Association, September 2, 2004, Atlantic City.  
Acme Markets, February 18, 2003, Philadelphia.  
ACE Hardware, March 13, 2003, Las Vegas.  
Wawa Food Markets, June 26, 2003, Philadelphia.  
Acme Markets, September 30, 2003, Valley Forge.  
University College Cork, April 9, 2002, Cork, Ireland.  
Irish Business and Employers' Confederation, June 17, 2002, Philadelphia.  
Supermarket College, June 18, 2002, Atlantic City.  
Spartan Stores, June 6, 2002, Grand Rapids.  
Acme Markets, May 23, June 20, August 22, 2002, Philadelphia.  
A.C. Nielsen Nordic, April 18, 2002, Helsinki  
University College Cork, April 9, 2002, Cork.  
Associated Grocers, February 26, 2002, Augusta.  
Penn State Extension Education, February 20, 2002, York.  
Environmental Protection Agency, April 12, 2001, Philadelphia.  
National Association of Specialty Foods, July 7, 2001, New York.  
National Association of Specialty Foods, March 7, 2000, Chicago.  
Federal Reserve Bank, August 16, 2000, Philadelphia.  
Produce Marketing Association, October 29, 2000, Anaheim.  
Car Wash Association, September 26, 2000, Atlantic City.  
Southern Shore Human Resources Association, December 20, 2000, Atlantic City.

***Independent Retailers: Community Wellness Champions***

National Grocers Association, February 7, 2008, Las Vegas.

***Men are from Home Depot; Women from Bed, Bath and Beyond***

Western Michigan University Food Industry Day, March 20, 2007, Kalamazo.  
National Grocers Association, January 30, 2007, Las Vegas.

***Customer Service: The Secret Weapon to Fight Wal-Mart***

National Grocers Association, January 31, 2007, Las Vegas.

***Growth Through Innovation***

Southern Shores Citrus Co-Op, September 21, 2007, Naples.  
Enterprise Ireland, September 14, 2007, Philadelphia.  
Ferrero Executive Program, May 8, 2007, Philadelphia.

***Competing with Giants***

315 Foods (Northwest Ireland), November 17, 2006, Philadelphia.

***Understanding the Food Customer and Consumer***

315 Foods (Northwest Ireland), November 17, 2006, Philadelphia.  
Snack Food Association, November 9, 2006, Baltimore.

***Alternative Formats***

National Grocers Association, October 6, 2006, Palm Springs.

***Everybody is Selling Food and Making Money***

National Retail Federation, January 16, 2006, New York.

***The Changing Consumer: Implications for the Produce Industry***

Produce Marketing Association, January 20, 2006, Dallas.

***Think Like a Brand, Act Like a Retailer***

National Grocers Association, February 8, 2006, Las Vegas.

***Adolescent Food Attitudes and Behavior: Implications for Food Retailers***

National Grocers Association, February 9, 2006, Las Vegas.

***The Changing Consumer and Retailer: Food Marketing Implications***

Acosta Sales and Marketing, August 10, 2005, Philadelphia.  
Biscuit and Cracker Manufacturers Association, April 25, 2005, Palm Beach

***Food Shopping and Service: What Customers Want***

NASFT Super Retailer Summit, April 28, 2005, Chicago.

***Supermarket Shopping: Differentiation and Leadership through Customer Service***

National Grocers Association, February 11, 2005, Las Vegas

***Evolving Consumer & Diet Trends***

National Confectioners' Association, February 18, 2005, Scottsdale

***Integrating Winning Marketing and Sales Strategies***

McCormick Sales Conference, January 20, 2005, San Antonio.

***Developing New Product Ideas for the Changing Consumer***

National Confectioners' Association, February 18, 2005, Scottsdale.

***Store Differentiation and Niche Retailing***

IGA 2005 Global Summit, February 28, 2005, Palm Springs.

***What is This Thing Called Customer Service?***

N.U.I. Diploma in Food Retailing, March 8, 2005, Cork, Ireland.

AWI, August 25, 2004, York.

