

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Roger D. McMahon, Jr. (Dave)

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Los Angeles, CA 90045

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EDUCATION

Mississippi State University

Doctor of Business Administration, December 1999.

Major: Marketing Minor: Management

Pepperdine University

Master of Science, 1989.

Major: Ministry

Harding Graduate School of Religion

Master of Arts in Religion, 1986.

Major: Counseling

University of North Carolina at Charlotte

Bachelor of Arts, 1983.

Majors: Business Minors: Marketing

Psychology Industrial Psychology

CONSULTING EXPERIENCE (2000-present)

Alta Dena

Baxter BioScience (3)

The Coca-Cola Company

Commercial Capital Bancorp

The Dream Foundation

The Graziadio School

IQMax.com

ISI

Merry Maids

NAPC (North American Power Company)

Nokia

Pacific Allied Management Company

Pacific Capital Bancorp

PeopleSupport

Platinum Concepts

Price Law Group

Puppettime.com

Pure Bio

Scotty's

Seaside Market

Sony

THQ

Warner Brothers (2)

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PROFESSIONAL EXPERIENCE

Pepperdine University. August 1999-present. Assistant/Associate Professor of Marketing.

Mississippi State University. August 1995-August 1999. Assistant to the Director of Professional Golf Management. Rewrote and supervised the implementation of the new standard operating procedures for the Professional Golf Management Program. Conducted interviews for prospects and performed other developmental activities as needed. Offered position of director in 1998.

Las Vegas Discount Golf and Tennis. September 1991- July 1995. Opened and managed stores in Thousand Oaks, CA. and Encino, CA. Responsibilities included purchasing, controlling inventory, merchandising, training employees, being lead salesperson, and assisting with advertising. Consistently, both stores were ranked in the top ten in volume and average sale.

Hofert Trading Company. Partner. 1988.

Pepperdine University. Campus Minister. Fall 1985 - Summer 1987. Managed a volunteer organization with 200 active members. Initiated and developed an intern program as well as two training programs. Coordinated special events, retreats, and projects. Successfully maintained and managed budget for Campus Ministry.

PROFESSIONAL MARKETING RELATED ORGANIZATIONS

American Marketing Association

Association of Marketing Theory and Practice

Beta Gamma Sigma

HONORS AND AWARDS

Best Paper Award in The 2011 Proceedings of The Association of Marketing Theory and Practice. **Best Paper In Track: Marketing Research/Demographics/Consumer Behavior**

Julian Virtue Professorship 2010/11-2011/12

Recipient of the Howard A. White award 2008

Finalist for the Howard A. White award 2007

Finalist for the Howard A. White award 2006

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Finalist in the Innovation Challenge 2006

Special recognition and reward for best teacher in discipline 2005

Best Paper Award, The 2003 Conference of International Business and Economics Research.

Best Paper In Session

Best Paper Award, The 2002 Conference of the Association of Marketing Theory and Practice.

Best Paper in Track: Logistics and Supply Chain Management

Induction into Beta Gamma Sigma 1999

Delegate to the Doctoral Consortium of the Society for Marketing Advances 1998

GRANTS

CLM: The Growth and Development of Logistics Personnel

Julian Virtue Professorship

FFE: Determining the Optimal Marketing Resource Deployment Strategy for a Church

FFE: Website Adoption by Nonprofits in the Religiously Affiliated Segment

PUBLICATIONS

Nonprofit

“Nonprofit websites: Adoption and type in census division 1.” The Journal of Business and Economics, Issue 4, 2012.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit Websites: Adoption and Type in District 3 of the Census.” The 2012 Proceedings of the Hawaii International Conference on Business.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit Websites: Adoption and Type in District 1 of the Census.” The 2012 Proceedings of the winter meeting of the International Academy of Business and Economics.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit websites: Adoption and type in census district 8.” The Journal of Technology Research. Fall 2011.

McMahon, D., Seaman, S., and Buckingham, J.

“Nonprofit adoption of websites and website types.” The Journal of Marketing Development and Competitiveness. Fall 2011.

McMahon, D., Seaman, S., and Buckingham, J.

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“Nonprofit Websites: Adoption and Type in District 8 of the Census.” The 2011 Proceedings of the Hawaii International Conference on Business.
McMahon, D., Seaman, S., and Buckingham, J.

“Are Nonprofits Choosing the Right Website.” The 2010 Proceedings of The Association of Marketing Theory and Practice.
McMahon, D., and Seaman, S.

“Nonprofits’ Choices of Websites.” The 2010 Proceedings of the Hawaii International Business Conference.
McMahon, D., Seaman, S., and Buckingham, J.

