



APPLICATION FOR CITY COUNCIL
General C Vacancy

Mr./Ms./Mrs. CHARLES E. PETTIGREW Employer RETIRED

Home Address 4221 E LONGVIEW CIR Business Address _____

City SPRINGFIELD Zip 65809 City _____ Zip _____

Home Phone 417.861.5788 Business Phone _____

E-mail address CHARLEEPETTIGREW@MISSOURI STATE.EDU

Do you live in the Springfield City Limits? Yes No _____ If yes, how long? 6 years

Previous employers and positions Please see resume.

Special Qualifications Organizational skills; communication skills

Educational Background Please see resume

Community activities and offices held NONE
Support Boys/Girls Club and other charities

CHARLES E. PETTIJOHN

4221 E. Longview Circle
Springfield, MO 65809
417-861-5788

EXPERIENCE

AUGUST, 2013 TO DECEMBER, 2017

Associate Professor of Marketing, Drury University, Springfield, Missouri.

Courses Taught

Principles of Marketing (MKTG 337), Professional Selling (MKT 338), Branding and Product Management (MKT 339), and Introduction to Advertising (MKT 341)

Activities

Member, School of Business Research Committee, Curriculum Committee and Management/Marketing Committee.

AUGUST, 2010 TO AUGUST, 2012

Professor of Marketing, Director of Huizenga Sales Institute and Director of Faculty Research, Nova Southeastern University, Ft. Lauderdale, Florida.

Courses Taught

Introduction to Sales (MKT 3210), Questioning and Sales (MKT 3220), and Advanced Sales (MKT 3230)

Activities

Director of Huizenga Sales Institute. Responsible for curriculum development (14 new sales classes), staffing, recruiting and developing program. Program's grand opening, October 2010: 341 students enrolled in May 2010.

Director of Faculty Research. Responsible for advising faculty on research activities, assigning research assistance, and assisting in editing.

AUGUST, 1987 TO AUGUST, 2010

Professor of Marketing, Missouri State University, Springfield, Missouri. (*Emeritus Professor, August 2010*)

Courses Taught

Personal Selling, Sales Management, Advanced Selling, Consumer Behavior, International Marketing, Principles of Retailing, and Principles of Marketing.

Activities

Adjunct Professor: American College of Greece, 2007 (Business-to-Business Marketing)

Committees Chaired: University Budget and Priorities Committee; College Mission and Goals Committee; Undergraduate Program Review Committee; and Marketing Faculty Search Committee (five times).

Committee Membership: Assessment Task Force; Faculty Senate; University Safety Advisory Committee; Library Committee; Assessment Committee; Capital Committee; Emeritus Committee; Research Committee; Evaluation Committee; Promotion, Tenure, Retention, and Merit Committees; and Curriculum Committee.

Advisor: Student chapter of the American Marketing Association and Sigma Phi Epsilon social fraternity.

JANUARY, 1994 TO MAY 1995

Director, Family Business Forum, Missouri State University, Springfield, Missouri.

Activities

Engaged in various promotional activities including the sale of sponsorships, memberships and programs; organized and developed programs; developed newsletters; developed promotional materials; designed publicity; presented to various civic groups; and consulted with family businesses.

AUGUST, 1985 TO AUGUST, 1987

Assistant Professor of Marketing, Western Illinois University, Macomb, Illinois.

Courses Taught

Advertising and Promotional Campaigns, Advertising Management, Advertising and Promotional Concepts, Personal Selling, and Principles of Marketing.

Activities

Coordinator, two client-based advertising projects; Chairman, Marketing Faculty Search Committee; Member, Departmental Research Committee and Student Recruitment and Retention Committee.

SEPTEMBER, 1982 TO JUNE 1, 1985

Instructor of Marketing (1984-1985), and Teaching Assistant (1982-1984), Louisiana Tech University, Ruston, Louisiana.

Courses Taught

Advertising, Principles of Marketing, Principles of Management, and Introduction to Business.

SEPTEMBER, 1981 TO MAY, 1982

Instructor of Marketing, Moorhead State University, Moorhead, Minnesota.

Courses Taught

Marketing Management, Industrial Marketing, and Principles of Marketing.

Activities

Chairman, Management Search Committee; Coordinator, team of students engaged in competition sponsored by the Sales and Marketing Executives in Milwaukee, Wisconsin; Coordinator, students involved in Small Business Institute Consulting.

AUGUST, 1977 TO AUGUST, 1981

Instructor of Marketing and Management, Missouri Western State University, St. Joseph, Missouri.

Courses Taught

Principles of Marketing, Principles of Management, Small Business Management, Personal Selling, Business Organizations, and The New York Viewpoint.