NGA, September 14, 2004, Albuquerque.

***Supercenter Food Shopping: A Customer Service Scorecard***

NGA Executive Management Conference, September 20, 2005, Albuquerque.

***Selling Excellence***

Giant Foods, September 16, 2005, Carlisle.

***Effective Events and Advertising***

IGA Institute, October 16, 2008, Atlanta.

IGA Institute, March 7, 2008, San Diego.

IGA Institute, October 10, 2007, Atlanta.

IGA Institute, March 21, 2007, Providence.

IGA Institute, October 11, 2006, Chicago.

IGA Institute, May 5, 2006, Chicago.

IGA Institute, October 7, 2005, Chicago.

IGA Institute, April 21, 2005, Chicago.

IGA Institute, October 7, 2004, Saint Louis.

IGA Institute, March 8, 2004, Saint Louis.

***Marketing Performance in the Pretzel Industry***

Snack Foods Association, October 24, 2007, Gettysburg.

***Developing Winning Merchandising Strategies***

W.L.Gore, December 8, 2004, Marco Island.

***Fresh Effects on Supermarket Retailing***

NGA, February 11, 2003, Las Vegas.

***Cross Merchandising***

All Candy Expo, June 7, 2004, Chicago.

***How to Get and Profitably Keep the Wal-Mart Business***

Biscuit and Cracker Manufacturers' Association, October 20, 2004, Raleigh Durham.

***Internet Food Retailing***

National Grocers Association, January 31, 2001, Dallas.

***Everybody is Selling Food***

National Grocers Association, February 14, 2002, Las Vegas.

***Leadership***

Shoprite, May 16, 2006, Cherry Hill.

Private Label Manufacturers Association, June 10, 2002, Philadelphia.

***Store Brands: Adding Value***

Private Label Manufacturers Association, June 11, 2002, Philadelphia.

***Candy: The Fun Quotient***

All Candy Exposition, June 4, 2002, Chicago.

***Revitalization of the Center of the Store***

Michigan Grocers Association, September 15, 2003, Grand Rapids.

Fleming Foods, Inc. June 16, 2001, Baltimore.

Fleming Foods, Inc., April 26, 2001, Akron.

Associated Grocers, February 21, 2001, Baton Rouge.

National Grocers Association, January 30, 2001, Dallas.

Supermarket College, June 12, 2000, Las Vegas.

Food Marketing Institute, May 9, 2000, Chicago.

National Grocers Association, February 3, 2000, Las Vegas.

***Target Marketing and Opportunity Analysis***

Snack Food Association, October 15, 2002, Baltimore.

Produce Marketing Association, October 30, 2000, Anaheim.

All Candy Exposition, June 7, 2000, Chicago.

***Business Ethics***

Wakefern Executive Development Program, September 26, 2007, Edison.

***The Future of Food Wholesaling***

FMI, October 17, 2008, Boston.

**Prior to 2000**

“Delight Me...The Ten Commandments of Customer Service,” presented at Supermarket College, June 10, 1998, Atlantic City, NJ.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at the Summer Fancy Foods Show, June 30, 1998, New York, NY.

“Success Leaves Clues,” presented at the International Fruit Juice Forum, May 15, 1998, Stuttgart, Germany.

“United States Food Marketing: The Future is Now,” presented at the March 2, 1998 Meeting of the Agricultural Economics Society, University College, Cork, Cork, Ireland.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at the Winter Fancy Foods Show, February 23, 1998, San Francisco, CA.

“Delight Me... The Ten Commandments of Customer Service,” presented at the Food Distributors International Annual Meeting, February 11, 1998, Las Vegas, NV.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at the National Grocers Association Annual Conference, February 10, 1998, Las Vegas, NV.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at Supermarket College, June 13, 1997, Baltimore, MD.

“Success Leaves Clues,” presented at the North American Wholesale Grocers Annual Conference, April 1997, Washington, DC.

“Delightful Customer Service,” presented at the Philadelphia Chamber of Commerce Educational Forum, March 1997, Philadelphia, PA.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at the New England Food Brokers Annual Meeting, February 1997, Boston, MA.

