

NYC: Innovative and Entrepreneurial Solutions
to the City's Complex Challenges

Michelle Greenwald Bio

Work Experience

- **Senior VP Disney (New Business Development)**
- **Senior VP Mattel (Worldwide Disney toy line)**
- **VP & General Manager Pepsi-Cola (Ocean Spray JV)**
- **Director New Products Pepsi-Cola**
- **Business Director Nestle (Quik & candy bars)**
- **Product Manager General Foods Corp. (Post Cereals & pet food)**
- **Account Exec., J. Walter Thompson (Kraft, banking, health & beauty aids)**
- **Marketing consultant (Marketing Plans & New Product Development)**

Academic Credentials: Marketing Professor at:

Columbia University Graduate School of Business: 2001-2011, Marketing Plans, Marketing Strategy, Marketing for Non-Profits, Defensive Strategy: (MBA, Executive MBA & Executive Education)

NYU Stern Graduate School of Business: 2005, 2008- 2011: Marketing Plans, New products, Marketing for Non Profits, Exec MBA Global Studies Tour to South America, Stern, Langone, Executive MBA and Executive Education programs

IIPM (International Institute of Planning and Management), India: 2011 Marketing seminars & Exec. Ed in Chennai, Mumbai, Delhi, Bangalore (10 days)

The Berlin School of Creative Leadership – 2090-2010: New Products & Marketing Plans for global, Exec MBA program

IESE – Barcelona Graduate School of Business: 2008, 2010, 2011: New Products, Strategic Marketing Plans, Global Marketing in MBA program & Sr. Exec. Program

HEC – Paris Graduate School of Business: 2006 & 2007: Advertising & Promotion, Core/Introductory Marketing Course, New Products for International Markets, Marketing Plans

Seoul National University, LG Academy: 2006 -2009, Guest speaker

Wharton Graduate School of Business: 2003, New Products

American Marketing Association: 2005-2008, Developed New Products curriculum. Give seminars in NYC, Chicago, San Francisco, Atlanta, Miami, Boston

Association of National Advertisers: 2006-2008, Developed Marketing Plans curriculum. Give seminars in San Francisco, New York, Chicago

Promotion Marketing Association: Digital Marketing seminar, Summer 2008

Guest Speaker

- New York Women's Financial Association, *Global Marketing*, February 2011
- NYU Entrepreneurial Technology New Venture competition, Fall, 2010
- Alcatel-Lucent: *New Product Boot Camp*, Fall 2010
- Avon – Trends & New Product Development Opportunity Areas
- Mercedes-Benz Case Competition conceptual framework & Mercedes-Benz Executive Education (January 2010)
- New York University Stern Graduate School of Business, Marketing Club, “Analytics & Numbers Valued/Utilized Most by Corporate Marketing Depts.”
- NYU Stern Marketing Conference “Leveraging Lasting Brands” panel moderator
- Roland Berger Strategy Consultants International Graduate Business School Case Competition judge, Spring 2008
- The Richmond Group, Fortune 1000 CMO Digital Marketing Conference, Fall 2007, “Integrating Digital Marketing into Marketing Plans”
- Columbia GSB Launching New Ventures Course, “Marketing Plans for Start-Ups” 2006, 2008, 2009, 2011
- Columbia GSB Marketing Club: “In-Store Merchandising”, 2006
- Northeast College Women's Conference, guest panelist, “Advertising”, 2005
- Columbia GSB Alumni event moderator: “Product Life Cycle Marketing”, 2005
- Columbia Women in Business: “Marketing career & case study”, 2005
- Columbia Business School: “Film Marketing & Licensing”, 2003
- Columbia GSB Greenhouse and Lang Fund judge

Honors

- Advertising Age Magazine “100 Best & Brightest Women in Marketing & Advertising in the U.S., 1988
- YWCA of New York City, Academy of Women Achievers, 1988

Author

- Case studies & educational video for McGraw Hill's Advertising & Promotion textbook (2006), IBM, California Cheese, Satellite Radio
- Cookbook author & Educator's Guide, *The Magical Melting Pot*
- Yahoo Food's international foods blogger, *The Magical Melting Pot*
- Ford Foundation case study, *The Korean American Community Foundation*, 2008

Education

- BA University of Pennsylvania, 1975, Cum Laude, International Relations
- MBA Kellogg Graduate School of Management, 1977, Dean's Honor List

Fluent in Spanish & French

Hobbies

Bicycling, hiking, cooking, family, travel

Contact Info: E-mail: marketingvisualized@gmail.com

