

William J. McGowan
bmcgowan@csuchico.edu
530-898-4828

Objective To enhance and broaden my academic skills as a Full-Time Temporary Lecturer in the Marketing discipline for the College of Business at California State University-Chico, so that I can better engage our students to meet the academic needs of our growing and diverse student population.

Education **California State Polytechnic University, Pomona, CA**
Emphasis: Business
Masters of Business Degree awarded 1981

Bachelor of Arts in Business Administration with Minor in Economics
California State University, San Bernardino, CA
Emphasis: Business
BA Degree awarded in 1972

Experience **Consultant-Functioned as marketing and sales consultant for the nationwide**
Other **sales team; Work Truck Solutions-Chico based company**
October 2017-September 2018

Chico State Return from my Chico State retirement from June 2017 through Dec 2019, and once
Experience again assumed the title of
Lecturer, Full Time Temporary effective Jan 2020 through at least May 2023

Executive Director (Acting), Seufferlein Sales program
Jan 24 – May 31, 2017 (Tim Heinze on Sabbatical)

Admin Director, Seufferlein Sales Program Aug 1, 2014-May 31, 2017

Lecturer-Full Time Temporary Aug 17 2005 – May 31, 2017

Chapter Advisor: Pi Sigma Epsilon (PSE) October 21 2015-Jan 31, 2017
Eta Theta Chapter-Prof Sales Fraternity

California State University – Chico, CA

- **Courses taught:** Most Recent: Marketing 473, Strategic Personal Selling (Jan 2020 through May 2023); two sections per quarter)
- Marketing 305 (prev 170), Survey of Marketing;
Marketing 470 (prev 270), Sales Force Management; Marketing 472 (prev 272), Advertising/Sales Promotion; Marketing 473 (prev 273), Strategic Personal Selling; BADM ,Understanding Global Business; Marketing 305 (prev 170) – Distance Learning (Satellite); Marketing 299 (prev 199), Special Topics, General Motors Internship Program; Marketing 299 (prev 199), Special Topics, Honda Element Internship Program (5th Place out of 30 Universities); Marketing 468, Entrepreneurial Marketing, Marketing 498 (prev 198), Special Topics, Advertising Campaign through the AAF-NSAC program (Visit Florida-2004; Yahoo!- 2005;

Postal Vault 2006) Marketing 480, Competition Team (Coca-Cola 2007), (AOL 2008), Century Council- Curb Binge Drinking 2009); Marketing 389, Business Skills Development (Chico Project)

- **Courses developed:** Marketing 468, Entrepreneurial Marketing, part of the Entrepreneurial Option which is recognized as one of the Pillars of the College of Business. Course was developed during fall 2007 & spring 2008 and was first taught during fall 2008. This endeavor reflects my ongoing Professional Development at the COB

Student Awards: Mkt 473 students

Chico State Sales Invitational

April 7/8, 2022

During Spring semester 2022 and the Chico State Sales Invitational during April, two of my students won awards and money. Emma Green won 1st Place in the Junior Class and \$800, and Katelyn Boelman won 2nd Place in the Senior Class and \$500.

CSU Sales Competition Nov 4/5, 2021

Claire Williams, a student in my spring semester 2021 Mkt 473 class won 1st Place in the Pacific Office Automation Sales Competition relating to security for Computers, Firewalls and Storage. Claire won the 1st place individual award of \$2,500

Chico State Sales Invitational March 10, 2021

Tyler Laton from my 8:00am class teamed up with Emil Haarmans from my last year's Mkt 473 9:30 am class to win **1st Place and \$2,000** after two rounds of the Pacific Office Automation role play.

Sweet 16 Winners:

October 14, 2020

The following reflects the 1) Name 2) where they placed in the competition 3) what class they in and 4) the they won during today's "SWEET 16" competition.

Cheers to all the WINNERS as well as those that competed and gained more experience along the way. I'm especially proud that all the winners are from my classes.

McKenna Brink, 3rd Place, 8:00 am class and \$500.00

Gianna Scotto, 2nd Place, 8:00 am class and \$1,000.00

Wyatt Updegraff, 1st Place, 9:30 am class and \$1,500.00

Mkt 473 students,

Feb 28, 2020

Madison Bushman and Jordan Riese from my 8:00am class teamed up to win **1st Place and \$1,000** in the Chico State Sales Invitational after two rounds of the Paper Material Handling role play. They were great in both rounds and beat teams with similar experience. But they buckled down, took a little advice and just kept working at it and in the end.....they prevailed!

