

# Peter E. Swift

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:

<b>Pace University</b> 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’
<b>Harvard University</b> Cambridge, MA	Master of Business Administration Emphasis in Marketing & Finance
<b>Brown University</b> Providence, RI	Bachelor of Arts Emphasis in Political Science & Economics

## Instruction Experience

<b>Instructor &amp; Director</b>	<b>University of South Carolina Beaufort – 2007 - Present</b> 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
<b>Visiting Professor</b>	<b>Sacred Heart University – The John F. Welch College of Business</b> Fairfield, CT Visiting Assistant Professor Spring 2006 International Business Management – In class and Online Organization Behavior and Management Marketing Management (MBA) AACSB accreditation participant

<b>Adjunct Professor</b>	<b>Sacred Heart Univ.</b> Fairfield, CT	International Management Online 2006-09 Product Management (MBA) 2006 International Marketing (MBA) 2005 Consumer Behavior (MBA) 2005
	<b>Southern CT. State</b> New Haven, CT	Marketing Management 2006
	<b>Quinnipiac University</b> Hamden, CT	Human Resource Management 2004
	<b>Western CT State</b> 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>
<b>AIWA</b>	Aiwa portable CD and mini stereos
<b>Altec Lansing</b>	Altec Lansing computer speakers
<b>Bacardi</b>	Bacardi Rums
<b>Best Foods</b>	Hellmans, Skippy, Mazola
<b>Bic</b>	Bic disposable pens
<b>Campbell Soup</b>	Prego Sauces
<b>Champion Paper</b>	Champion Milk Cartons
<b>Duracell</b>	Duracell Alkaline, Photo and Camcorder batteries
<b>Duracell International</b>	Same as above, Global Marketing
<b>Duraflame</b>	Duraflame firelogs and fire starter
<b>Esselte</b>	Dymo Letra Tag office labelers
<b>Fort James</b>	Brawny towels, Northern tissue, Dixie cups
<b>Frito-lay</b>	Frito and Lays chips and snacks
<b>GE Consumer Finance</b>	GE Money MasterCard and Retail Finance
<b>Group W</b>	Radio advertising marketing programs
<b>Guinness</b>	Guinness, Bass Ale, Harp
<b>H.J. Heinz</b>	Heinz Baby Food
<b>Harlequin</b>	Harlequin novels, Silhouette novels
<b>Hasbro</b>	Cabbage Patch Kids
<b>HBO</b>	HBO programming to cable companies
<b>Heublein</b>	Complete line of vodka spirits
<b>Imperial Oil – Canada</b>	Esso gasoline
<b>Interstate Baking</b>	Wonder Bread, Hostess cakes and pies
<b>lomega</b>	lomega zip and CD digital storage
<b>J.M. Smucker</b>	Smucker's Jams and Jellies, Ice Cream toppings
<b>Kraft (GF)</b>	Post Cereals
<b>Lego</b>	Lego children's building blocks
<b>Levelor</b>	Levelor Blinds
<b>Mars</b>	M&M's, Twix
<b>Maxell</b>	Maxell audio and video tapes
<b>Nabisco</b>	Nabisco cookies and crackers
<b>Nestle</b>	100 Grand Bar, Butterfinger, Baby Ruth
<b>Paddington</b>	J&B Scotch, Baileys, Malibu rum
<b>Pepsi-Cola</b>	Pepsi, Diet Pepsi, Mountain Dew
<b>Pepsi-Cola International</b>	Same as above, Global Marketing
<b>Pfizer</b>	Listerine, Lubriderm, Efferdent
<b>Pilot Pen</b>	Complete line of Pilot Pens
<b>Planters</b>	Planters Nuts
<b>Playtex</b>	Playtex Infant products
<b>Quaker Oats</b>	Captain Crunch cereal
<b>Schick</b>	Schick men's and women's razors
<b>Schweppes</b>	Schweppes mixers and ginger ale
<b>Vlasic</b>	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