

DR. WILLIAM EDWARD STEIGER

Curriculum Vita

PERSONAL INFORMATION

Address: University of Central Florida, 4336 Scorpius St. Orlando, Florida 32816
Office Phone: 407-823-4586
Office e-mail: william.steiger@ucf.edu

EDUCATION

Doctor of Business Administration (DBA), Rollins College, Winter Park, FL 2018

Master of Business Administration; College of Business, University of Central Florida; Orlando, FL 2009

Bachelor of Science; College of Communications, University of Illinois; Champaign-Urbana, IL 1973
Major in Advertising with significant emphasis in media planning and account management.

TEACHING EXPERIENCE

University of Central Florida; Orlando, FL 2009 to Present

Associate Lecturer, College of Business, Department of Marketing

Fundamentals of Business, GEB 2350, fall 2010

- An entry level business course with 110 students that features modules on the major areas of study in the College of Business: Accounting, Economics, Finance, Management, Marketing

Sales Force Management, MAR 4418, spring 2011, spring 2012, summer 2016, summer 2017, fall 2017, summer 2018, summer 2019, summer 2020, summer 2021, summer 2022

- Marketing elective with 30-70 students who learn effective sales management practices and includes case study analysis and a field study of an actual sales manager.

Professional Selling, MAR 3391, fall 2011 (three sections), spring 2012 (three sections), summer 2012 (two sections), fall 2012 (two sections), spring 2013 (two sections), summer 2013, fall 2013, spring 2014 (two sections), summer 2014, fall 2014 (two sections), spring 2015 (two sections), Summer 2015 (two sections), fall 2015 (two sections, spring 2016 (two sections), fall 2016 (2 Sections), spring 2017 (2 sections), summer 2017, fall 2017, summer 2018, summer 19, 20, 21, 22.

- Prerequisite course for the Professional Selling major and minor with 32 students in each section. The course features intensive sales role-play practice in the specialized selling lab that includes role-play video capture with diagnostic feedback for each student.

Integrated Marketing Communications MAR 3323, fall 2010

- Marketing elective with 70 students that studies the need for organizations to prepare an integrated marketing communications plan as part of an effective marketing plan. Students form teams to complete an integrated marketing plan for an actual company.

Advanced Professional Selling, MAR 4415-C, fall 2012, fall 2013, fall 2014, fall 2015, fall 2016, fall 2017, spring 2018, fall 2018, spring 2019, fall 2019, spring 2020, fall 2020, spring 2021, fall 2021, spring 2022, fall 2022, spring 2023.

- First semester course in the Professional Selling Program. PSP is a highly selective cohort group that prepares students for a career in sales and sales management. Intense role-play activity and a sophisticated mentor program are highlights of the course.

Strategic Issues in Sales, MAR 4413-C, spring 2013, spring 2014, spring 2015, spring 2016, spring 2017, spring 2018, fall 2018, spring 2019, fall 2019, spring 2020, fall 2020, spring 2021, fall 2021, spring 2022, fall 2022, spring 2023.

- Second semester course in the Professional Selling Program. The course studies the current strategic issues in sales through guest speakers, business publications, and books.

Marketing Management, MAR 4803, fall 2009, fall 2010, summer 2011 (sessions A and B), summer 2012 (session B), summer 2013 (session A), fall 2013, summer 2014 (session B), summer 2016, 2017, 2018, 2019, 2020, 2021, (session A).

- Senior level core course with 70 students that presents the fundamentals of managing the marketing function through case study analysis and a business simulation game. This course prepares students for Marketing Strategy and Capstone classes.

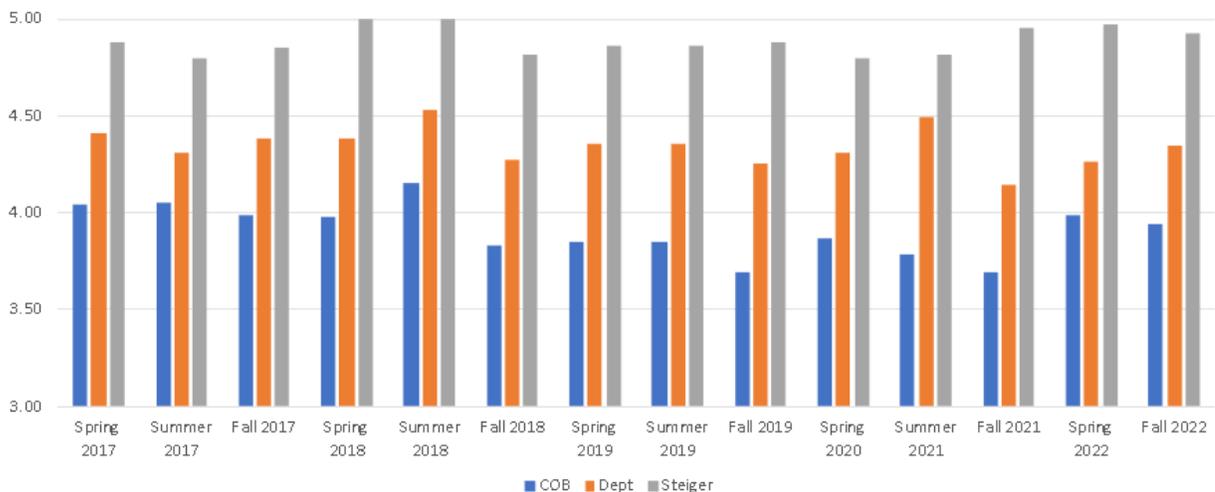
Marketing Strategy, MAR 4804, spring 2011

- Senior level core course with 60 students. The course features intensive case study analysis and the application of all marketing course skills.

