

DR. JOSEPH PATRICK GRACZYK, JR.

EXECUTIVE LEADERSHIP

Results oriented, relationship centered leader with over 20+ years of experience, capitalizing on market opportunities by developing strategies that deliver value. Demonstrated ability to build highly focused teams who solve problems. Listed below are recent and relevant experiences.

- Market Research & Analytics
- Strategy & Business Planning
- Budget, Forecasting & Objective Setting
- Complex Enterprise Consultative Selling
- Global Cross-Functional Team Leadership
- Alliances & Partnerships
- Funnel & Pipeline Management
- Social Media & Cause Marketing
- Dashboards, Metrics & CRM Tools
- C-Level Positioning & Relationships

PROFESSIONAL HISTORY

DePaul University, Driehaus College of Business, Chicago, IL 2016-2019

A private university with over 20,000 students, comprised of 10 colleges and schools that offer more than 300 majors and programs, 98% of courses taught by faculty.

<https://business.depaul.edu>

Doctorate Research

Collaborated with CEO, National Marine Manufacturers Association (NMMA)

- What are the major factors that lead to attrition among First Time Boat Buyers (FTBB)?
- Statistical Tool and Databases: SPSS, ABI/INFORM, Business Source Complete, and PsycINFO

Dissertation Topic: Exploring the Predictors of Performance Errors

- Participants: 170 DI/DII/DIII college football players
- Power 5 Conferences represented: ACC, B1G Ten, Big XII, and SEC
- Assessments and Related Tools: APTUS, Qualtrics, EndNote, and Tableau

Significant Accomplishments

- Submitting for publication in Tier 1 Academic Journal
 - Findings presented to NMMA & Grow Boating Management Team
 - Delivered insights and recommendations to College Athletic Directors, Coaches & Staff
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Grand Valley State University, Seidman College of Business, Grand Rapids, MI 2011-2016

A state university with over 25,000 enrolled, with 10 colleges and schools that offer 122 degrees across eight different colleges.

www.gvsu.edu

Visiting Professor (Reported to Department of Management, Chair)

- Executive MBA: Change Management
- Center for Leadership: Coached the Top 200, Spectrum Health System
- Business Incubator Program: Vision, Strategy & Business Plan Development
- Accelerated Cohort Program: Developed Strategic Management & Business Ethics Curriculum

Significant Accomplishments

- Consistently received exceptional student evaluations: > 4.6/5.0
 - Delivered curriculum to over 1,000 Graduate & Undergraduate students
 - Nominee, GVSU, Seidman College of Business, Favorite Professor Award
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Trendway Corporation, Holland, MI 2010-2011

An established employee owned office furniture manufacturer serving Commercial and Government Markets.

www.trendway.com

Vice President Sales & Marketing (Reported to President and CEO)

- Led team of 25 professionals: exceeded profit target by 25%
 - Developed a tiered distribution plan supporting 600 dealers
 - Built a web-based CRM tool, modeled after Salesforce.com
 - Created a Sales & Marketing Plan incorporating social media, cause marketing, and go-to-market strategies
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IHS/Markit, Southfield, MI 2004-2008

A leader in market research - IHS collects, interprets and analyzes data to help customers understand their market position. With 8,000 employees worldwide and \$1.8B in revenues.

www.ihs.com

Vice President (Reported to Senior Vice President)

- Led team of 84 professionals: 12 direct reports/72 matrix
 - Increased revenues 27%, delivering record-breaking sales results, leveraging CRM tools
 - Formed a customer advisory board consisting of former Chrysler, LLC, COO and Chief Economist
 - Secured 80% of business via negotiating long-term contracts, protecting embedded base of revenue
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Johnson Controls, Incorporated (JCI), Auburn Hills, MI 2003-2004

A Tier One supplier who provides innovative products and services that optimize energy use and improve comfort and security. A Fortune 75 Company with \$44B in revenues.

www.jci.com

Area Sales Manager (Reported to Regional Vice President)

- Transformed cross-functional team of 33 professionals: 16 direct reports/17 matrix
 - Led team that testified before the Senate, amending State of Michigan Education Energy legislation
 - Built focused cohesive team, leveraged CRM tools resulting in aggregated pipeline in excess of \$150MM
 - Managed healthcare, automotive, education, life sciences, industrial and state & local government markets
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American Telephone & Telegraph (AT&T), Southfield, MI 1987-2003

Helps people connect with advanced mobile services, next-generation TV, high-speed Internet services and smart solutions for businesses. A Fortune 25 Company with \$132B in revenues.

www.att.com

AT&T District Manager (Reported to Division Manager)

Outsourcing Division: Business Optimization, Call Center & Consulting (1999-2003)

- Program managed 26 professionals and strategic partnerships (Cisco Systems, IBM and Motorola)
 - Streamlined processes for Hillenbrand, expense reduction plan of \$10MM over 5 years
 - Led City of Chicago CivicNet, a \$310MM project connecting 2,000 locations via high-speed facilities
 - Discovered, qualified and developed outsourcing engagement with Visteon, which led to 5 year, \$81MM
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AT&T Client Business Manager (Reported to Area Sales Manager)

Global Accounts Division: Web Hosting, Disaster Recovery, Call Center, Wireless & Consulting (1997-1999)

- Matrix managed 20 professionals
- Managed a combined revenue stream of \$14MM with annual revenue growth of 15%
- Gold Club Award Recipient 1997 & 1998 - Representing Region of 17 States and 2,000 Employees

AT&T National Account Manager, Major Accounts Division (1993-1997)**AT&T Account Executive**, Electronic Messaging/EDI Division (1992-1993)**AT&T Industry Consultant**, Major Markets Division (1987-1992)

Clients Managed: Baskin Robbins, Borders Books, Blue Cross Blue Shield of Michigan, City of Chicago, Compuware, Disney, DTE Energy, Dunkin Donuts, Ford Motor Company, FOX, Hillenbrand, Honda Motors, Kellogg, Kmart, Penske Automotive Group, R. L. Polk & Co., Valeo, Visteon, and Volkswagen.

EDUCATION

DBA DePaul University, Chicago, Illinois (2019)
Driehaus College of Business
Kellstadt Graduate School of Business

MBA University of Michigan, Flint, MI (2000)
Graduated with Distinction
Overseas Study at Oxford University

MA Wayne State University, Detroit, MI (1996)
College of Education
Major: Sports Administration

BA Michigan State University, Lansing, MI (1986)
Eli Broad College of Business
Major: Marketing
Main Library: Librarian
Men's Crew Team

VOLUNTEER ACTIVITIES & INTERESTS

- Our Lady of the Lake Church: Cabinet-Capital Campaign & Chair-Pastoral Council (2011-2018)
 - Holland Professional Club, Member (2013-Present)
 - Ottawa County Jail, Ministry Work (2011-2012)
 - New York City Marathon, Finisher (2011)
 - Boston Marathon, Finisher (2010)
 - MICHAUTO: Executive Committee & Board Member (2007-2009)
 - Leadership Detroit Class of XVII Graduate (2006)
 - Sacred Heart Rehabilitation Center: Advisor & Compassion Award Recipient (2005-2009)
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