“Success Leaves Clues,” presented at the Processed Apples Institute, February 1997, San Antonio, TX.

“Twenty One Trends in Food Marketing for the Twenty First Century,” presented at the National Pasta Association Annual Meeting, April 1997, Palm Springs, CA.

“Niche Retailing,” presented at 3M’s 1995 Wonewok Conference, “Growth Through Innovation,” August 25, 1995, Wonewok, WI.

“Business Ethics: Truth or Oxymoron?” presented at the National Association for Biscuits and Crackers Marketing and Sales Meeting, April 28, 1995, Chicago, IL.

“Rules of Strategy,” Presented at the 1995 International Food Forum sponsored by the European Community and the Office of the Minister for Food, Republic of Ireland, April 7, 1995, Kinsale, Ireland.

“Trends in Food Marketing,” presented at the National Snack Food Association Annual Meeting, October 17, 1994, Williamsburg, VA.

“Turning Customer Service into Customer Delight,” presented at the New York State Food Merchants and New Jersey Food Council 1994 Convention, October 4, 1994, Meadowlands, NJ.

“Global Trends in Food Marketing,” presented at Food Marketing into the Twenty First Century, September 14, 1994, Belfast, Northern Ireland.

“The Demand Side of Retailing,” presented at 3M’s 1994 Wonewok Conference “One Company - One Voice,” August 26, 1994, Wonewok, WI.

“Managing National Brands in a Post-Recession Marketplace,” presented at the Senior Executive Forum of the Grocery Manufacturers of Australia, April 30, 1994, Bowral, Australia.

“Brand Equity,” presented at the National Snack Food Association Annual Meeting, October 18, 1993, Memphis, TN.

“Turning Customer Service into Customer Delight,” presented at the Association for Continuing Higher Education Conference, April 29, 1992, Princeton, NJ.

“The US Food Industry: A Trend -Setter for the Western World,” presented at the 1991 International Food Forum sponsored by the European Community and the Office of the Minister for Food, Republic of Ireland, April 27, 1991, Kinsale, Ireland.

“Caribbean Market Opportunities,” San Juan, Puerto Rico, January 11, 1991. Presented at the International Study Tour Forum sponsored by the American University of Puerto Rico.

“Florida Gift Fruit Shippers: What Business Are You Really In?,” Orlando, Florida, May 22, 1990. Presented at the Florida Gift Fruit Shippers Association Annual Education Council Spring College.

“Winning Marketing Strategy,” Queens University, Belfast, Northern Ireland, February 27, 1990. Presented at the Northern Ireland Development Board Public Lecture Series.

“Target Marketing and Opportunity Analysis,” University of Ulster, Jordanstown, Northern Ireland, February 26, 1990. Presented at the Northern Ireland Development Board Public Lecture Series.

“United States of Europe: What Does It Mean for Aer Rianta?” Kinsale, Ireland, February 21, 1990. Presented at the annual meeting of AER Rianta (Irish Airport Authority).

“Business Ethics: Truth or Oxymoron?” presented at the Family Business Meeting of the Delaware County Chamber of Commerce, May 2, 1988, Springfield, PA.

“2001: A Food Marketing Odyssey” (Original & Revised Versions) presented to the following organizations:

Clean Food: The Competitive Edge, Queensland, Australia, May 5, 1994.

National Snack Food Association Annual Meeting, Baltimore, October 13, 1992.

Flowers Bakery Annual Meeting, Auburn, October 25, 1992.

Quality Bakers of America Annual Meeting, Charleston, May 18, 1992.

Danish Food Marketers, University College Cork, Cork, Ireland, February 19, 1990

French Food Marketers, University College Cork, Cork, Ireland, January 22, 1990.

President's Council, Inside Saint Joseph's, Philadelphia, May 19, 1989.

National Association for Dressings and Sauces, Annual Meeting, San Antonio, April 18, 1989.