“Developing an Effective and Affordable Search Engine Methodology for Nonprofits.” The International Journal of Internet Marketing and Advertising, January 2009.
McMahon, D. and Griffy-Brown, C.

Logistics

“Customer Service Employees in Logistics.” The 2013 Proceedings of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, Opengart

“Top Managers in Logistics: A Phenomenological Look at their Roles and Responsibilities.” The 2012 Proceedings of The Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

“The Evolving Role and Responsibilities of IS Managers in Logistics.” The 2010 Proceedings of The Association of Marketing Theory and Practice.
LeMay, McMahon, Periatt, and Carr

“Understanding the Role of Warehouse Managers.” The 2009 Proceedings of the Association of Marketing Theory and Practice. 2009.
LeMay, McMahon, Periatt, and Carr

“The Evolving Needs of Inventory Supervisors.” The 2008 Proceedings of the Association of Marketing Theory and Practice.
LeMay, McMahon, Periatt, and Carr

“Keys to Developing Competent Production Managers in Logistics.” The Journal of Global Business Issues. Fall 2007. McMahon, Periatt, LeMay, and Carr

“The Increasingly Critical Role of Warehouse Supervisors.” The Graziadio Business Report. Fall 2007. LeMay, McMahon, Periatt, and Carr

“The Changing Role of Purchasing Managers in Logistics,” The 2007 Proceedings of the Association of Marketing Theory and Practice.
McMahon, LeMay, Periatt, and Carr

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“The Changing Role of Inventory Specialists In Logistics,” The 2006 Proceedings of the Association of Marketing Theory and Practice.
LeMay McMahon, Periatt, and Carr

“Developing Competent Production Managers in Logistics,” The 2005 Proceedings of the Association of Marketing Theory and Practice.
Periatt, McMahon, LeMay, and Carr

“Traffic Managers: A Key to Successful HR Management in Logistics.” The 2004 Annual Proceedings of the International Business and Economics Research Conference.
Carr, McMahon, LeMay, and Periatt

“The Growing Importance of Operating Employees and Keys to Developing Effective Training Options.” The Journal of Business and Economics Research. Fall 2004.
McMahon, Carr, LeMay, and Periatt

“Understanding the Critical Role of the Warehouse Supervisor,” The 2004 Annual Proceedings of the Association of Marketing Theory and Practice.
McMahon, Periatt, LeMay, and Carr

“Purchasing and Transformational Technology: The Effects of ECR on the Tasks of the Purchasing Professional”. The 2002 Annual Proceedings of the Association of Marketing Theory and Practice.
LeMay, McMahon, Turner

“The Death of the Sales Force.” Graziadio Business Report. Spring 2000 edition.
McMahon

“The Growth and Development of Logistics Personnel: the Retail Warehouse.” National Proceedings of the Council of Logistics Management. January 2000.
McMahon and LeMay

The Growth and Development of Logistics Personnel. Council of Logistics Management. Oakbrook, Illinois. Fall 1999.
LeMay, Carr, Perriat, McMahon

“Toward an Understanding of Transformational Technologies and Their Application to the Supply Chain Relationship: ECR and the Sales Force.” The 1998 Proceedings of the Society for Marketing Advances.
McMahon, LeMay, and Engelland.

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Services

“Customer Loyalty Programs: It is easy to give, not so easy to take away.” The 2012 Annual Proceedings of the Association of Marketing Theory and Practice.

McCall and McMahon

“Understanding the Interaction of Pre-Process and In-Process Delays in a Multi-delay Service Encounter,” The 2004 Annual Proceedings of the Association of Marketing Theory and Practice.

McMahon

“AVOIDING THE AIRLINE DEBACLE: WHAT TO DO AND SAY WHEN YOU KNOW THERE IS A DELAY.” The 2003 Annual Proceedings of the Association of Marketing Theory and Practice.

McMahon and Capella

“Waiting Games People Play.” Graziadio Business Report. Summer 2001 edition.

McMahon

“Waiting Games People Play.” Bettermanagement.com library. Reprint by permission.

McMahon

“A Discrete Time Hazard Model of Golf Course Choice Behavior.” Journal of Marketing Theory and Practice. Winter 1998. Volume 6. Issue 1. 73-87.

Richard, Mitra, and McMahon.

“Effects of Service Delays on Consumer Satisfaction/Dissatisfaction: An Overview.” The 1997 Proceedings of the Atlantic Marketing Association.

Mitra, McMahon, and Capella.

“The Impact of ECR on the Sales Force: A Preliminary Look.” The 1997 Proceedings of the Atlantic Marketing Association.

