

L. Wayne Gertmenian, Ph.D.

Professor of Economics

B.A., University of Southern California; M.B.A., University of Idaho; Ph.D., University of Southern California

FAX: (310) 568-2303

E-Mail: wayne.gertmenian@pepperdine.edu

Dr. Gertmenian served the Nixon and Ford administrations as a chief detente negotiator in Moscow for the chairman of the National Security Council, as an emissary to Teheran for the Secretary of Commerce, and as a special assistant to the Secretary of Housing and Urban Development. Today, he is a distinguished professor at two universities in China and advises Russian leaders on a free market economy. He has served on the board of directors of the West Coast Bancorp, the Medi-Globe Foundation, and the Near East Foundation. His experience also includes service as the chief operating officer of the nation's leading fresh food processor and host of a talk show on business, economics, and finance. He is the author of the *Economath Primer* and the nationally marketed audiotape series, *Everything's Negotiable*. Dr. Gertmenian was a co-founder of the California Philharmonic Orchestra and the Disabled Jockeys' Endowment, and currently serves the national Jockeys' Guild as its lead negotiator in its struggle with the horseracing industry to improve conditions of safety.

I. ACADEMIC AND PROFESSIONAL QUALIFICATIONS

Principal Teaching Field(s): Economics

University of Southern California, Ph.D.

1975

Dissertation: "The Economics of Education in the Urban Ghetto"

A. Professional Qualifications

1992-1998

Sunwest Bank

Director

B. 1988-1990

KIEV Radio

Radio Talk Show Host

C. 1977-1981

Ready Pac, Inc.

Executive Vice-President, Chief Operating Officer

D. 1974-1976

US Government, Executive Branch

Special Assistant to the Secretary of Housing and Urban Development

Foreign Emissary for the Secretary of Commerce
Detente Negotiator for the National Security Council

II. CONTINUING INTELLECTUAL DEVELOPMENT AND RENEWAL ACTIVITIES

1. Books (or Book Chapters) in Preparation.

Winter 1998. Draft preparation of “The Bible on Leadership”, an eight-volume audiotape series on Biblical teachings for executives. Values-centered Leadership

Winter 1998. Draft preparation of “Verbal Pursuit”, an eight-volume audiotape series on vocabulary for executives. Values-centered Leadership

2. Academic/Practitioner Meeting Tutorials Presented and Executive Development Seminars Given.

“Market Economy Fundamentals” seminar. Moscow, Russia. The 37th Seminar was completed at Moscow Aviation Institute in July 2004. Developed upon the request of Russian Government leaders to provide leading Business Professionals, Government Leaders, Academic Leaders, and select students with the knowledge necessary to lead their country in a Free Market world. Each seminar is geared to the particular audience and involves 100 contact hours.

Russia at the Crossroads, Moscow, Russia. October 1998. Sponsored by TACIS. Presentation to 50 top Russian business executives. Two-hour lecture on structural problems in the Russian economy and self-dependent reforms.

Everything’s Negotiable, Malibu, CA. Each February (1990-2001). Eight-hour workshop on Negotiation skills geared to business professionals. Significant global orientation.

Only One Superpower, Irvine, CA. September 1997. A review of America’s role in the post-cold-war era, focusing on the economic development of increasingly interdependent world markets. One-hour presentation to Pepperdine University Executive Partners and Alumni.

Unisys Corporation, International Banking Information Systems and Technology Division. Cote d’Azul, France. June 1996. Keynote Speaker and lead workshop presenter, “Information and the Global Economy.” Four-hour presentation on the importance of information as a new factor of production in the economic development of the European Union in the Global Age.

3. Other Formal Presentations Involving Significant Preparation.

China with Dr. G, A Traveling Seminar, The People's Republic of China and Tibet. April 1990-2005. An educational adventure for Graduate students, alumni, and Business Executives. Major centers like Beijing, Shanghai, and Xian are experienced, but particular attention is paid to uncommon destinations such as Qufu (home of Confucius), Mt. Tai, The Panda Research Base in Chengdu, and the wonders of Tibet. Lectures, workshops, Meetings, and Presentations enhance the cultural and educational significance of the voyage.

Negotiation Skills for the Human Resources Manager, Malibu, CA. 1997. A two-hour presentation on negotiation skills for HR specialists. Presented to the Pepperdine University Personnel Office as part of a skills development conference.

4. New Courses (or significant new course content) developed and New Pedagogies (teaching approaches/methods/technologies) introduced.

Fall 1998. Developed and implemented innovative evaluation methodology to enhance class leadership and mutual support.

Fall 1998. Developed and implemented improved version of professor's own textbook which substantially improved the balance of time between presenting core definitional material and taking the time needed to thoroughly cover difficult concepts and applications.

Fall 1998. Developed Advanced National Income Policy Seminar for Russian Professional Audience.

Spring 1998. Developed 50 color slide presentation of core Microeconomic concepts.

Spring 1998. Developed Advanced Financial Markets Seminar for Russian Professional Audience.

Fall 1997. Developed Advanced International Negotiations Seminar for Russian Professional Audience.

Fall 1997. Adapted MBA Price Theory material to a BSM course. All aspects of course material scrutinized and revised. Adjustments made to professor's own textbook to enhance accessibility.