Pennsylvania Farm Cooperatives, Board of Directors School, Penn State University, January 26, 1989.

### **SPECIAL PROGRAMS**

Private Label Manufacturers Association. Week long marketing strategy program for manufacturers and retailers focusing on private label brands. (annually 2000 to the present).

Tengelmann USA Program. Eight-week executive seminar for the executives from various divisions of the Tengelmann Company (Germany, Italy, Poland, Hungary, Netherlands, Canada, and United States) (annually 1991 to present).

Ferraro USA Program. One-week executive education program for Ferraro Germany (annually 1992 to present).

Wyeth - Ayerst Challenge: Strike Strategically. One-week executive seminar for Wyeth -Ayerst (annually 1991 to 1998).

Uncle Ben's (M&M Mars). One-week executive education seminar for key managers of M7M Mars' Food Service Division (January 30 - February 3, 1995).

Curso Planification Estrategica. One-week executive seminar for GOMEPE, Inc., Santo Domingo, Dominican Republic (February 6-10, 1989).

Executive Education Lecturer, Penton Inc., New York, NY. Lecturer at various universities including Baldwin-Wallace University, Clemson University, Saint Cloud University, Washington State University, and Temple University (1990 – 1996).

### **ACADEMIC EXPERIENCES**

**SAINT JOSEPH'S UNIVERSITY, PHILADELPHIA, PENNSYLVANIA**

Professor of Food Marketing

September 1981 to December 1985

September 1986 to present

Courses Taught

Undergraduate:

Principles of Marketing  
Marketing Research  
Marketing Communication  
Consumer Behavior  
Seminar in Marketing  
Seminar in Food Marketing  
Food Marketing Strategy  
Understanding the Food Customer and Consumer  
Brand Strategy  
Marketing Study Tour  
International Marketing

Graduate and Executive Education:

Marketing Warfare  
Marketing Strategy  
Marketing Management  
Marketing Planning  
Understanding the Food Customer and Consumer  
Brand Strategy  
Marketing in the Non-Profit Environment  
Consumer Behavior  
Making Trade Promotions More Effective  
Understanding Consumer Promotions  
Business Ethics  
Delightful Customer Service  
Target Marketing and Opportunity Analysis  
Capstone  
Future Issues  
Marketing Study Tour

## Awards and Honors

- 2008/2009 Faculty Merit Award for Teaching
- 2008 Hormel Meritorious Teaching Award, Marketing Management Association
- 2007 Favorite Business Professor, Business Week
- 1996 Resident Faculty, American Marketing Association Doctoral Consortium
- 1985/86 Christian R. and Mary F. Lindback Award for Distinguished Teaching
- 1985/86 Faculty Merit Award for Teaching
- 1984/85 Faculty Merit Award for Research and Scholarly Activity
- 1983/84 Faculty Merit Award for Teaching
- 1982/83 Faculty Merit Award for Institutional Service

## Institutional Service

### Boards:

- Board on Faculty Research 1981 - 87
- Board on Governors, Associates Organization (CB&A) 1982 - 92
- Faith Justice Institute Advisory Board 1982 - 92
- Board on Admissions 1981 - 87
- Board on Rank and Tenure 1987 -90

### Standing Committees:

- University Council 1984 - 92
- Haub School of Business College Council Executive Committee 1991 - 1994 (President 1992 - 93)
- Academic Policies and Procedures 1981 - 85, 1988
- Haub School of Business Academic Policies and Procedures 1981 - 85, 1988, 1996 - present
- Haub School of Business Library Committee 1990 – present
- MBA Admissions 1992 -1995
- Executive Food Marketing Masters Admissions 1996 - present
- Haub School of Business Undergraduate Curriculum Committee 2004 – present
- Assurance of Learning Committee 2007 - 2008

### Presidential Committees:

- VP of Development and Alumni Relations Search Committee 2008 – present
- Director of the Academy of Food Marketing Search Committee 2008 – present

VP of Mission Search Committee 2007 – 2008  
Budget Advisory Committee (Chair) 1981 - 82  
Advisory Committee on Campus Ministry (Chair) 1981 – 82