McMahon and LeMay

Ethics

“An Examination of Ethical Research Conducted by Experienced and Novice Accounting Academics.” Issues in Accounting Education. November 2004 edition.

Meyer and McMahon

“An Examination of Research Conduct by Experienced and Novice Accounting Academics.” The 2003 Western Regional Proceedings of the American Accounting Association

Meyer and McMahon

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Other

“Moral Foundation Theory and Marketing,” Journal of Applied Marketing Theory.
Issue 4, 2012.
LeMay, Coleman, McMahon, and Wood

“Moral Foundation Theory and Sustainable Marketing: An Approach to Research,” The 2011
Proceedings of The Association of Marketing Theory and Practice,
LeMay, Coleman, McMahon, and Wood
Best Paper Award

“A Review of Hispanic Marketing: strategic approach to assessing and planning your initiative.”
The Graziadio Business Report, Issue 4, 2008.
McMahon

“A Review of Know Can Do: Put Your Know-How into Action.” The Graziadio Business
Report. Issue 1, 2008.
McMahon.

“The Contributions of Chester Barnard to Strategic Management Theory.” Journal of
Management History.
1999, volume 5, number 5. 228-240.
McMahon and Carr

Trade Journals and Publications

“Should I Advertise to Get More Business?”
OC Vision, May 2008
Griffin and McMahon

“Managing Your B2B Relationships.”
OC Vision, March 2008
Griffin and McMahon

“What kind of marketing approach are you really using?”
OC Vision, February 2008
Griffin and McMahon

“Do You Know Your Core Competencies?”
OC Vision, January 2008
Griffin and McMahon

“The 20/80 Rule.”
OC Vision., December 2007
Griffin and McMahon

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ACADEMIC PRESENTATIONS

“Customer Service Emploeyess in Logistics.” The 2013 Annual Meeting of The Association of Marketing Theory and Practice.

McMahon, LeMay, Periatt, and Opengart

“Top Managers in Logistics: A Phenomenological Look at their Roles and Responsibilities.” The 2012 Meeting of The Association of Marketing Theory and Practice.

McMahon, LeMay, Periatt, and Carr

“Customer Loyalty Programs: It is easy to giveth, not so easy to take away.” The 2012 Annual Meeting of the Association of Marketing Theory and Practice.

McCall and McMahon

“Moral Foundation Theory and Sustainable Marketing: An Approach to Research,” The 2011 meeting of The Association of Marketing Theory and Practice,

“Are Nonprofits Choosing the Right Website.” The 2010 meeting of The Association of Marketing Theory and Practice. McMahon, D., and Seaman, S.

“Nonprofits’ Choices of Websites.” The 2010 meeting of the Hawaii International Business Conference. McMahon, D., Seaman, S., and Buckingham, J.

“The Evolving Role and Responsibilities of IS Managers in Logistics.” The 2010 meeting of The Association of Marketing Theory and Practice. LeMay, McMahon, Periatt, and Carr

“Understanding the Role of Warehouse Managers.” The 2009 meeting of the Association of Marketing Theory and Practice. 2009. LeMay, McMahon, Periatt, and Carr

“The Evolving Needs of Inventory Supervisors.” The 2008 meeting of the Association of Marketing Theory and Practice. LeMay, McMahon, Periatt, and Carr

“The Changing Role of Purchasing Managers in Logistics,” The 2007 meeting of the Association of Marketing Theory and Practice. McMahon, LeMay, Periatt, and Carr

“The Changing Role of Inventory Specialists In Logistics,” The 2006 meeting of the Association of Marketing Theory and Practice. LeMay McMahon, Periatt, and Carr

“Developing Competent Production Managers in Logistics,” The 2005 meeting of the Association of Marketing Theory and Practice. Periatt, McMahon, LeMay, and Carr

“Traffic Managers: A Key to Successful HR Management in Logistics.” The 2004 meeting of the International Business and Economics Research Conference. Carr, McMahon, LeMay, and Periatt

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“Understanding the Interaction of Pre-Process and In-Process Delays in a Multi-delay Service Encounter,” The 2004 Annual meeting of the Association of Marketing Theory and Practice. McMahan

“Understanding the Critical Role of the Warehouse Supervisor,” The 2004 meeting of the Association of Marketing Theory and Practice. McMahan, Periatt, LeMay, and Carr

“AVOIDING THE AIRLINE DEBACLE: WHAT TO DO AND SAY WHEN YOU KNOW THERE IS A DELAY.” The 2003 meeting of the Association of Marketing Theory and Practice. McMahan and Capella

“Purchasing and Transformational Technology: The Effects of ECR on the Tasks of the Purchasing Professional”. The 2002 meeting of the Association of Marketing Theory and Practice. LeMay, McMahan, Turner

“The Growth and Development of Logistics Personnel: the Retail Warehouse.” National meeting of the Council of Logistics Management. January 2000. McMahan and LeMay

“Toward an Understanding of Transformational Technologies and Their Application to the Supply Chain Relationship: ECR and the Sales Force.” The 1998 meeting of the Society for Marketing Advances. McMahan, LeMay, and Engelland.