**College of Business Teaching Excellence Award-Top Lecturer
Jan - May 2017 (\$5,000 award)**

**College of Business Teaching Excellence Award – May 2006
(one of four recipients in the COB)**

- **College of Business (COB) Academic Integrity Committee Member (2005-2007)**

- **“Sweet 16” Sales Challenge Competition; Chico State Internal Sales Competition (coach the “Sweet 16” students)**

**“Sweet 16” Sales Challenge Dec 1 2016 Aerotek sponsored Role Play
Winners: 1st-4th) John Roeckl-Navazio-\$500, Max Dickstein-\$375, Austin Burback-\$250 and Avery Wolfe-\$125**

**“Sweet 16” Sales Challenge Dec 4, 2015 ADP sponsored Role Play
Winners: 1st – 4th) Kayla Sumpter-\$500, Amanda Zanette-\$375, Ian Ritchey-\$250 and Hannah Ducioame-\$125; Coach Bill McGowan**

**“Sweet 16” Sales Challenge Dec 5, 2014 TEKsystem sponsored Role Play
Winners: 1st – 4th) John Harrel-\$500, Remy Herfort-\$375, Thena Combis-\$250 and Stephanie Firenze-\$125; Coach Bill McGowan**

**“Sweet 16” Sales Challenge Dec 6, 2013 ADP sponsored Role Play
Winners: 1st – 4th) Jen Bosse-\$500, Emerald Carroll-\$375, Morgan Ardito-\$250 and Candace Wingard-\$125; Coach Bill McGowan**

**“Sweet 16” Sales Challenge Dec 6, 2012 Henry Schein sponsored Role Play
Winners: 1st – 4th) Whitney Vau-\$425, Danny Van Attenhoven-\$325, Dan Houck-\$225 and Madalyn Groulx-\$125; Coach Bill McGowan**

**“Sweet 16” Sales Challenge Dec 6, 2011 Ferguson sponsored Role Play
Winners: 1st – 4th) Brittany Brennecke-\$400, Kenny Acosta-\$300, Joe Schwartz-\$200 and Ciara Bronson-\$100; Coach Bill McGowan**

- **Western States Collegiate Sales Competition**

Western States Collegiate Sales Competition (WSCSC) 2017; Chico State students place 1st and 2nd in the overall competition out of 53 students from 16 universities.

**Western States Collegiate Sales Competition (WSCSC) 2011-2016
Chico State Wins 1st Place six consecutive years by outperforming other universities from across the United States.**

**Western States Collegiate Sales Competition (WSCSC) April 19, 2013
Chico state Wins 1st Place by besting 10 other universities from around the U.S. Our Chico State team took two of the three performance awards and were coached by Bill McGowan and Casey Donoho**

- **Spring Sales Competition: Internal Online Competition (coach the team)**

April 2017: Henry Schein sponsored the online competition; 1st Place-Erin Lehfeltdt-\$250; 2nd place: John Roeckl Navazio-\$200; 3rd Place: Dominic Lucia-\$150; 4th Place: Dominick Mattoni-\$100

April 2016: Aerotek sponsored the online competition; 1st Place-Nolan Colvin-\$225, 2nd Place-Noah Duncan-\$175 and 3rd Place-Alicia Tarbell-\$100

April 2015: Paycom sponsored online competition; 1st Place-Cheyne Lieberman-\$200; 2nd Place-Kelsey Tetzloff-\$150 and 3rd Place-Susan Clegg-\$100; Coach Bill McGowan

April 2015: DHL sponsored online competition; 1st Place-Laura Pichotta \$200; 2nd Place-Kelli Sones-\$150 and 3rd Place-Andrew Paddock-\$100; Coach Bill McGowan

- **California Collegiate Sales Competition (CCSC) 2005-2006
Precursor to the Western States Collegiate Sales Competition**

**Faculty Coach – 2006 CCSC @ Sacramento State
Chico State student finished 1st in the single company (ADP) role playing scenario winning \$500 (Brian O’Neill), while our other student, Nicole Furtado won the overall company (ADP & Federated) sales competition winning \$1,500. Coach Bill McGowan**

**Faculty Coach – 2005 CCSC @ Sacramento State
Chico State team finished in 2nd place overall in this inaugural event amongst all the state schools. In addition, one of our Chico State students, Danny Cox was awarded 2nd place (\$1,000) in the individual competition. Coach Bill McGowan**

- **American Advertising Federation-National Student Advertising Competition (AAF-NSAC)**

Chapter Coach 2008-2009 “The Century Council” Advertising Campaign -College aged Binge Drinking; (District#14 Competition at UC Berkeley on April 17); 2nd Place Winner

Chapter Coach 2007-2008 “AOL” Advertising Campaign (District #14 Competition on April 20, 2008 at the S. San Francisco Convention Center); 3rd Place Winner

**Chapter Coach 2006-2007 “Coca-Cola” Advertising Campaign (District #14 Competition on April 28, 2007 at Fresno State)
1st Place Winner**

Chapter Coach 2005-2006 “Postal Vault Case Competition” – finished 2nd overall in the Advertising Plans Book\Presentation phase at the District #14 competition in S.F.

Chapter Coach 2004-2005 “Yahoo! Case Competition” - - finished in 2nd Place in the Advertising Plans Book competition ahead of UC Berkeley (Apr 05);Finished 3rd Place overall in combined advertising plans book and presentation format.