Special Committees/Services:

McNutt Chair in Food Marketing Search Committee 2007 – present  
Organization Structure and Governance Task Force: Middle States 1983 - 84  
Administrative Sciences Curriculum Committee 1981 - 82  
CB&A Dean's Advisory Committee 1981 - 1995  
CB&A Organizational Structured Governance (Chair) 1984 - 85  
CB&A University College Curriculum Committee (Chair) 1984 - 85  
MBA Review 1982 - 83  
New Faculty Orientation 1982,1984  
New Student Orientation 1982, 1984  
Committee to Evaluate Student Outcomes Study 1983 - 84  
Faculty - Staff Annual Giving (Chair) 1983  
Parent's Weekend (Speaker) 1984, 1985, 1992, 1996, 2004.  
Student's Association Regional Leadership Conference (Speaker) 1985, 2007  
United Way (Co-chair) 1988  
Search Committee CB&A Dean 1988  
Search Committee Assistant Dean CB&A Graduate Programs 1988  
Search Committee C.J. McNutt Chair of Food Marketing Research, 1987, 1997, 2007 - 2008  
Search Committee Director of Executive Food Marketing Masters Program 2000 - 01

**OTHER ACADEMIC EXPERIENCES**

UNIVERSITY COLLEGE CORK, CORK, IRELAND

January - April 1990  
Visiting Professor

March 1988  
Visiting Professor

HEYTHROP COLLEGE, UNIVERSITY OF LONDON, LONDON, ENGLAND

January to June 1986  
Professor-in-Residence

Courses Taught

International Marketing  
Culture and International Business

UNIVERSITY OF FLORIDA, GAINSVILLE, FLORIDA

September 1980 to June 1981  
Visiting Assistant Professor

## Courses Taught

Marketing Channels  
Promotion Management

SAINT JOSEPH'S UNIVERSITY, PHILADELPHIA, PENNSYLVANIA  
June 1976 to June 1980  
Dean, University College and Graduate Programs

Responsible for academic planning, curriculum development, marketing and administration of the undergraduate evening college (3,000 students, 210 faculty) and the institution's three graduate programs in business, chemistry, and education (600 students). Developed and executed a marketing strategy that halved five-year enrollment decline. Authored a comprehensive, programmatic plan designed to realize future growth of the university program (September, 1976).

## Institutional Service

University Council  
Institutional Planning Committee  
University Budget Advisory Committee (Chair)  
Graduate Council (Chair)  
President's Cabinet  
Priorities Task Force  
Articulation Task Force  
Dean's Advisory Committee (Chair)  
Summer School Committee (Chair)  
International Students Task Force (Chair)  
Jesuit Lay Task Force (Chair)  
Criminal Justice Advisory Board

September 1973 to June 1976  
Assistant Professor, Marketing

## Courses Taught

Marketing Concepts  
Marketing Management  
Seminar in Marketing Problems  
Theories in Marketing/Management  
Economics of Marketing  
Advertising and Communication  
Management Concepts  
Marketing Research  
Management of Human Resources  
Management of New Enterprises

## Institutional Service

Institutional Planning Committee

Board of Recruitment and Enrollment

Eucharistic Congress Committee

Faculty Advisor, Delta Sigma Pi

Faculty Participant, Freshman Orientation Program

Fall 1974, conducted market research and made recommendations re: utilization of University's resources during the summer months. Implementation of recommendation during summer, 1975, resulted in approximately a 40 percent increase in day school enrollment versus a five-year negative trend of 25 percent per year.

1970 - 1973

Part Time

Instructor in Microeconomics and Macroeconomics in the College's Evening Division

PURDUE UNIVERSITY, INDIANAPOLIS, INDIANA

August 1969 to November 1969

Lecturer in continuing education in the Management Development Program at the Indianapolis Campus. Responsible for curricula development and presentation.

## **PROFESSIONAL SERVICE**

NGA: Judge for the Creative Choice Awards for marketing and advertising excellence in food retailing, Washington, DC, (1995 to present).