“Effects of Service Delays on Consumer Satisfaction/Dissatisfaction: An Overview.” The 1997 meeting of the Atlantic Marketing Association. Mitra, McMahan, and Capella.

“The Impact of ECR on the Sales Force: A Preliminary Look.” The 1997 meeting of the Atlantic Marketing Association. McMahan and LeMay

MEDIA EXPOSURE

CNBC

L.A. Times

Local television stations

KFWB

Business Week

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Consulting Highlights

Price Law Group

Spring 2004

Company Overview

www.pricelawgroup.com

Price Law Group is one of the largest consumer bankruptcy law firms in the US. While the firm's 24 offices are concentrated in California, it performs legal work in 10 other US states and continues to expand through satellite video conferencing offices.



PRICE LAW GROUP

A place to begin again.

Project Scope

Conducted a market analysis on the 'debt relief legal services' industry, defined best positioning for the 'PLG brand' in this highly fragmented market space followed by the development of a marketing plan detailing growth/expansion strategies. This focused on three initiatives. First, how to extend the services that are offered. Second, how do we saturate the current market. Third, how do we develop a national company by elongating the reach of the organization.

Baxter Bioscience

Fall 2004

Company Overview

www.baxter.com

Baxter International is a global health-care company that, through its subsidiaries assists health-care professionals and their patients with treatment of complex medical conditions including hemophilia, immune disorders, kidney disease, cancer, trauma and other conditions. With over \$9 billion in annual sales, and approximately 45,000 employees, Baxter applies its expertise in medical devices, pharmaceuticals and biotechnology to make a meaningful difference in patients' lives.



Project Scope

Analyzed the competitive landscape for the U. S. Antibody Therapies drug market, assessed Baxter's strengths, weaknesses, opportunities and threats and defined what alternative channel and pricing strategies Baxter should pursue based on potential moves by competitors. This was a \$500 million dollar business decision for Baxter and my teams were competing with a team from McKenzie, two internal teams, and a team from a French consulting firm.

The Graziadio School

Fall 2004

Company Overview

www.bschool.pepperdine.edu

Pepperdine University's Graziadio School of Business and Management is the fifth largest accredited graduate business school in the nation with a worldwide alumni network of more than 27,400 professionals. Its commitment is to developing values-centered business leaders for contemporary business practice is grounded in core values of integrity, stewardship, compassion, and responsibility. Pepperdine's MBA programs continue to be recognized for quality and innovation by many of the nation's leading graduate business school rankings.

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Project Scope

Analyzed the higher educational learning products market (degree and non-degree). Identified relevant new product opportunities and developed a plan to bring the product offering(s) to market.

Commercial Capital Bancorp, Inc.

Spring 2005

Company Overview

www.commercialcapital.com



Commercial Capital Bancorp, Inc. (CCB) is a diversified financial services holding company that provides a variety of lending and deposit products and services to middle market commercial businesses, income property real estate investors, related real estate service companies and professionals. CCB is the third largest multifamily lender in California and the fastest growing saving institution in California, with assets and deposits totaling more than \$7 billion.

Project Scope

Conducted a market analysis (micro and macro) followed by the development of marketing strategies and plans for increasing “new” and “existing” branch deposits in four specific locations: Malibu, Beverly Hills, Riverside, and Irvine. We also developed templates that could be used as new branches with similar demographic and psychographic profiles are opened.

PeopleSupport

Fall 2005

Company Overview

PeopleSupport is the leading provider of business process outsourcing (BPO) services from the Philippines. The company's core customer management operations provide US-based companies with customer care, inbound sales, technical support and direct

response sales services. These services are provided across a range of media including telephone, e-mail and live web chat, as well as through Internet self-help applications, with a particular emphasis on capturing up-sell and cross-sell opportunities. In July 2003, the company began providing accounts receivable management services using specially trained Philippine personnel to collect overdue consumer receivables from U.S. debtors.



Project Scope

Developed a time sensitivity continuum for business process outsourcing (BPO) services, identifying specific growth opportunities for PeopleSupport that would allow further leverage of its physical infrastructure (by providing additional BPO services during the Philippine daytime hours).

