

Peter E. Swift

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Goal oriented instructor, researcher and committee participant. Graduate of Brown, Harvard, and Pace University. Professor in MBA and undergraduate programs in management, marketing, entrepreneurship and international business. Former Pepsi-Cola and P&G (Vicks) executive. Broadly experienced consultant for over 45 large and small companies and non-profits in the areas of strategic management and competitive strategy. Extensive domestic and global strategic planning experience.

Academic Background:

Pace University New York, NY	Doctor of Professional Studies – Business Beta Gamma Sigma (AACSB) Doctoral Concentration – Management & Marketing Dissertation – ‘The Organizational Learning Impact of Cross Functional Job Rotation in the Marketing and Sales Functions of Business to Consumer Firms’
Harvard University Cambridge, MA	Master of Business Administration Emphasis in Marketing & Finance
Brown University Providence, RI	Bachelor of Arts Emphasis in Political Science & Economics

Instruction Experience

Instructor & Director	University of South Carolina Beaufort – 2007 - Present Beaufort & Bluffton (Hilton Head), SC Director of the Saturday Business Degree Plan 2008-19 Full Time Senior Instructor 2007 - present Business Ethics & Society Business Communication – In class and Hybrid Consumer Behavior Corporate Finance Entrepreneurship – In class and Online International Business Management – In class and Online Management Principles – In class and Hybrid Marketing Communication – In class and Online Marketing Management Organization Behavior Small Business Management SACS accreditation participant
Visiting Professor	Sacred Heart University – The John F. Welch College of Business Fairfield, CT Visiting Assistant Professor Spring 2006 International Business Management – In class and Online Organization Behavior and Management Marketing Management (MBA) AACSB accreditation participant

Adjunct Professor	Sacred Heart Univ. Fairfield, CT	International Management Online 2006-09 Product Management (MBA) 2006 International Marketing (MBA) 2005 Consumer Behavior (MBA) 2005
	Southern CT. State New Haven, CT	Marketing Management 2006
	Quinnipiac University Hamden, CT	Human Resource Management 2004
	Western CT State Danbury, CT	Business Policy (MBA) 1979

Articles published, scheduled for publication, in scholarly journal review and under development

Research interests in management, marketing, entrepreneurship, business strategy and international business.

Swift, Peter E. and Hwang, Alvin “The Impact of Affective and Cognitive Trust on Knowledge Sharing and Organizational Learning” *Refereed*. (Article published in the *The Learning Organization Journal* January, 2013 – Periodical world ranked #3 in Organizational Learning - Serenko & Bontis, 2008)

Swift, Peter E. and Hwang, Alvin “Learning, Dynamic Capabilities and Operating Routines in a Consumer Package Goods Company” *Refereed*. (Article published in *The Learning Organization Journal*, January 2008 – Periodical world ranked #3 in Organizational Learning - Serenko & Bontis, 2008)

Swift, Peter E. and Hwang, Alvin “The Impact of Cross Functional Job Rotation on Trust and Knowledge Sharing”

Swift, Peter E. and Gopalakrishna, Pradeep “Marketing strategy transference across acquired companies and brands – a case study.”

Swift, Peter E. and Hwang, Alvin “The Importance of Distributor Focus in International Business”

Conference presentations

Swift, Peter E. “Learning, Dynamic Capabilities and Operating Routines in a Consumer Package Goods Company” presented at the Eastern Academy of Management Annual Meeting, held in Saratoga, New York (May 2006) *Refereed*.

Finalist in the Pace University Annual Entrepreneurial Pitch Contest, New York City (December 2004) *Refereed*.

Service – Academia and Community

Academic Journal Review/Referee – The Learning Organization Journal
Business Regional Advisory Board USCB
DPS Doctoral Review Committee Member – Lubin Business School, Pace University
Faculty Budget Committee USCB
Faculty Welfare Committee USCB
Low Country SHRM
OLLI Adult Education Senior citizen instructor USCB
Savannah SHRM
Savannah Step Up Savannah Development Committee
Strategic Plan Committee USCB
Student Advisor – Saturday Business Degree Plan USCB
Student Satisfactory Academic Progress Committee

Service - Board Positions – Independent Schools & Community

Focus on financial management and control systems of non-profits and their fund raising

Lauralton Hall, Milford, CT 2002-2005

- Board of Governors – Development and financial management

The Unquowa School, Fairfield, CT 1993 - 2002

- Executive Committee – Treasurer

Oversaw the dramatic turn-around of a school in financial crisis

Reset tuition and program processes and budget controls to assure sustained success

Raised \$2.5 million in annual giving and capital campaigns

Saint Paul's Episcopal Church, Fairfield, CT 1990-1996

- Vestry - Development & Capital Campaign Chairman.

Raised \$2 million in annual giving and capital campaigns

Professional Business Experience – Management Consulting

Horizon Consulting Group, Inc. - President/CEO 1988 - 2006

A Management Consulting Agency

Provided innovative brand building strategies and programs to major domestic and global consumer product and service companies. General management and P&L responsibilities including establishment and direction of internal and external financing systems for the agency and major client projects. Clients ranged in size between \$10 million and \$2 billion in sales in diverse industries (see attached list).

