

DR. DOUGLAS L. NAY

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BACKGROUND SUMMARY:

Developed and delivered innovative training courses as a corporate educator and a new curriculum in sales, management and financial analysis. Successful Fortune 500 senior executive in 12 direct leadership and five senior influencing roles in a 35-plus year career with D&B, Inc. (formerly Dun & Bradstreet). Joined Edison State College as Professor of Management in 2006. Advanced to Chair, Business and Technology in 2009 and previously taught business management full time at Berkeley College, New York City and taught business courses as an adjunct at Muhlenberg and Penn State colleges.

EDUCATION:

Doctor of Professional Studies (DPS) in International Business and Management, Pace University, New York, NY. 3.7 GPA (Graduated May 2003). Dissertation: *An Empirical Study of the Effects of Enterprise Solutions on Profitability and Globalization*.

Master of Business Administration, Marketing, New York University, 3.4 GPA (1988)

Bachelor of Science in Business Administration, Rutgers University, 3.2 GPA (1981)

Attended ten different undergraduate institutions as promotional transfers occurred. Numerous management seminars, process, consulting, and executive education seminars including an Insead summer global business seminar in 1999 and Six Sigma Quality training in 2001, and the World Leaders Seminar in 2003.

PRESENT:

Presently teaching a full load of five courses and am the chair of the Business and Technical Programs at Edison State College mid way through my fifth year with the college. In these five years have personally developed, taught and put into rotation for other professors to teach six required courses and three electives .I have also coordinated and supervised the creation of ten additional electives. Together these make up the core and elective courses for the Supervision and Management Baccalaureate.

Previously taught four management and business courses at Berkeley College, Manhattan as part of their four year BS degree program. The spring quarter courses were "Organizational Behavior" "Principles of Management", "Organizational Theory" and "Business Strategy and Policy". .In previous quarters have taught "Strategic Market Management, Management Seminars, and Placement related to Berkeley's intern process. .Each of the five quarters at Berkeley have included sixteen class hours of courses. Student and department chair feedback has been very positive. Prior to that taught Marketing 220- Personal Selling at Penn State, Lehigh Valley Campus (fall 2002)and Business 239-Marketing at Muhlenberg College, Allentown PA (fall 2002 and fall 2003). Received very high ratings and numerous positive comments from Marketing students. Evaluations: "freedom to express opinions"; "willing to work with and help students" "professor's charisma"; "personal insight"; "enthusiasm," "willingness to help"; "good activities" "the sales manual was fun".

PROFESSIONAL EXPERIENCE:

Senior Vice President, Global Data Standards, D&B, 1998-2002 (Retired) Executive Director, European Data, London, England, D&B, 1997-1999
Senior Vice President, U. S. Quality/Databases, Murray Hill NJ, 1997-1998 Senior Vice President, Northern Operations, New York NY, 1995 -1997. Earlier positions at Dun and Bradstreet began in 1964 (as a business analyst) and included management positions of increasing responsibility in 13 different cities and five Vice Presidencies.

JOB TITLES: See Exhibit A, page 6 for D & B positions held.

SELECTED PROFESSIONAL ACHIEVEMENTS:

Corporate Educator - *Introduced and delivered new consultative sales training globally for large-A account representatives, increasing sales 19% in next 12 months. Expanded sales curriculum, setting and achieving learning objectives with executive partners.*

Lobbied for and implemented more formalized training of new and advanced business analysts and managers.

Expanded curriculum as National Training Director, developing and achieving specific learning objectives. Set up two national training centers. Improved management skill training, which led to increased quality and less expense.

Developed and delivered new courses, which were adopted company-wide.

Shortened six-month learning curve to three months and increased quality among senior analysts.

Organizational Change - *Led an organizational change effort to move Data and Operations into breakthrough self-directed teams. Implemented training. Reduced two management layers and increased quality performance.*

Persuasive Communicator - *For the first time in the company's history persuaded senior leadership team to test and then implement moving 10,000 previously face-to-face field sales customers to telephone consulting, reducing selling expenses by 30%+ and showing a revenue gain.*

Persuaded executive committee as the company's first Global Data Authority standards officer to adapt global standards and policies for uniform customer data presentation governing 65 million business reports worldwide.

Effective Leader - *Awarded five Presidential Citations for outstanding performance in line assignments.*

Restructured, reduced expenses 40% and returned a subsidiary to profitability in an 18-month turnaround.

Mentored and promoted over 30 excellent management candidates and leaders, several of whom are senior leaders today.

RECENT PROFESSIONAL SEMINARS:

Six Sigma Quality Training, Stamford, CT, 2001

Leadership Seminars, AT&T, Monistown, NJ, 2001

Global Marketing Seminar, Insead University, Paris, France, 1999

Rummler-Bache Process Improvement course, Monistown, 1996.

Certified Zenger-Miller Certification course, Dallas, 1992. Certified.

Managing Joint Ventures, New York Hilton, 1998

(Attended in all, over 50 leadership, sales, management, quality, and human resource seminars and courses.)