Activities

Co-instructor, student study-tour to New York City; Member, Faculty Senate; Coordinator, students involved in Small Business Institute Consulting; and Member, various institutional and departmental committees.

NOVEMBER, 1976 TO AUGUST, 1977

Assistant Customer Accounts Representative, Ford Motor Credit Company, New Orleans, Louisiana.

Activities

Auditing, Collections, and Dealer Financing. Also elected by co-workers as the first employee of the month.

EDUCATION

August, 1986

Doctor of Business Administration: Major in Marketing, Minors in Management and Quantitative Analysis, Louisiana Tech University, Ruston, Louisiana.

Dissertation Title

“An Empirical Investigation of the Relationship Between Customer-Perceived Salesperson Empathy and Objective Measures of Salesperson Effectiveness.”

May, 1976

Master of Business Administration, Missouri State University, Springfield, Missouri.

December, 1974

Bachelor of Science in Business Administration, Missouri Western State University, St. Joseph, Missouri.

JOURNAL PUBLICATIONS

Approximately 100 peer reviewed journal publications (available upon request)

PROCEEDINGS PUBLICATIONS

Approximately 75 peer reviewed proceedings publications (available upon request)

OTHER PUBLICATIONS

Approximately 25+ other publications (available upon request)

PROFESSIONAL SERVICE ACTIVITIES

Co-Editor, Marketing Management Journal, 1996 - 2011

Editorial Review Board, Psychology and Marketing

Editorial Review Board, The Journal of Marketing Theory and Practice (received “**Outstanding Reviewer Award**,” 1999).

Editorial Review Board, Journal for the Advancement of Marketing Education.

Editorial Review Board, Services Industries Journal

Executive Director, Marketing Management Association, Fall 2003 – Fall 2007.

President, Marketing Management Association, 1993-1994.

President-elect and Program Chair, Marketing Management Association, 1992-1993

Duties included developing the program for the 1993 conference of the Marketing Management Association; soliciting participation of reviewers, session chairs, discussants and special sessions; and many other activities that are required to develop a successful program.

Vice-President of Membership, Marketing Management Association, 1991-1992

Duties included recruiting members to the organization, development of a membership directory, billing activities, and development of the Marketing Management Association's first membership brochure.

Secretary, Marketing Management Association, 1990-1991

Treasurer, Marketing Management Association, 1989-1990

Board of Directors, Marketing Management Association, 1994 – 2007.

Editorial Review Board, Journal of Marketing Management, 1990-1996.

Ad Hoc Reviewer, Journal of Marketing Theory and Practice, Special Issue, "The New Promotions Mix" 1996.

Reviewer of Charter Issue: Journal of Customer Service in Management and Marketing, 1996.

Ad Hoc Reviewer, Journal of Marketing Education, 1995.

Sponsor, Award for Excellence in Sales and Sales Management, 1993 to 2000. A cash award provided to a student selected for his/her exceptional achievements in Southwest Missouri State University's sales and sales management program.

Co-sponsor, Award for Marketing Excellence, 1994 - 2000. A cash award provided to a student selected for his/her exceptional achievements in Missouri Western State College's marketing program.

Co-Director of research project to assess consumer attitudes for City Utilities, Springfield, Missouri, March, 1989.

Director of a research project to develop a forecasting model for Great River Gas Company, Keokuk, Iowa, July, 1987.

Public Information Chairman, McDonough County American Cancer Society, 1986/1987.

AWARDS AND HONORS

Distinguished Research Fellow, College of Business Administration, Missouri State University, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, and 1998 (1998 inception year). Award granted to top 10% of the College faculty.

Faculty Recognition Award, “Excellence in Research, **University Award**, Missouri State University, August, 2006.

Faculty Recognition Award, “Excellence in Service,” College of Business Administration, Missouri State University, August, 2004.

Faculty Recognition Award, “Excellence in Research,” College of Business Administration, Missouri State University, August, 2003.

Faculty Recognition Award, “Excellence in Teaching,” College of Business Administration, Missouri State University, August, 2002.

Faculty Recognition Award, “Excellence in Research,” **University Award**, Missouri State University, August, 2001.

Faculty Recognition Award, “Excellence in Service,” College of Business Administration, Missouri State University, August, 2000.

Faculty Recognition Award, “Excellence in Research,” College of Business Administration, Missouri State University, August, 1999.

Fellow of the Marketing Management Association, March 2001.

Outstanding Reviewer Award, Journal of Marketing Theory and Practice, April, 2000.

Outstanding Paper Award in Consumer Behavior, Marketing Management Association, March 2000.

Marketing Education Best Paper Award, Marketing Management Association, March 1997.

Top Paper in Track Award, Association of Marketing Theory and Practice, March 1996.

Seminars Conducted:

Numerous seminars and training programs conducted.