

# DR. WILLIAM EDWARD STEIGER

## Curriculum Vita

### PERSONAL INFORMATION

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### EDUCATION

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**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

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University of Central Florida; Orlando, FL 2009 to Present

#### **Instructor, 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.

- Marketing elective with 70 students that studies 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.

- Prerequisite course for the Professional Selling track with 43 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.

- 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.

- 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 (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.

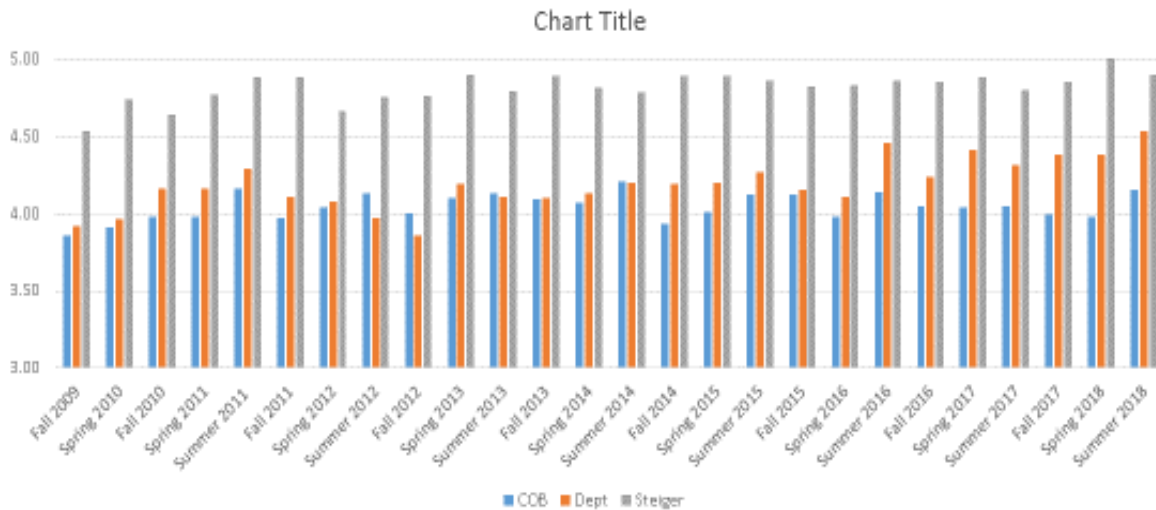
Marketing Strategy, MAR 4804, spring 2011

- 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.

## 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**

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

**TECHNOLOGY MASTERED**

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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**

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College of Business, Teaching Incentive Plan Committee	2018
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	2014-17
Marketing Department Scholarship Committee	2014-17
Professional Selling Program Coordinator, UCF, Orlando, FL	2014-17
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

**HONORS**

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Annual Evaluation of Faculty Performance: Outstanding	2013-2018
NCSC, 2017 National Champion, Team and Individual	2013-2017
National Sales Challenge Champion, Individual	2017
ICSC, 2014 National Champion, Team and Individual	2013-2017
Highest rated Instructor in Department of Marketing	2014-2018
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**

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### **American Marketing Association**

**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**