SELECTED PUBLICATIONS AND PRESENTATIONS:

Resume – Douglas Nay

PUBLICATIONS:**ACADEMIC**

Nay, Douglas, "Servistar Case Study" submitted for publication to Textbook publishers (2010)

Nay, Douglas, James R. Ogden and Denise t. Ogden, "Enterprise Solutions Decisions: Suggestions for Research," Review of Business Research (accepted January 2007).

Nay, Douglas, Ogden, Denise T., J. R. Ogden, "Investigating the Link between Subculture, acculturation and Moral Philosophies in a Marketing Context", The Proceedings of the the 2004 Academy of Marketing Science Conference: Cultural Perspectives in Marketing, Editors Maxwell Hsu and Mark Leach.

PROFESSIONAL

"D&B and Global Data Standards", D&B, 1998. Describes the global data standards setting process and worldwide data content in established versus emerging credit markets.

"Knowledge Based Systems and the Future", D&B, "On the Record", summer 1992 edition.

"Subchapter S Corporations and Credit Risk", National Association of Credit Management (NACM) Kansas City Chapter publication, 1986.

PRESENTATIONS:

"Privacy Legislation" presented at a credit conference in Bariloche, Argentina, 1989.

"Credit Frauds are Costing Millions," NACM Louisville Chapter release, 1984.

"What's in Your Business Credit File?" NACM Oklahoma City Chapter release, 1986.

PRESENTATIONS AS COMPANY SPOKESMAN:

Key company spokesman for D&B global data and its use in global solutions to over 25 groups touring Lehigh Valley and over 25 customer groups in their home country 1999-2001, including groups in Japan, Hong Kong, Singapore, Korea, China, Australia, New Zealand and India. Presentations were one and one half to two hours long plus a question and answer period. Customers primarily were global 1000 corporations.

Represented and presented for D&B in over 100 key industry, association and customer sponsored sessions, particularly during 1990 -1995. The following is a sample:

"D&B and Supply Chain Management", National Association of Purchasing Managers (NAPM), Phoenix, AZ, 1994.

"Credit IS Confidence", Electronic Leasing Association (ELA), Las Vegas, NV, 1994.

"Privacy and Business Credit", NACM national conference workshop, Seattle, WA, 1993.

"Credit Frauds are Poison Ivy", NACM national conference, Atlanta, GA, 1992.

"Bloomingdales and Before", Apparel Advisory Group, New York, NY, 1992.

SELECTED TRAINING COURSES DEVELOPED FOR D & B 1990-1995

12 Weeks to Excellence Learning Objectives: Upon completion to (a) demonstrate an understanding of financial statements by calculating relevant financial ratios and by correctly assigning the credit rating to 10 small businesses (b) demonstrate interviewing ability by obtaining needed information in at least 5 role plays at the end of Session One (c) answer common objections to cooperation in role playing (d) achieve at least 85% on Policy and Procedures test at the end of session 2.

Participants: newly hired, usually recent college graduates, business analysts. Classes were 16-20 with a total population of about 200 annually in the Los Angeles Region, 650 nationally. Developed the training and delivered to over 350 new associates.

Procedures: the course was developed for Weeks 1 through 12 of employment and included a mix of reading, self check exercises to do with the direct supervisor, doing work with feedback, videos and review of completed work. Weeks 4 and 12 were classroom sessions with pre- and post- tests. Each classroom session involved two-way feedback to both the associate and the local supervisor. Motivating these new associates was my goal.

Advanced Business Analyst Training

Learning Objectives: a three day classroom-delivered learning built on the "12 Weeks of Excellence" course, used pre and post tests, attendee feedback and local management feedback on changes in job performance to judge effectiveness.

Participants: 2000 two- to five- year business analysts. Class size 16-24.

Procedures: required readings and a financial analysis self-study course were completed pre-class. Case studies were used for medium-sized businesses and assessing credit risk. Developed the training program and delivered to the 750 new hires in the Los Angeles Region.

Case Studies in Analysis

Learning Objectives: a three-day classroom learning experience with specific learning objectives tied to demonstrating and follow-up for job performance impact with attendee feedback.

Participants: Class size 12-15, audience 500+ experienced analysts. Developed and delivered to over 200 analysts.

Procedures: Pre-session work involved assessing business health as an investment versus as a credit risk on selected large businesses. Review of the historical financial signs of improvement and deterioration involved triads presenting specific cases to the class. Teaching was through case discussion and examining the nuances of changes in larger businesses.

