

DAVID OWEN ROBINSON

dorphd@gmail.com
18 Windward Hill
Oakland, CA 94618-2346

EDUCATION

THE UNIVERSITY OF NORTH CAROLINA Master of Business Administration, 1991.	Chapel Hill, NC
BROWN UNIVERSITY Ph.D. in Psychology, 1976.	Providence, RI
OXFORD UNIVERSITY Post Graduate Certificate in Education, 1971.	Oxford, England
UNIVERSITY OF DURHAM B.Sc. with Honours in Psychology, 1970.	Durham, England

EXPERIENCE

1995-present	<i>Senior Lecturer</i> (from 2005), <i>Lecturer in Marketing</i> , and <i>Director of the Undergraduate Program</i> (1995-6) Walter A. Haas School of Business, University of California, Berkeley, CA. Course management of large undergraduate classes up to 720 students with multiple Teaching Assistants and team faculty; curriculum development; manage Internet sites for classes; textbook development and selection. Developed MBA Marketing elective in Pricing Strategy and led undergraduate Travel Study to People's Republic of China (2001 – 2012)
2012-14	<i>Lecturer</i> , CBL Education Summer Programs, Oxford and Cambridge, UK
2004-6	<i>Guest Lecturer</i> , Royal Education, Ho Chi Minh City and Ha Noi, Viet Nam
2001-2	<i>Lecturer in Marketing</i> , Stanford University, Palo Alto, CA. Core marketing class for the Sloan Masters Program.
1998-2010	<i>Lecturer in Marketing</i> , Santa Clara University, Santa Clara, CA. MBA core and elective classes, undergraduate core marketing.
1998 Summer	<i>Lecturer in Management</i> , University of San Francisco, CA
1998	<i>Guest faculty</i> , Technical University of Budapest, Hungary
1991-1995	<i>Consultant</i> , Marketing Strategy, Raleigh, NC. Independent and collaborative projects in retail, banking and not-for-profit environments involving strategic planning, marketing and cost accounting.
1990 Summer	<i>Assistant to the MBA Program Director</i> , University of North Carolina at Chapel Hill, Graduate School of Business. Enrollment management, analysis and program design.
1975-1989	Practice of <i>clinical psychology</i> , Denver, CO and Raleigh, NC Evaluation and treatment; fitness for duty and forensic testimony.
1971-1975	<i>Teaching and Research Assistant</i> , Brown University, Providence, RI Laboratory research and publication in cognitive psychology.

SKILLS

Marketing strategy planning, technical writing and editing, public speaking, basic knowledge of web site management, expert in MS-Office applications.

INTERESTS

Opera, English church music, Victorian novels, writing, contributing Amazon.com reviews, editing Wikipedia articles, international travel and long distance swimming.