



MARTIN M. SHAPIRO, PH.D.

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SUMMARY OF QUALIFICATONS

International living and hands-on experience in marketing and international business, combined with solid accomplishments in global education. Strong entrepreneurial skills, collaborative, and team building effectiveness. Resourceful in generating growth-oriented strategies. Cross-cultural communication with multilingual capabilities (French, German, Spanish, Hebrew).

CORE COMPETENCIES: FOCUS ON PROJECTS, ON EXECUTION, ON QUALITY AND RELIABILITY

BERKELEY COLLEGES, NEW YORK AND NEW JERSEY 2000-
LARRY L. LUING SCHOOL OF BUSINESS

Chair and Professor of Marketing (2015)

Member of the Strategic Planning, Marketing, and Enrollment, Institutional Advancement Committees

Engaged in special system-wide projects and consulted to chairman on academic enhancement activities

PLANET SMARTPLAY, INC. (A children indoor entertainment company) 1996-1999
The Bronx, New York

Co- Founder, Vice President & Director

- . Increased sales from \$250,000 to \$2,800.000 in approximately 2½ years
- . Instrumental in coordinating and concluding a licensing agreement with a national food franchiser
- . Full responsibility for managing and operating the company
- . Administered broad-based marketing & sales activities
- . Developed and implemented joint educational programs with school districts to benefits children in the community
- . Built a solid consumer loyalty through dedication to product excellence and quality service.

Martin M. Shapiro

SACRED HEART UNIVERSITY, FAIRFIELD, CT & LUXEMBOURG

1992-1996

Associate Professor, Marketing & International Business;

Editor of Business Journal for Small Business and Entrepreneurship

Involved in institutional advancement activities
Consulted on MBA programs, curricula development, corporate relations, quality service, and internationalization

MANHATTANVILLE COLLEGE, PURCHASE, NEW YORK **1985-2010**
Adjunct Professor, Marketing & International Business
Consulted on Master Program in Human Resource Management

QUINNIPIAC UNIVERSITY, HAMDEN, CT **1987-1991**
Professor of Marketing and MBA Advisor

- . Assistant to President for International and study abroad programs
- . Taught graduate and undergraduate courses in Marketing and International Business
- . Initiated and developed international cooperative agreements with foreign educational institutions
- . Designed & developed study-abroad programs
- . Cooperated with President in business outreach activities

EDUCATION

New York University, Public and International Administration, Ph.D.

New York University, International Affairs, M.A.

Southern Illinois University, Government and Mathematics