

DOUGLAS L. WILSON

Lundquist College of Business
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AREAS OF EXPERTISE

Marketing, entrepreneurship and business planning

EDUCATION

University of Oregon, Lundquist College of Business, Eugene, Oregon, M.B.A., 1990
Oregon State University, Corvallis Oregon, with honors, B.S., 1978

ACADEMIC APPOINTMENTS

University of Oregon, Powell Distinguished Senior Instructor of Marketing (September 2013 – current)
University of Oregon, Senior Instructor of Marketing (October 2010 – August 2013)
University of Oregon, Instructor (June 2006 – September 2010)
University of Oregon, Adjunct Instructor (January 1995 – June 2006)

PROFESSIONAL EXPERIENCE

DL Wilson Consulting, Eugene, OR (1992 to present) principal
Palo Alto Software, Inc., Eugene, OR (1998 to 2003) Vice President Sales & Marketing
Percon, Inc., Eugene, OR (1992 to 1994) Director of Sales and Marketing
US West Communications, Eugene, OR (1985 to 1992) Regional Marketing Manager
US West Communications, Medford OR (1984 to 1985) Manager-Accounts Receivable
AT&T/Pacific Northwest Bell, Portland OR (1982 to 1984) Account Executive-Major Accounts
AT&T/Pacific Northwest Bell, Portland OR (1978 to 1982) Market Administrator

PUBLICATIONS

Dusseau, David and Douglas L. Wilson, *An Introduction to Business: Learning Business Concept Through a Simulation*, 10th edition, Pearson Custom Publishing, 2010.

Scarborough, Norman M., Douglas L. Wilson and Thomas W. Zimmerer, *Effective Small Business Management – An Entrepreneurial Approach*, 9th edition, Pearson Prentice Hall, 2009.

Scarborough, Norman M., Thomas W. Zimmerer and Douglas L. Wilson, *Essentials of Entrepreneurship and Small Business Management*, 5th edition, Pearson Prentice Hall, 2008.

Berry, Tim and Douglas L. Wilson, *On Target: The Book on Marketing Plans*, Palo Alto Software, 2001.

TEACHING EXPERIENCE

BA101: Introduction to Business (University of Oregon) 2003 to present

BA 199: Entrepreneurship (University of Oregon) 2011 to 2015

BA 453: Business Planning and Strategy (University of Oregon) 2004 to present

MKTG 665: Marketing Strategy (University of Oregon) 2010 to present

MKTG 317: Marketing: Creating Value for Customer (University of Oregon) 2005-2009

Prologue: Introductory MBA Seminar (University of Oregon) 2008, 2009

MKTG 610 Marketing Analysis and Marketing Management (University of Oregon) 2007, 2008

MGMT 455: Business Planning for Entrepreneurs (University of Oregon) 2006

BA 410: New Business Planning (University of Oregon) 1995-2004

MKTG 490: Marketing Strategy (University of Oregon) 1996, 1997

Entrepreneurship (Linfield College) 1996

PROFESSIONAL ACTIVITIES

American Management Association, meetings, 2007, 2008

Applied Integrated Market Strategies (AIMS), conference, 2006

American Marketing Association, meetings, 2002, 2003, 2004

United States Association for Small Business and Entrepreneurship (USASBE), presenter, 2000, 2001

COMMITTEE WORK

Undergraduate Program Committee 203 - current

BA 101: Course Coordinator (2006 - current)

BA 453: Course Redesign Committee (January 2010 - August 2010)

Ad Hoc LCB Committee: Study Abroad Investigation (June 2009 - current)

LCB Search Committee: Academic Advisor (June - August, 2010)

LCB Search Committee: Academic Advisor (August - September, 2009)

PROFESSIONAL ACTIVITIES

Marketing Non-Profit Organizations: The Focus Group (February 2012 to present)

Executive Education: Invitrogen/Molecular Probes, Eugene, OR with Dr. Simona Stan (2008)

Executive Education - Lane PR, Portland, OR with Dr. Michele Henney (2007)

Hewlett Packard Development Company, L. P., Dallas TX, seminar co-presenter with Blair Gibson, "Value Based Pricing" (2004)

Hewlett Packard Development Company, L. P., Corvallis OR, seminar co-presenter with Chris Quinn, "Value Based Pricing" (2003)

COMMUNITY PRESENTATIONS

Homeless Education Program – Bill Ferrari (2014 – 2015)

Student Forum: Residence Life, "From Bellbottoms to You Tube - The Culture and Psychology of Fads" (October 2007)

Oregon Symposium for Entrepreneurial Nonprofits (OSEN) sponsored by St. Vincent DePaul, (June 2006 and June 2007)

REPRESENTATIVE CONSULTING WORK

The Focus Group – February 2012 to present

Northwest Collaboratory for Sustainable Manufacturing – June 2012 to present

Assessment Center – John MacLeod, 2004, 2006-2010

Seedballz, LLC, 2009-2010

Arlie Company, Eugene, OR, 2007-2009

States Industries, Eugene, OR, 2004, 2006

intoCareers, 2006

Marketing Excellence Surveys – Dr. Roger Best, 2004, 2006

Oregon Medical Labs, Eugene, OR, 2005

Hewlett Packard – AIMS, 2003, 2004

Oregon Research Institute, 2004

Kah-Nee-Ta High Desert Resort and Casino, 2004

Portland Trail Blazers, 1996

Career Information Services, 1996

Jones & Roth, 1992