

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Stephen Rapier, E.M.B.A. **Practitioner Faculty of Marketing**

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Lecturer/Speaker Experience

Session Lecturer – Connective Leadership Institute – Fall 2009 Practitioner Seminar–
“Creating Strategy Statement” – Held at California Institute of Technology

Session Lecturer – Connective Leadership Institute – Spring 2009 Practitioner Seminar–
“Organizational Leadership Styles” – Held at California Institute of Technology

Adjunct Professor – Peter F. Drucker and Masatoshi Graduate School of Management,
Claremont Graduate University – 2006 - 2007 – “Advertising Practicum,” “Consumer Behavior”

Guest Speaker – Cal State Long Beach – March 2004 – “Preparing for Marketing Outside the
Classroom”, American Marketing Association

Guest Lecturer – Cal State San Bernardino – March 2004 – “Applied Market Research
Realities”, Graduate Market Research Course

Guest Speaker - Cal State Long Beach – 2003 – “Making Good Ideas Work”, Pacific Rim
Association

Guest Lecturer - Cal State San Bernardino – 2001 – “Strategic Information Systems”,
Graduate IS Course

Guest Lecturer - Cal State University Los Angeles – 1990 – “Applied Market Research”,
Undergraduate Market Research Course

Guest Lecturer - Cal State University Long Beach – 1985 – “Entrepreneurship”, Undergraduate
Consumer Marketing Course.

Guest Lecturer - University of Southern California – 1984 – “High Technology
Entrepreneurship” – Entrepreneur Program

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Guest Lecturer - University of Southern California – 1984 - “Raising Venture Capital”,
Undergraduate Marketing Course

Guest Lecturer - University of Southern California – 1984 - “New Product Development” –
Graduate Engineering Course

Other Higher Education Experience - Service

Member FEMBA Program Committee - Graziadio School of
Business and Management, Pepperdine - 2008-Present

Member Advisory Board – Connective Leadership Institute,
Pasadena

Grad Student Professional Development Participant – Claremont Graduate University –
September 2005

Ph.D. Research Workshop Claremont Graduate University – Ongoing

Teaching Assistant Leadership in the 21st Century, Professor Jean Lipman-
Blumen
Claremont Graduate University – Spring 2008

Crisis Management, Professor Jean Lipman-Blumen
Claremont Graduate University – Spring 2006

Chairman Graduate Advisory Board - Claremont Graduate
University, Drucker and Ito Graduate School of
Management – 2006-2007

Directed Studies Advisor Academy of Art University, San Francisco, 2007

Member Beta Gamma Sigma Honor Society

Member Fall Festival Committee, Grace Baptist Church,
Santa Clarita

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Papers Authored

“Brands as Influencers”, *BrandChannel.com*, Brand Papers, 2004

“Building a Bullet Proof Brand”, *BrandChannel.com*, Brand Papers, June 2004

“A Brand and its Marketing Partner”, *BrandChannel.com*, Brand Papers, May 2003

“A Perspective on Turning ‘David’ into ‘Goliath’ for Sustained Growth”, *BrandChannel.com*, Brand Papers, January 2003

“Synchronizing the Brand”, *BrandChannel.com*, Brand Papers, September 2002

“Effective Marketing for Small Business”, *Marcommwise Knowledge Bank*, Brand Papers, 2002

Contributor

Occasional contributor to the Smart Answers column in the Small Business section of *BusinessWeek* online.

Occasional contributor to Small Business column in *Los Angeles Times* print and online editions.

Practitioner

Executive Vice President, Account Planning and Research

The Arttime Group – *Advertising, Branding & Marketing Agency* 2000 to 2009
Pasadena, CA

Chief architect of integrated approach to marketing communication for agency-of-record clients. Introduced and developed agency’s services related to marketing strategy, media planning and buying, public relations, market research, and account planning. Led initiatives for a variety of clients, including 3M Unitek, Indymac (Federal) Bank, Utility Trailer Manufacturing Company, Elite Aviation, Aslan Realty Group, Rose Hills Memorial Park and Mortuary, and Affinity Internet. Gross billings of approximately \$4.0M.

