

# DAVID OWEN ROBINSON

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## 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

## POSITIONS HELD

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.
1998-2010	<i>Lecturer in Marketing, part-time</i> , MBA Program, Santa Clara University, Santa Clara, CA
2001-2002	<i>Lecturer in Marketing</i> , Graduate School of Business, Stanford University, Palo Alto, CA
1991-1995	<i>Consultant</i> , Marketing Strategy, Raleigh, NC.
1990 Summer	<i>Assistant to the MBA Program Director</i> , University of North Carolina at Chapel Hill, Graduate School of Business.
1975-1989	Practice of <i>clinical psychology</i> , Denver, CO and Raleigh, NC
1971-1975	<i>Teaching and Research Assistant</i> , Brown University, Providence, RI
<i>Visiting teaching positions</i>	
1998 & 2007	<i>Lecturer in Marketing</i> , University of San Francisco, San Francisco, CA
2005-2010	<i>Lecturer</i> , Royal Education, HCMC-Saigon and Hanoi, Vietnam
1998	<i>Guest faculty</i> , Technical University of Budapest, Hungary

## DESCRIPTIONS OF POSITIONS HELD

1995, continues	<i>Senior Lecturer in Marketing</i> , Haas School of Business, University of California, Berkeley, CA. Teaching and developing instructional materials for undergraduate and MBA courses: Core Marketing Courses, Pricing Strategy (Marketing), Introduction to Business, Business Communication, Introduction to Personal Finance. Course manager for courses with several sub-instructors, up to 9 TAs and enrollment over 500 students. Teaching ratings 6 or higher on 7 point scale. Developed 5 Travel Study for undergraduates to People's Republic of China 2001 - 5. <i>Director of the Undergraduate Program (1995-6)</i> Management of student enrollment and advising for more than 600 undergraduate business majors and minors; curriculum development; management of staff of six; staffed and briefed academic committees.
2005 – 2010	<i>Guest lecturer</i> , Royal Education, Vietnam. Two one-week Executive Education courses in Pricing Strategy and Services Operations.
2001 - 2002	<i>Lecturer in Marketing</i> , Graduate School of Business, Stanford University, Palo Alto, CA. Core Marketing class for the Sloan Management Masters.
1998 – 2011	<i>Lecturer in Marketing, part-time</i> , Santa Clara University, Santa Clara, CA. Curriculum design, teaching and course management of core undergraduate marketing course, MBA Core Marketing and MBA Seminar in Pricing Strategy.
1998, 2007	<i>Lecturer in Marketing</i> , University of San Francisco, CA. Curriculum development, teaching and course management of two marketing electives (Pricing Strategy and New Product Development) in the MBA. Core Marketing course for the MBA program.
1998	<i>Guest faculty</i> , Technical University of Budapest, MBA program. USAID sponsored seminar in High-Tech New Product Development taught with consecutive translation.
1991-1995	<i>Consultant, Marketing Strategy, Raleigh, NC</i> . Independent and collaborative projects in retail, banking and not-for-profit environments involving strategic planning, marketing and cost accounting; contributor of substantial sections to the revision leading undergraduate marketing and statistics textbooks.
1990 Summer	<i>Assistant to the MBA Program Director, UNC Graduate School of Business</i> . Served as internal consultant for MBA and Executive MBA programs with 520 students. Analyzed operations and presented recommendations to senior administrators. Due to staff vacancies, filled in for EMBA Director in service operations functions. Managed MBA 2-week orientation.
1975-1989	<i>Practice of clinical psychology</i> . Psychotherapy, consultation and evaluation; consultation to employers on fitness for duty and drug abuse; vocational planning; expert witness in State and Federal Courts. Coordination of grant writing, preparation of research reports and staff training; staff consultation. Primary patient care, ward management, small group therapy, treatment conferences, implementation of treatment plans, supervision of team assistants.