Marketing Services, MAR 4841, fall 2009, spring 2010, fall 2010 and spring 2011, summer 2011

- Marketing elective with 70 students that explores the competitive advantage of effective services marketing in a business landscape of expense reductions and staffing shortages.

Dr. William Steiger SPI Score Comparison to College of Business & Marketing Department



Florida Institute of Technology; Orlando, FL

2010

Adjunct Instructor

- Marketing Management, MGMT 5019. PMBA core course that presents the fundamentals of managing the marketing function through case study analysis. This course prepares students to create strategic marketing plans.

Media Management Center, Northwestern University; Evanston, IL

2006 to 2007

Instructor

- Served as the instructor for a Readership/Circulation Literacy course including a Newspaper Management simulation case study.

PUBLISHING EXPERIENCE

University of Central Florida Forum

2015-2016

Contributing columnist

- Published six opinion columns on marketing and sales related topics.

INDUSTRY EXPERIENCE

Orlando Lutheran Academy; Orlando, FL

2006 to 2010

Director of Marketing and Development

Directed marketing, fund development, advertising, and publicity, research, and community relations.

- Created a master mailing list of stakeholders and donors in a CRM database.
- Directed two major fundraising events that raised more than \$100,000.
- Developed a master facility plan for the high school site

Orlando Sentinel Communications; Orlando, FL

Vice President, Director of Audience Development

2004 to 2005

Developed a comprehensive and cohesive strategy to increase a variety of audiences in the Orlando market for new and existing Orlando Sentinel products and services. Introduced innovative audience research and performance metrics. Served as project director for several audience development plans.

- Developed the launch plan for *El Sentinel*, a weekly Spanish newspaper.
- Led project team to launch comprehensive local news initiative in West Volusia County including the launch of Forum community newspapers in Deland, Debary, Orange City, and Deltona.

Vice President, Director of Advertising

1988 to 2003

Led an advertising department of 150 salespersons and 100 production employees.

- 6 consecutive years of record advertising revenue.
- Generated over \$3.7 billion in advertising revenue in 16 years as Vice President of sales

Chicago Tribune; Chicago, IL

1973 to 1987

National Advertising Manager

Managed a sales staff of 6 with responsibility for 15 mid-western states and national responsibility for the Health Care, Transportation, and Tourism classifications. Created a Chicago market presentation for national advertising agencies that became a standard for Chicago Tribune advertising salespersons.

Retail Division Manager

Led a sales staff of 13 retail sales reps in a full-service suburban office. Established record revenue levels by exceptional use of research and competitive selling intelligence. Key accounts included Ace Hardware and Homemakers Furniture gallery.

Marketing Department Manager

Directed a staff of 5 marketing employees at the Suburban Tribune regional newspaper group. Implemented consumer advertising campaigns and business-to-business advertising and marketing support.

Retail Sales Supervisor

Managed a staff of 6 outside sales representatives at the Suburban Tribune regional newspaper group. Directed record-breaking sales force management decisions and customer relationship management.

Classified Advertising Salesperson

Outside sales representative responsible for the real estate industry and the development of display advertising in the real estate section of the Chicago Tribune classified advertising section.

PROFESSIONAL DEVELOPMENT

FERPA Training	2019
Sales Educators Academy	2015 & 2019
Chally Assessment Certification	2015
C.I.T.I Training, Faculty Learning Center, UCF, Orlando, FL	2015 & 2021
Discrimination Prevention Training Program, UCF, Orlando, FL	2011
Graduate Teaching Certificate, Faculty Learning Center, UCF, Orlando, FL	2008

TECHNOLOGY MASTERED

Salesforce License Functions
 Refract AI Coaching
 Salesforce Trailhead Development
 Cantopia Sales Management Simulation
 Canvas Training, UCF Development Center
 Webcourse Training, Faculty Learning Center, UCF, Orlando, FL.
 Word
 Excel
 PowerPoint (with ispring)
 Marketplace marketing management business simulation
 MARS sales force management simulation
 SPSS

SERVICE

Professional Selling Program Sales Advisory Board, Coordinator	2023
College of Business, Teaching Incentive Plan Committee	2018-19
College of Business, Tenure & Promotion Committee	2015-17
College of Business, Enrollment Management Committee, UCF, Orlando, FL.	2014

Instructor/Lecturer Promotion Committee, UCF, Orlando, FL.	2014 & 2017
Professional Selling Program Admissions Committee	2014-23
Marketing Department Scholarship Committee	2014-23
Professional Selling Program Coordinator, UCF, Orlando, FL	2012-23
Marketing Department Undergraduate Committee, UCF, Orlando, FL.	2014-17
Technology Advisory Committee, College of Business, UCF, Orlando, FL.	2011
Class of 2009 EMBA Scholarship Committee, Co-Chair,	2009-2023

HONORS

Named Role Play Room	2021
Professional Selling Program Named Legacy Scholarship	2019
Annual Evaluation of Faculty Performance: Outstanding	2013-2021
NCSC, 2017 National Champion, Team and Individual	2013-2017
Winner of Eight (8) National Collegiate Sales Competitions	
National Sales Challenge Champion, Individual	2017
ICSC, 2014 National Champion, Team and Individual	2013-2017
Teaching Incentive Plan Recipient	2017
UCF College of Business, Four (4) Dean's Awards for Excellence	2014-2017
Beta Gamma Sigma, Honor Society for collegiate schools of business, UCF, Orlando, FL	2009

AFFILIATIONS

American Marketing Association
Direct Sales Education Foundation, Fellow
Emeritus Board member, One Blood of Florida
Past Board member, Orlando Regional Chamber of Commerce
Past Board and Executive Committee member, Florida Press Service
Past Chairman of the Board of Education, Orlando Lutheran Academy Middle and High School
University Sales Center Alliance, Member and Marketing Committee