Representative success: Transportation – Revitalized positioning of a key product for a manufacturer of semi trailers to increase both market and company share. Faced with an entrenched product category that bore the same name as the market leader’s product, research provided the insight that allowed us to successfully introduce a broader category classification that simultaneously resonated with the customer while creating a level playing

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field for our client. Messaging was then modified to promote a newly viable product in a segment some thought to be closed to the client. About a year later, the product grew to about 45% of the company's production and about 13% market. Overall, the company gained the number one market share for semi trailers in 2009.

Director of Marketing (Senior Marketing Position)

Helisys, Inc. – *High Technology (Rapid Prototyping)*
Torrance, CA

1999 – 1999

Recruited for this publicly traded technology pioneer to create and lead a new marketing department. Facing a severe turn around challenge, Helisys manufactured laser-based rapid prototyping systems using the Company's patented Laminated Object Manufacturing (LOM) technology. Improving the time-to-market of new products, LOM technology is used by product designers to produce prototypes, models, patterns, molds and tooling directly from 3-D CAD software. The Company had over 320 installations in 35 countries with customers such as Amana Refrigeration, Arctic Cat, Boeing (Seattle), Ford Motor Company, Case Corp., Caterpillar, General Motors and Rubbermaid Products.

As the new senior marketing executive, joined the team tasked with strategically re-focusing the company from an engineering driven enterprise to a marketing driven organization. Within an aggressive period (six months) developed overall marketing plans for the product line, leading internal resources and directing outside vendors to achieve an integrated marketing program. Responsibilities included budgeting, planning and staffing for the department. Initiated a new strategic relationship with the Art Center College of Design in support of corporate sponsored projects for the departments of Product Design and Transportation Design, and oversaw exploratory projects with the Ride and Show Research division of the Walt Disney Co. (Florida) and Daimler-Benz.

Director of Marketing (Senior Marketing Position)

Power Lift Corporation – *Caterpillar (Lift Trucks)*
Pico Rivera, CA

1995 – 1998

Joined this 1 ½ -year-old Caterpillar dealer to consolidate the disparate marketing activities of its eight profit centers into the first single marketing department representing the entire organization. With funding from Mitsubishi/Caterpillar, the Company distributed Caterpillar lift trucks and ancillary equipment in Los Angeles and Orange Counties as part of an integrated approach to distribution management. The Company's revenue growth to \$43 million in the five years since inception was reflected in its being named the second fastest growing company on the Inc. 500 in 1998.

As the senior marketing officer reporting to the president, championed a fresh approach to marketing while developing marketing plans for the Company's eight operating departments.

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Developed and executed a new integrated marketing program that led to a 36,000% increase in lead production and an 800% increase in new customer activity in three years. Appraised and allocated annual marketing budgets, created and staffed the department to a total of 11, and provided strategic leadership for the Company's brand and marketing initiatives. Created, staffed and managed a new business development department, initiating a lead generation program, contact management system, goals and compensation. Coached internal team members and oversaw outside vendors to advance creative strategies. Challenged department heads to optimize marketing results of their respective product line/services. Developed and launched radio and print advertising campaigns, promotional strategies, publicity plans, and market research studies. Revitalized and re-launched an old brand, M.E. Canfield Company, which increased awareness, improved perceptions, and directly grew the monthly backlog from \$100K to \$1M for the Company's warehouse systems group.

President

1990 - 1995

Vice President, Marketing Director

1988 - 1990

Quality Research Institute (Formerly Economics, Inc.) – *Market Research (Quantitative and Qualitative)*

Los Angeles, CA

Vice President

J.B. Schultz & Co. – *Public Relations (Aerospace)*

1987 - 1988

Los Angeles, CA

President and Founder

Sebring Hard Disc Systems – *High Technology (Hard Disk Systems)* 1982 – 1987

Carson, CA

Marketing Consulting Highlights

2000 – Strategic marketing consultant, Vsource.com, an online procurement company.

1996-1998 – Consultant, Insights, Inc., a mystery shopping company. Designed proposals and provided research analysis.

1989 – Public Relations Consultant, Noel Shipman, Attorney. Authored and handled press relations for legal case (Shoars v. Epson) that became U.S. legal precedent regarding e-mail privacy in the workplace.