Chapter coach 2003-2004 “Visit Florida Case Competition”

- **Faculty Advisor**

**Pi Sigma Epsilon (PSE); Professional Sales, Marketing and Sales Management
October 21, 2015; Chapter Formed/Initiation-60 students**

1st Place winner-Pi Sigma Epsilon (PSE): Outstanding Student Organization at Chico State (14 nominations); April 29, 2016; Student Life and Leadership Group – **STAR Award**

PSE Regional Pro-Am Sales Competition; San Diego, October 21 & 22, 2016; National Speakers Competition, 1st Place Winner-Michael Soldate

Advertising Association – 2006/2007

American Marketing Association (AMA)

Chapter Advisor – CSU, Chico from July 2000 to May 2005

Awarded National Faculty Advisor of the Year by the AMA for 2001-2002 at the International AMA Conference (April 2002) in Orlando, FL.

AMA Academic Judge-International College Exhibits & Chapter Plans and Annual Reports

23rd and 24th International Collegiate Conference (2001-2002)

Professional: University Sales Center Alliance (USCA) Member
60 Universities throughout the U.S.; Member since 2008; Member - Education Committee (2014-2016); Member-Membership Committee, Onboarding sub-committee (Sep 2016 – June 2017)

Publications: Heinze, Timothy, Donoho, Casey, McGowan, William J., Municipalities and Private Enterprise: A Marketing Discussion, *Franklin Business and Law Review Journal*, March 15, 2012

Meuter, Matt L., Chapman, Kenneth J., Toy, Daniel, Wright, LaurenK., McGowan, William . Reducing Content Variance and Improving Student Learning Outcomes: The Value of Standardization in an Introductory Marketing Course, *Journal of Marketing Education*. August 20, 2009

Committee: COB Search Committee Member
Development Director Position: Kristine Mazzei
September 2013-May 2014

Other

Experiences: **SCORE (Service Corps of Retired Executives) Counselor**
Counseling start-up and existing businesses in the local area
January 2000 to October 2017

Chairman, Marketing/PR Committee April 2017 - October 2017

Vice Chairman, SCORE effective Oct 2003-Dec 2005
Chairman, Marketing/PR Committee Sep 07-Sep 14
October 14' to Present: Primary - Counseling clients

First Place District Overall Performance Winner (2005) Chico SCORE Chapter #581--Sacramento SCORE Region Coordinator's award District Chapter of the year, 2006 (Sacramento Valley Region) (Counseled 20 clients/34 meetings in 2006)

- **Chairman, Pastoral Council, 2003-2007**
Finance Committee, 2005-2007
St. Thomas Aquinas Newman Catholic Center; affiliated with the Chico State University youth community

Finance Committee, 2008-Present
Our Divine Savior Parish
Chico, Ca.

- **Chairman, Membership Committee 2000-2002**
Member, House Committee-2004-Dec 2005
Butte Creek Country Club (BCCC)

ARCO
Experience:

October 1972 – December 1995
Atlantic Richfield Company (ARCO)
Los Angeles, California

Manager, Petroleum Coke
Marketing Department

October 1988 – December 1996

Responsible for selling (500 M tons) and movement (1.2 MM over-all tons) of all petroleum coke products (yearly revenue \$150-\$175 MM) from refinery throughout the various international and domestic customer base. Interface with senior management (VP's), legal department, tax department, inventory control, planning and control, government agencies and various transportation components to insure all company policies and procedures are achieved. Developed and controlled departmental budget reflecting \$13 - \$15 million yearly with continual review to minimize expenses in all areas. Act as alternate manager for department at various times throughout the year.

- **Senior Pricing Advisor**
Marketing Department
May 1984 – October 1988

Helped develop and maintain ARCO's West Coast retail pricing strategy that enabled pricing decisions to be shifted to the smallest zone level. Provided key input while interfacing with senior management and field personnel regarding ongoing pricing strategies and decisions.

- **Supervisor, Policies and Procedures**
Marketing Department
October 1981 – May 1984

Initiate, review and update all internal company policies that pertain to the marketing arm of Atlantic Richfield Company and its subsidiaries.

- **Senior ARCO AM/PM Mini Market Representative**
Marketing Department
March 1978 – October 1981

Responsible for the gasoline and food sales for 20+ ARCO AM/PM Mini Markets. This involved the creative development of various programs and strategies to maximize the potential profit for each differential location.

- **Marketing Sales Representative and Merchandiser
Marketing Department
October 1972 – October 1981**

Military Experience:

United States Air Force, Norton AFB, CA. Personnel Specialist – Training/Schools
Honorable Discharge – Staff Sergeant (E5) June 1966-March 1970

Personal: Married for 54years, Feb 2023; active in golf at BCCC, ODS Catholic Church,
University and Community Affairs.