

DOUGLAS L. WILSON

Emeritus Senior Instructor II of Marketing
Lundquist College of Business
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AREAS OF EXPERTISE

Marketing, business planning and strategy, and entrepreneurship

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 II of Marketing
(September 2013 – 2021)
University of Oregon, Senior Instructor I of Marketing (October 2010 – present)
University of Oregon, Instructor (June 2006 – September 2010)
University of Oregon, Adjunct Instructor (January 1995 – June 2006)

NAMED APPOINTMENT

Powell Distinguished Senior Instructor of Marketing Endowment – Fall 2013

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 concepts 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**UNDERGRADUATE**

- BA 101: Introduction to Business (University of Oregon) 2003 to present
- BA 199: Entrepreneurship (University of Oregon) 2011 to 2015
- BA 410: New Business Planning (University of Oregon) 1995-2004
- BA 453: Business Planning and Strategy (University of Oregon) 2004 to present
- MKTG 317: Marketing: Creating Value for Customer (University of Oregon)
2005-2009
- MGMT 455: Business Planning for Entrepreneurs (University of Oregon) 2006
- MKTG 490: Marketing Strategy (University of Oregon) 1996, 1997

GRADUATE

- BA 719/BA 710: Marketing Strategy, (Oregon Executive MBA – Portland Program)
2013 to present
- MKTG 665: Marketing Strategy (University of Oregon) 2010 to present
- MBA Orientation: MBA Case Seminar (University of Oregon) 2008 to present
- MKTG 610 Marketing Analysis and Marketing Management (University of Oregon)
2007, 2008

GRADUATE FACULTY ADVISOR

Oregon Executive MBA Capstone Advisor (2015 to present)

Strategic Planning Project - MBA Advisor (2006-2008)

TEACHING AWARDS

Julianna Sowash Executive MBA Excellence in Teaching Award – 2022

Oregon Executive MBA City of Bridges Award – 2022

Dean's College Service Award – June 2017

The 2016 Herman Award for Specialized Pedagogy – Spring 2016

Business Advisory Council Undergraduate Teaching Award – Spring 2016

Oregon Executive MBA Outstanding Teaching Excellence – Fall 2014

Most Influential Undergraduate Faculty Member – Spring 2012

Business Advisory Council Teaching Award – Fall 2011

ADMINISTRATIVE RESPONSIBILITIES

Oregon Executive MBA Co-Academic Director – Responsible for overseeing the OEMBA Academic Committee activities (June 2022 to present)

Oregon Executive MBA Capstone Coordinator – Responsible for coordinating the 12 advisors for the Capstone program (June 2020 to present)

Director of Business Fundamentals – Responsible for staffing, scheduling, and managing all BA and BE courses at the undergraduate and graduate level within the Lundquist College of Business (July 2019 to present)

Business Minor Coordinator (July 2016 to June 2018)

Course Coordinator – BA 101: Introduction to Business (September 2006 to December 2018)

Co-course Coordinator – BA 453 with Joshua Beck (September 2016 to June 2018)

LUNDQUIST COLLEGE OF BUSINESS COMMITTEES

Oregon Executive MBA Academic Committee (2016-2018 and 2020 to present)

Undergraduate Program Committee (September 2013 to June 2018)

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

Ad Hoc LCB Committee: Study Abroad Investigation (June 2009 to June 2011)

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

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

UNIVERSITY OF OREGON COMMITTEE

Undergraduate Support Program – Teaching and Learning Center, (January 2013 to May 2015)

UNDERGRADUATE HONORS PAPERS

Seth Berhahl, Robert D. Clark Honors College, *Marketing the Honors Program*, (Secondary Reader) 2019

Jesse Jimmerson, Robert D. Clark Honors College, *Oregon and Japan: The Beginning, Growth, and Future of a Trans Pacific Connection* (Secondary Reader) 2018

Sage Parker, Robert D. Clark Honors College, *The Correlation Between the National Football League Draft and Player Performance* (Secondary Reader) 2016

Jessica Pingleton, Robert D. Clark Honors College, *The Business of Practicing Law* (Secondary Reader) 2012

Rachel Nishida (Robert D. Clark Honors College), *he Handmade Movement* (Secondary Reader) 2012

PROFESSIONAL ACTIVITIES – TRAINING AND RESEARCH

Marketing Non-Profit Organizations: The Focus Group (February 2012 to June 2016)

Nyenrode University – Oregon Seminar: Eugene and Portland with Dr. Andrew Nelson (July 6-19, 2014,)

Northwest Collaboratory Research and Report with Dr. Nagesh Murthy and Beth Hjelm (June 2012 – January 2013)

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

Executive Education - Lane PR, Portland, OR with Dr. Michele Henney (September 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 – 2017)

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)

PROFESSIONAL ORGANIZATIONS

American Management Association, conferences and meetings, 2002-2004, 2007, 2008

Applied Integrated Market Strategies (AIMS), conference, 2006

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

REPRESENTATIVE CONSULTING WORK

GMA Architects – September 2017 to August 2018

Timber Products Company – Spectrum Division – September 2017 to March 2018

The Focus Group – February 2012 to present

McDonalds Wholesale – June 2014 to August 2015

AIMS – 2003 to 2004

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