FDI: Judge for the Admark Awards for marketing and advertising excellence in the food service industry, Washington, DC (1995 to 2007).

NAWGA (North American Wholesale Grocers Association). Judge and Emcee of Annual Admark Competition (the equivalent to Academy Awards for the best advertising by wholesale grocers) (1995 to 2005).

IMRA: Member of Food Planning Group to plan and execute the annual IMRA (International Mass Retailers Association) Food Marketing Conference, Orlando, FL, (1999 – 2004).

Member of a task force of leaders from the Philadelphia Coalition Against Hunger, the Reading Terminal Market Trust, and the Rodale Institute to develop community-based and community-run farmers' markets with the goals of developing urban gardens, better servicing of the inner city markets in terms of quality produce at a fair price, and cultivating entrepreneurial skills. (1994 – 1999).

Chairman of the board of advisors for the Marine Mammal Stranding Center whose primary responsibilities are to develop the marketing plan and funding for this not-for-profit organization (member since 1995 to present) (Chair 2004 - 2006).

SJU Entrepreneurs' Forum (Founder, Board Member) (1998 – present)

Healthcare Marketing Consortium (Founder, Board Member) (1983 -1998)

Membership in Professional Organizations:

American Marketing Association  
Academy of Marketing Sciences  
Atlantic Marketing Association  
Southern Marketing Association  
Association for Consumer Research  
American Institute for Decision Sciences  
American Association for Higher Education  
Association for Continuing Higher Education  
Health Care Marketing Consortium  
International Customer Service Association  
Society of Consumer Affairs Professionals

#### **NON-ACADEMIC PROFESSIONAL EXPERIENCES**

CRUISN 1, INC. ATLANTIC CITY, NJ  
1987 to 1998

PRESIDENT, CAPTAIN, and OWNER - 150-passenger excursion vessel that offers “fun filled cruising adventures fit for royalty” in Atlantic City during the summer months.

SCOTT PAPER COMPANY PHILADELPHIA, PENNSYLVANIA  
April 1973 to August 1973

BRAND MANAGER - Consumer Products Marketing, sanitary protection. Responsible for total marketing of Scott Paper's sanitary protection products. Total profit and loss responsibility.

July 1972 to April 1973

ASSOCIATE BRAND MANAGER - Consumer Products Marketing. Number two individual on Scott Tissue, the highest profit brand in Scott Paper Company. Designed the 1973 Marketing Strategy Document. Programmed the brand to limit volume losses to less than 2% (historically, the brand had lost 5% per year for the past four years.) The above to be accomplished with a reduction in the advertising and promotion budget of 7.5%. Results indicated that the brand performed +2% versus 1972.

December 1971 to June 1972

ANALYST - Marketing research. Responsibilities included consumer and market research design, implementation, and analysis of all bathroom tissue. Initiated research

subsequently used for planning purposes, focusing on market segmentation, simulation and life cycles.

December 1969 to December 1971

MANAGEMENT RESOURCES COORDINATOR - Areas of responsibility included organizational analysis, manpower planning, and management development. Involved with the design, implementation and evaluation of educational programs. Have acted as an instructor in a number of managerial development courses. Designed formalized human resource planning system utilizing various management science techniques. Contributed extensively as an internal organizational consultant in function and profit center reorganizations.

### **CONSULTANCIES**

Pennsylvania Department of Agriculture, Key Impact, Pate Dawson, Campbell Soup, Tenglemann, M&M Mars, Scott Paper, Tastykake, Herr's, WAWA, Melitta, Geocel, AT&T, SmithKline-Beecham, Wyeth-Ayerst, Philadelphia 76ers, University of London, Southern Gardens, Quick Chek, Commonwealth of Pennsylvania, Island Marine, Fairmount Park Commission, Del Monte, Pfizer, Mother's Kitchen, Kozy Shack, Albertsons, Acosta, Hood Dairies, EPA, Uncle Ben's, 3M, Talinvest, Musgraves, Consolidated Edison, and the Irish Food Board. In addition, I was the lead consultant in the creation and development of a chain of supermarkets in Estonia, Latvia, Lithuania, and Western Russia for an international investment group.