5. Presentations to faculty at your school discussing teaching innovations and early-stage intellectual contributions.

Winter 1998. Graziadio School of Business and Management, Adjunct Faculty Conference. Presentation on "Excellence in Teaching."

III. INTELLECTUAL CONTRIBUTIONS

A. Applied Scholarship Contributions

1. Applied Scholarship Books.

Everything is Negotiable, eight-volume audio tape series, Achievement Dynamics, Inc. June 1998 (2nd Edition). Innovative program for study of negotiations as a business tool, significant global orientation.

2. Applied Scholarship Articles Published in In-House Journals

“Crossing the Great Wall: Preparing to do business in China.” Graziadio Business Report. Summer 1998. Global Orientation

3. Applied Scholarship Papers Published in Proceedings of Meetings Aimed Primarily at an Academic Audience.

“Teaching Free Market Principles to Post-Soviet Russians,” (with Dr. Roy Adler) presented to the Annual Conference of the Society of Educators and Scholars. Culver City, CA, March 1998. Global Orientation

4. Applied Scholarship Papers Presented at Meetings Aimed Primarily at a Practitioner Audience.

The Magna Carta in Crisis, The Breakfast Club of Los Angeles, August 1998. One-hour presentation to Los Angeles Business Professionals. The importance of the rule of law as an economic building block.

- B. Instructional Development

1. Textbooks

Economath Primer, Matrix Capital Associates, Inc. August 1998 (3rd Edition). Innovative textbook for study of economics in a business school setting. Advancement of Contemporary Business Practice

Economath Primer Russian Version, Matrix Capital Associates, Inc. June 1998 (with Nikolai Chuvakhin) (1st Edition Russian Language Text Version). Innovative textbook for study of economics in a Russian business school setting. Advancement of Contemporary Business Practice

2. Presentations to other Institutions Describing the Design and Implementation of New Courses, Course Content, and other Instructional Innovations.

Presentation to AEISIC (Academic Development Program for the CIS). Presented a comprehensive working model for the development and implementation of a new graduate level educational program for the CIS taught entirely by outstanding American faculty. Moscow, Russia. October 1998

Presentation to University-wide faculty, Moscow Aviation Institute. Presented a review and evaluation of ongoing Market Economy Fundamentals Project and its potential use in preparing Russian Professionals selected for cultural and academic exchange programs. Moscow, Russia. June 1998.

University of Phoenix, Faculty conference. Irvine, California, October 1996. Keynote Speaker and lead presenter, "Excellence in Teaching." In two-hour presentation, shared the core traits and methodologies of excellent teachers, developed a set of fundamental building blocks necessary to foster and maintain excellent teaching within an institution. Directed at business faculty and business school administrators.

IV. SUMMARY OF INTELLECTUAL DEVELOPMENT AND CONTRIBUTION RECORD

Current Courses Taught:

MBA 670: Price Theory and Industrial Policy

Summary Discussion of Intellectual Development and Contributions Record:

Significant global orientation with a focus on developing, fostering, and promoting

"Excellence in Teaching" as the single most important goal of an educational institution.

Dr. Gertmenian maintains an extensive international travel schedule that keeps on the leading edge of global markets. In particular, he has become a recognized expert on the subject of planned economies transitioning to a market economy and the important role educators can play in these developing markets. Dr. Gertmenian has sat on numerous panels, presented papers and oral presentations on the subject in this country and abroad. In addition, he is actively involved in the development, implementation, and funding of educational programs designed to promote economic growth in LDCs.

Dr. Gertmenian takes an active role in committee assignments and takes seriously his role in peer development. Excellence in Teaching is a personal and professional mission. He regularly provides presentations to academic peers, alumni groups, and university employees. The opportunity to teach in the form of these special presentations is probably the most enjoyable and valuable contribution he can make to university service.

In the community, Dr. Gertmenian regularly makes presentations to local business and civic forums. He takes members of the community abroad to expand the cultural awareness. He also hosts numerous foreign students, educators, and government officials from around the world. This activity in association with his travel and lecturing keeps him working on the leading edge of management issues and market economy structure and development in a global age.

V. SERVICE

University Service:

Dr. Gertmenian takes an active role in his committee assignments and takes seriously his role in peer development. He provides presentations to academic peers, alumni groups, and university employees as appropriate.

Other Service:

Co-Founded the California Philharmonic Orchestra. From September 1996 to Present, Founding Director. Developed business plan, conducted negotiations with labor unions, County Board of Supervisors, and local government and civic leadership. Secured funding and underwriting for two successful major venue concert seasons. Additional community outreach to young musicians and youth groups.

In the community, Dr. Gertmenian regularly makes presentations to local business and civic forums. He takes members of the community abroad to expand the cultural awareness. He also hosts numerous foreign students, educators, and government officials from around the world.

Active in the formation of a major cultural foundation in Southern California (California Philharmonic Orchestra)

Dr. Gertmenian has served on the Board of Directors of the Near East Foundation, Board of Directors of the Medi-Globe Foundation, and the building committee of the Cecilia Armenian Church.

He is a member of the Sigma Chi Fraternity-Order of Constanine and Significant Sig Awards, Confucius Institute, Qufu, Shandong Province, China and Honorary Director, Wu Township, Shandong Province, China.