## PUBLICATIONS

### Articles

- Robinson, D. O. Some limits of selective attention. *Psychonomic Science*. 1970, 21, 321-327.
- Robinson, D. O., Abbamonte, M. and Evans, S. H. Why serifs are important: the perception of small letters, *Visible Language*, 1971, 5, 353-359.
- Rice, G. A. and Robinson, D. O. The role of bigram frequency in the perception of words and non-words. *Memory and Cognition*, 1975, 3, 513-518.
- Wolf, C. G. and Robinson, D. O. Use of spelling-to-sound rules in reading. *Perceptual and Motor Skills*, 1976, 43, 1135-1146.
- Engen, T., Lipsitt, L. P. and Robinson, D. O. The human newborn's sucking behavior for sweet fluids as a function of birthweight and maternal weight. *Infant Behavior and Development*, 1978, 1.
- Egan, D. J. and Robinson, D. O. Cocaine: Magical drug or menace? *International Journal on the Addictions*, 1978, 14, 231-241.
- Egan, D. J. and Robinson, D. O. Cocaine: Recreational drug of choice? *Rocky Mountain Medical Journal*, 1978, 34-36.
- Robinson, D. O. The medical student spouse syndrome. *American Journal of Psychiatry*, 1978, 135, 972-974.
- Egan, D. J. and Robinson, D. O. Heroin: Models of an epidemic. *American Journal of Psychiatry*, 1979, 136, 1162-1167.
- Robinson, D. O. Where the elite meet. *The Sciences*, October, 1978, 18-19. [Reprinted in *IEEE Transactions on Professional Communication*, 1979, PC-22, 130-131.]
- Robinson, D. O. and Egan, D. J. Opiate agonist and antagonist receptors. *Journal of Psychedelic Drugs*, 1978, 10, 277-278.
- Robinson, D. O. Limitations on confidentiality. *The Colorado Lawyer*, 1981, 10 (S), 1045-1049.
- Robinson, D. O. New definitions of therapist confidentiality. *The Colorado Lawyer*, 1989, 18 (2), 251-252.
- Robinson, D.O. Public relations comes of age. *Business Horizons*, May-June, 2006, 247-256.
- Robinson, D.O. A primer on the management of risk and uncertainty, *Rotman Magazine*, Spring 2007, 40-45
- Robinson, D.O. Customer Relationship Management, *Effective Executive*, August 2011

**Journalism**

Robinson, D. O. How can society control the mentally ill? Letter, *Wall Street Journal*, 21 December 2012

Robinson, D. O. BART board must fix escalators, (Op Ed) *San Francisco Chronicle*, 11 June 2012

Robinson, D. O. Why China is headed for an economic fall, or not, Letter *Wall Street Journal*, 24 June 2011

Robinson, D.O. *Business Protocol*, regular weekly column in the *San Francisco Chronicle* from August, 2006 to August 2009

Robinson, D. O. Annual reports RIP (Op Ed, Business Section) New York Times, June 28, 1998.

**Books**

Robinson, D. O. *Office Design for Psychotherapy*, Springfield, IL: Charles C. Thomas, 1984.

Robinson, D. (Editor) *Principles of Business, 2013* A reprint collection of articles, Pearson, 2012 (annual editions since 1996).

Robinson, D. *Business Protocol 3/e*, Cincinnati, OH, Cengage, 2009

**Textbook Contributions**

E. Jerome McCarthy and William D. Perreault *Basic Marketing, 11th Edition*. Irwin, 1992. Chapter drafts on quality management, revision of computer exercises and textboxes, development of hypertext study aid and video script. *12th Edition*: Chapter contribution.

Philip Kotler and Gary Armstrong, *Marketing an Introduction, 3rd Edition*. Prentice Hall, 1992. Chapter sections and textboxes.

Richard I Levin and David S. Rubin, *Statistics for Management, 6th Edition*. Prentice Hall, 1994. Cases, chapter summaries and chapter revision. *7th edition*: question revisions.

**Textbook reviews**

Pricing Strategy Project, (unnamed), Houghton-Mifflin, 2004, *reviewer*  
 Business for a Changing World, Ferrel & Hurt, McGraw-Hill, *reviewer*  
 Writing and Speaking at Work, Edward Bailey, Prentice Hall, *reviewer*  
 Business Today, first edition by Stephen Robbins, Dryden, 2000, *reviewer*

**Educational Materials**

*McDonalds' 55 cent Promotion* Case for Pricing Strategy,  
 Haas School of Business, 2000

*Craig's List* Case for Pricing Strategy,  
 Haas School of Business, 2002, *editor*

*Netflix: What price streaming?* Case for Pricing Strategy  
 Haas School of Business, 2012

*BBC's Acquisition of Lonely Planet*, short case for Marketing Strategy, 2012

*Diamond Foods*, case for Auditing, 2013

*J. C. Penney: The Rise and Fall of Ron Johnson*, case for Marketing,  
Haas School of Business, 2013

## COMMUNITY SERVICE

### At UC Berkeley

*Member*, Faculty Technology Advisory Committee, 2012-14

*Co-chair*, Disabled Students Program Advisory Committee,  
UC Berkeley, 2006-2009

*Member*, Professional Development Fund Committee,  
UC Berkeley, 2003-2006

*Member*, Undergraduate Program Committee, 1995-6 and 1998-2000

### In Northern California

*Secretary*: Hiller Highlands Six HOA (2011- 2013)

*Lector*: Grace Cathedral, San Francisco (2009 *continues*)

*Trustee*: *The College Preparatory School*, Oakland. (1996)

### At UNC Graduate School of Business

*First Year*: Research Assistant, MBA 2000 Committee; member, Placement Advisory Council.

*Second Year*: Student Manager, Intro Week; Chair, Communications Committee

### In Raleigh

*Board Member and Treasurer*, The Landings Homeowners Association.

### While Employed in Denver

*Assistant Clinical Professor of Clinical Psychology*, University of Colorado Health Sciences Center, Denver.

*Board Member*, Mental Health Association of Colorado and, Lutheran Social Services of Colorado.

*Reviewer*, Professional Examination Service, National Examination in Psychology, 1984-1988.