### **INTERVIEWS**

Interviewed by CNN, NBC, WB17, WYBE, the BBC (England), and RTE (Ireland) on marketing strategy, marketing trends, and customer service. Quoted in *Fortune*, *Woman's Day*, the *Washington Post*, the *Chicago Tribune*, and the *Philadelphia Inquirer* as well as the traditional food industry publications such as *Supermarket Business*, *Food and Beverage Marketing*, *National Grocer*, *Pasta Journal*, *California Grocer*, *Brand Marketing*, *Grocery Headquarters*, *Grocery Marketing*, *Food People*, *Brand Week* and *Progressive Grocer* on marketing, food marketing, customer service, and business ethics.

### **EXPERT WITNESS**

2005/2007

FBFoods v. Market analysis and forecasts for potential fresh prepared food entrée. Report delivered and testimony provided.

2002 - present

Brissa, Inc. and Plaza Redbud, Inc. v. Beverage Products Corporation. Analysis to determine causation of the Plaintiffs' business problems in the grocery business. In addition, the issue of price differences in Pepsi products and their impact on the Plaintiff's business problems in the grocery industry was addressed. Report delivered.

2002/2003

Ambrosia International v. Columbus Cello-Poly and Roberts Packaging, Inc.  
Research to measure and demonstrate the loss of sales, profit, and business opportunity due to defective packaging. Report delivered.

2001

J&J Snack Foods v. Nestle USA, Inc.  
Analysis and report of the marketing implications associated with the use by Nestle USA, Inc. of the phrase "Just Break - & Bake!" on both the front display panel and on the back of the package in large letters, of a new form of refrigerated cookie dough. Report delivered.

2001

J&J Snack Foods v. The Earthgrains Company  
Analysis and report of the marketing implications associated with the use by The Earthgrains Company of the brand name "Break 'n Bake" on both the front display panel and on the back of the package in large letters, of a new form of refrigerated cookie dough. Report delivered.

2000

Consolidated Edison, New York, NY  
Analysis and report of the changes affecting refrigerator inventories from the 1970's to the new millennium for the purpose of determining Consolidated Edison's liability due to voluntary rolling blackouts in New York City and the surrounding counties. Presented findings to New York State Public Utilities Commission and to New York City Department of Consumer Affairs. Report delivered.

2000

John Bilzor, Norfolk, VA  
Research and assessment of a practice in the food marketing business commonly known as "diversion of product." Report delivered.

1998

"Take a Boost" v. Mead Johnson Nutritionals (Division of Bristol-Myers Squibb)  
Analysis and report of the marketing implications associated with the use by Mead Johnson Nutritionals of the brand name "Boost" on a new nutritional energy drink. Report delivered. Deposition given.

1994

Commonwealth of Pennsylvania v. Russell Stover  
Analysis and report for the State Attorney General's Office of the threat to competition posed by Russell Stover's purchase of Whitman Chocolates. Report delivered.

## **MILITARY**

UNITED STATES NAVAL AVIONICS FACILITY INDIANAPOLIS, INDIANA

June 1969 to November 1969

Department Head responsible for the Administrative function of an avionics installation of 3,500 employees. Directly responsible for organizational analysis and development, the Naval Autodin Data Communication Center, Naval and Industrial Security Division, Postal Services and Facilities and Centralized Documentation Section. Department consisted of 52 employees.

OFFICER CANDIDATE SCHOOL NEWPORT, RHODE ISLAND

February 1969 to June 1969

Commissioned as an Ensign in USNR on June 20, 1969. Graduated in the top 10 percent of class. Selected as a DNG (Distinguished Naval Graduate). Chosen as a Battalion Commander with direct responsibility for four companies and 250 officer candidates. One of the six men in graduating class of 251 selected for a leadership award by Commanding Officer.

Richard J. George, Ph.D.

January 2009