Significant accomplishments:

- As a start-up in 1988, established a highly respected strategic consulting agency with up to 15 full time employees that had relationships with over 40 companies. Major clients included: Pepsi-Cola USA and International, Nabisco/Kraft, Duracell/Gillette, Duracell International, Pfizer, Nestle, Schick, Aiwa/Sony, Playtex, Duraflame and GE Consumer Finance.

- As agency of record for Duracell batteries for 11 years, instrumental in building their market share from 35 to 51 share of the multi-billion dollar battery category through the use of innovative customer strategies and new product development programs.

Glendinning Associates - Vice President/Principal 1980 - 1988

Full Service Management & Marketing Consulting Agency - \$80 million in net revenue

Provided strategic consulting to major international companies across broad industry spectrum. P&L responsibility for the marketing consulting group.

Significant accomplishments:

- Developed multi-year retainer agreement with Pepsi International and provided the market planning for 18 countries in Europe, South America, North America, Middle East and Africa. Resulted in Pepsi-Cola's first coordinated Global Marketing program.

Professional Business Experience - Corporate

Pepsi-Cola USA - Product Director 1976 - 1980

Corporate Headquarters for Pepsi-Cola Operations Worldwide

Responsible for Brand Pepsi strategic planning, financial budgeting and management. Additional management positions included expansion of the Mountain Dew brand, development of the Vending Channel and its management, and the introduction of new product Pepsi Light.

Significant accomplishments:

- Launched the Pepsi Challenge nationally after persuading top management that the program would be effective in strong as well as weak Pepsi markets and would achieve financial goals. Pepsi-Cola exceeded Coca-Cola sales nationally in Food Stores for the first time in the brand's history.
- Rolled out Mountain Dew nationally and increased sales from 100 million to 130 million cases in twelve months.

Procter & Gamble (Richardson-Vicks) - Product Management 1974 - 1976

Marketer of Health and Beauty Aid Products, Including: Nyquil, Clearasil and Oil of Olay.

Military - U.S. Navy, Lieutenant, 1969 to 1972, Aircraft Carrier Fleet Officer of the Deck

Deployed to North Atlantic and Mediterranean. - USS WASP (CVS-18)

Personal Information - Married 38 years, three post grad children, struggling recreational golfer (19+ handicap), U.S. history buff.

Peter E. Swift Corporate Consulting Clients

<i>COMPANY</i>	<i>PRODUCTS</i>
AIWA	Aiwa portable CD and mini stereos
Altec Lansing	Altec Lansing computer speakers
Bacardi	Bacardi Rums
Best Foods	Hellmans, Skippy, Mazola
Bic	Bic disposable pens
Campbell Soup	Prego Sauces
Champion Paper	Champion Milk Cartons
Duracell	Duracell Alkaline, Photo and Camcorder batteries
Duracell International	Same as above, Global Marketing
Duraflame	Duraflame firelogs and fire starter
Esselte	Dymo Letra Tag office labelers
Fort James	Brawny towels, Northern tissue, Dixie cups
Frito-lay	Frito and Lays chips and snacks
GE Consumer Finance	GE Money MasterCard and Retail Finance
Group W	Radio advertising marketing programs
Guinness	Guinness, Bass Ale, Harp
H.J. Heinz	Heinz Baby Food
Harlequin	Harlequin novels, Silhouette novels
Hasbro	Cabbage Patch Kids
HBO	HBO programming to cable companies
Heublein	Complete line of vodka spirits
Imperial Oil – Canada	Esso gasoline
Interstate Baking	Wonder Bread, Hostess cakes and pies
Iomega	Iomega zip and CD digital storage
J.M. Smucker	Smucker's Jams and Jellies, Ice Cream toppings
Kraft (GF)	Post Cereals
Lego	Lego children's building blocks
Levelor	Levelor Blinds
Mars	M&M's, Twix
Maxell	Maxell audio and video tapes
Nabisco	Nabisco cookies and crackers
Nestle	100 Grand Bar, Butterfinger, Baby Ruth
Paddington	J&B Scotch, Baileys, Malibu rum
Pepsi-Cola	Pepsi, Diet Pepsi, Mountain Dew
Pepsi-Cola International	Same as above, Global Marketing
Pfizer	Listerine, Lubriderm, Efferdent
Pilot Pen	Complete line of Pilot Pens
Planters	Planters Nuts
Playtex	Playtex Infant products
Quaker Oats	Captain Crunch cereal
Schick	Schick men's and women's razors
Schweppes	Schweppes mixers and ginger ale
Vlasic	Vlasic Pickles

Peter E. Swift Corporate & Consulting International Experience

North America

Canada

Mexico

South America

Argentina

Brazil

Chile

Ecuador

Peru

Venezuela

Europe

Denmark

England/Scotland

France

Germany

Greece

Italy

Norway

Portugal

Spain

Sweden

Switzerland

Middle East

Egypt

Kuwait

Oman

United Arab Emirates

Pacific

Japan

Philippines