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WARNER BROS CONSUMER PRODUCTS

SPRING 2006

Analyzed and determined the market potential for “un-mined” WB charters followed by the development of marketing plans for highest potential characters. (Spring 2006)

- ❖ Analyzed recently launched licensed property marketing efforts for best practice insights
- ❖ Identified the consumer market for the characters representing the broadest and biggest demographic potential
- ❖ Identified and projected the consumer product category licensing opportunities for the characters
- ❖ Developed marketing strategies, tactics and implementation plan for activating the property – other than developing a TV show or movie
- ❖ Project has resulted in a strategic partnership and new product launch aimed at female racing fans

WARNER BROS., IN2TV

SPRING 2007

Analyzed the current environment, trends and growth of online (internet) content distribution by using the framework of a marketing plan to define the optimal “product” for maximizing visitor reach and duration for the firm’s new internet television network. (Spring 2007)

- ❖ Analyzed and defined relevant segmentation of the consumer market
- ❖ Defined and mapped the competitive landscape and product positioning
- ❖ Identified the primary and secondary target markets
- ❖ Analyzed primary user data
- ❖ Defined the optimal programming (product) mix

NAPC (North American Power Company)

Brought in by the President to develop a strategy for fundraising and for moving into the California medical waste industry. I refined their business plan from over sixty pages to less than twenty, presented the idea to several investors, and networked to find contacts within hospital management that can provide sufficient raw material for this evolutionary technology. I also developed a new script for the second promotional video, conducted research on incinerator technology, waste haulers, processing competitors, the medical waste industry, and other topics as requested by the President.

Pacific Allied Management Company

Contacted by the president to discuss the acquisition of a golf course(s). I was able to provide a list of variables to consider and questions to ask when purchasing golf properties. In addition, I networked with the PGM director to confirm the list and passed along the additional considerations generated from this discussion. Lastly, I networked with the Executive Marketing Director of American Golf Corporation to determine if there were any suitable properties in their inventory that would match the needs of Pacific Allied Management Company. Given the market conditions, I strongly suggested that they wait until better possibilities presented themselves. Thus far I have evaluated five facilities.

Platinum Concepts

Worked with John Lusk and Kyle Harrison, founders of the company, on strategies to build out the company. These involved three initiatives. First, expand the distribution network for

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MouseDriver© through my contacts in the Professional Golf Management area of the PGA, leveraging the exposure received from being on the cover of Inc. Magazine and a book tour which concluded with an appearance on the Today Show. Second, create a NPD division based around tracking technology that is being jointly developed with the Raytheon facilities on the East Coast. Third, create a consulting arm of the organization that is targeted at arm chair inventors with golf related or other similar ideas.

The Dream Foundation

Duties included the development of a marketing plan, research on an as needed basis, and introducing the President to those who may be interested in the Foundation's goals of helping provide better role models to underprivileged youth, providing scholarships for capable, underprivileged youth, and funding projects with Habitat for Humanity.

PUPPETTIME.com

I worked with Michael Martz to develop a marketing plan that would allow the owner of PUPPETTIME.COM to raise an additional \$300,000 in funding to continue the development of their product. The key issue in this project was getting the owner to give up some of the control in exchange for future considerations. The result was that PUPPETTIME.COM received the \$300,000 in resources necessary to continue development from Prosoft Engineering, Inc. Subsequently, the owner of PUPPETTIME.COM sold his ownership to a Swedish firm for an undisclosed (but very significant) amount.

IQMAX.com

Contacted by Jaime Parker (a former Pepperdine MBA) about developing a pricing strategy for a new product that piggybacks on the Palm Pilot and Handspring PDAs. The issues we discussed were:

1. Competitors pricing, development, and implementation strategies.
2. Information regarding who they have partnered and aligned themselves with and who some of their customers are.
3. How to find pricing information on software, hardware, per user pricing, licensing, and one-time fees.
4. Any of their contractual information regarding ownership of software codes (them or the customer), length of contract and so forth.
5. What have companies such as Coca-Cola, Countrywide Mortgage, Nabisco, Home Depot, etc. paid for software licenses and development costs from outside vendors/developers.
6. What are software vendors/developers charging clients/customers for their services and how are they structuring the agreements.

NOKIA—Mark Mingis.

Discussed Nokia's new initiative to focus on relationship development in the Los Angeles market by using key players from the corporate offices. The primary input I had was in helping Mark understand how to conduct phenomenological interviews in an informal setting. Mark's feedback after using these techniques was very positive.