RECENT COMMUNITY INVOLVEMENT:

2001- 2006 South Parkland Youth Association; T-Ball and Baseball, Asst. Coach, Allentown, PA 2001
Basketball, 2002 - 2006

D & B EXPERIENCE:

- 1964 -1967 Business Analyst; Senior Business Analyst; Analytical and Traveling Analyst; Customer Service Supervisor, Reporting Supervisor *St. Louis, Missouri*
- 1967 -1969 Reporting and Service Manager LINE
Oklahoma City, Oklahoma
- Leadership Responsibilities: Responsible for customer service, production, and quality in Oklahoma and southern Kansas. Resources: 50 Team members professional and clerical; \$750,000 expense budget.
- 1969 -1970 District Reporting Manager
Louisville, Kentucky
- Leadership responsibilities: Responsible for customer service, production, and quality of D&B Reports in Kentucky, southern Indiana, and southern Ohio. Resources: 75 team members, professional and clerical: \$1.2 Million expense budget*
- 1970 -1972 District Reporting Manager
Kansas City, Missouri
- Leadership responsibilities: Customer service, production and quality for the state of Kansas, half of Missouri, and branch offices in Oklahoma City, Tulsa and Wichita.*
- Resources: 350 team members, professional & clerical, \$5.1 M expense budget*
- 1973 -1975 Staff Assistant, General Reporting
New York, New York
- Staff assistant to General Reporting Manager. Helped develop policies and practices for national reporting staff.*
- 1975 -1976 Regional Reporting Manager
Los Angeles, California
- Leadership responsibilities: Customer service, quality, and expense control in the Los Angeles Region, which included branch offices in Los Angeles, Dallas, San Francisco, Portland, Seattle, Salt Lake City, San Jose, Sacramento, Ft Worth, San Antonio, Houston, Phoenix, Tucson, Denver, and Honolulu. Resources 850 professional and clerical; \$13.5 M expense budget.*
- 1977 -1980 Zone Manager, Operations
San Francisco, California
- Leadership responsibilities: After a functional business reorganization, responsible For San Francisco, San Jose, Sacramento, Portland, Seattle, Denver, Salt Lake City, Honolulu and newly created telephone call center in Eugene, Oregon. Resources: 350 professionals, \$6.5 M expense budget; \$5 Million sales budget*
- 1981 -1983 Regional Training Director
San Francisco, California
- Plan curriculum for management, analysts and clerical training for Los Angeles region.*
- 1983 -1986 National Training Director
New York, New York Plan and implement training for national staff of 5,000 + team members.
- 1987 -1988 Vice President of Operations; National Credit Office

New York, New York Leadership of specialized subsidiary described above in turnaround mode.

1989 -1991 Vice President of Telephone Sales and Customer Service
Livingston, New Jersey

Leadership responsibilities: Two inbound call centers answering over 10,000 customer requests daily in Austin, Texas and Livingston, New Jersey and selling add on services of over \$20 M annually. Telephone renewal of smaller customer contracts and servicing and selling branch offices of large customers.

Resources: 325 sales professionals; \$8 M. expense budget \$70M Sales budget

1991 -1992 Vice President of Sales Training and Customer Care
Murray Hill, New Jersey Sales training for all levels of sales professionals nationwide.

1993 -1994 Vice President of Business Policy and Communications
Murray Hill, New Jersey Senior staff role with policy and communications responsibility

1995 -1998 Senior Vice President Northern Operations
New York, New York

Leadership responsibilities: D&B services in 15 northeast branch offices with 1,000 Team members, \$ 30 Million expense budget, and \$ 10 Million sales budget

1996-1997 Senior Vice President, Western Operations
New York, New York

Leadership responsibilities: D&B services in the Western half of the United States in over 45 branch offices. Resources: Over 2000 team members, \$85 M expense budget, \$30 M sales budget

1997 -1998 Senior Vice President, U. S. and Global Quality; Senior Vice President
European Databases (concurrent) *Murray Hill, New Jersey and London, England*

Leadership responsibilities: United States data quality measurement improvement and delivery.

1997 -1999 Executive Director, European Data
London, England

Implement a relational database for nineteen European countries, each with slightly to greatly different data and information technology. Advise and implement changes, downsizing and modernizing European operations in coordination with Country Managers. Design and implement quality improvement programs. Standardize data content

1999 - 2002 Senior Vice President Global Data Standards
Allentown, Pennsylvania

Define and implement global data standards for data content and quality worldwide working with the operations management teams in the North American, Asia Pacific, European and Latin American Regions. Partner with Morgan Stanley and an internal Alliance Team and restructure investments in direct subsidiaries, transitioning to partnerships with the best local data provider, while maintaining worldwide quality and data standards.

SUPPLEMENT TO RESUME:

Professional Development includes publishing two articles and one case study, attending and presenting at one conference for The International Academy of Business and Economics, and received training from the International Assembly of College Business Education (I.A.C.B.E.) preparatory to accreditation by that CHIA -accredited organization. During the four years I have also attended nine TLC (Teaching and Learning Center Seminars) for development and at five Webinars. Arranged attendance for 300 students and attended the recent "Get Motivated" seminar featuring seven nationally known business-related speakers.

I continue to develop and keep current through the normal business press and subscribe to Fortune, Forbes, Wall Street Journal, the Economist, and the Harvard Business Review for current course information.