

# Robert Hausladen

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## **ADJUNCT PROFESSOR – UNIVERSITY OF LOUISVILLE**

### **Leader/Change Agent/Innovator/Communicator/Strategic Thinker/ Mentor**

- 15 years teaching marketing courses including online.
- Developed and taught new courses.
- Ongoing development via Delphi Center and outside courses.
- Strong writing and speaking skills.
- Developed innovative approach to Professional Selling class.
- Consistently mentor students seeking help with academic or career issues.
- High degree of experience with and use of Blackboard and other academic software.

## **SENIOR BUSINESS EXECUTIVE / CONSULTANT**

### **Leader/Change Agent/Innovator/Communicator/Strategic Thinker/ Mentor**

- Award winning diversity training program developed for Brown-Forman.
  - Executive coaching and consulting to small and mid-sized businesses.
  - Developed programs for CEO groups for Action Coach.
  - Facilitated monthly virtual meetings for a national association of Fire Protection Companies.
  - Developed and Presented -- High Performance Team program for Action Coach clients.
  - Developed a new approach to management training based on Gallup research.
  - National Leadership Award from Boy Scouts of America.
  - President of Ronald McDonald House and now Board of Governance and Capital Campaign.
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## **PROFESSIONAL AND ACADEMIC EXPERIENCE**

### **University of Louisville**

*2004 – Present: Adjunct Profession in the Marketing Department of the School of Business teaching Professional Relationship Sales and Brand Management.*

### **New Horizons, Performance Consulting Systems**

*2008 – Present: President/Owner of this new enterprise which grew out of the Forum experience. Added additional capabilities and training alternatives.*

### **Shihan Kyu Ambassador Service**

*2008 – 2010: Partner in this joint venture designed to develop the customer service function for businesses and other organizations.*

### **Renaissance Executive Forums of Kentucky**

*2004 – 2008: President/Owner of this franchise of North America's fastest growing Advisory Board Service.*

### **Brown-Forman Co., Louisville, KY**

*1998 - 2002 VP, Leadership Development – Spirits Americas Operating Group  
(representing over 60% of corporate profit)*

*1995 - 1998 VP, Marketing Director - Canadian Mist & Early Times  
(Over 4 million cases and profit delivery of \$28 million.)*

*1994 - 1995 VP, Brand Director - Canadian Mist  
(Over 3 million cases and profit delivery of \$22 million.)*

*1990 - 1994 VP, Division Manager - Southeast Division  
(Four states, 9 direct employees and 26 broker employees.)*

*Other positions with Brown-Forman included: Senior Market Analyst; Sales Manager - Colorado, Kansas, Oklahoma, New Mexico; State Manager – Colorado; Associate Brand Manager: Southern Comfort; Sales Promotion Manager: Southern Comfort; Assistant to the Advertising Director: Southern Comfort*

## **EDUCATION**

**University of Missouri**, Master of Business Administration – concentrating in Marketing, with minors in Accounting, Mathematics, and Computer Science.

**University of Missouri**, Bachelor of Science in Business Administration – concentrating in Marketing and Marketing Research.

## **ONGOING EDUCATIONAL PROGRAMS AND CERTIFICATIONS**

**Darden School, University of Virginia:** Power and Leadership Program

**Kellogg School of Management:** Strategic Planning and Non-Profit Management Seminars (Summer 2013)

**Langevin Learning Services:** Instructional Design Certification

**Real Learning Co.,** Master Facilitator's Certification and Certification Update

**Wunderlin Co.,** Meeting Facilitator's Certification

**Personnel Decisions Inc., Myer's** Briggs Profiler Certification

**Bellarmino College,** Cantor Certification Program, 1985.

**Certification to conduct Performance Management Program** – year long training program for business leaders.

## **BUSINESS, COMMUNITY & PROFESSIONAL ORGANIZATIONS – Current**

Member of the Board, Lincoln Heritage Council, Boy Scouts of America

District Chair, Seneca District, Lincoln Heritage Council, Boy Scouts of America

Boy Scout Adult Leader Training Chair, Lincoln Heritage Council, Boy Scouts of America

Board Governance Committee – Ronald McDonald House of Kentucky

Capital Campaign Committee – Ronald McDonald House of Kentucky

Administration Committee – St. Aloysius Parish

## **BUSINESS, COMMUNITY & PROFESSIONAL ORGAN -- Past**

President of the Board, Ronald McDonald House of Kentucky

Managing Member: Legacy Group Consulting

Partner, Big Talk on Small Business -- "Professional Mentor and Coach"

Member, Greater Louisville Inc.

Member, One Southern Indiana

Member, St. Matthews Business Association

Member, J-Town Chamber of Commerce

There are a number of activities I have undertaken to continue and improve my professional and academic standing during the past five years:

**Continuing Education:**

Delphi Center:

- Co-Facilitator – Spring 2019 Faculty Readyng Circle featuring Make It Stick by Peter C. Brown
- Part Time Faculty Institute – Fall and Spring 2019
- Delphi U Online – Spring, 2017
- Quality Matters – Spring, 2017 / Update in 2018
- Course Design Institute – May, 2019
- Course Design Institute – May, 2018 / Update session in August 2018
- I2A Institute on Critical Thinking
- Part Time Faculty Institutes (Fall, 2011 through Spring, 2018)
- Fall 2015 Faculty Reading Circle featuring Linda Nilson’s Creating Self-Regulated Learners
- I2A Faculty Cohort developing methods to develop critical thinking in the classroom. Completed test applications and published results to the I2A at the Delphi Center.
- May, 2013: Both a participant and "senior mentor" for the three-day I2A Critical Thinking Institute.

Professional Development through 12Manage Executive Development:

- 2019: Theory of Constraints, Positioning, Performance Management and Porter's Five Forces
- 2016 / 2017: Growth Share Matrix, Value Based Management, Wheel of Consumer Analysis, Bricks and Clicks, Brand Asset Valuator
- 2015: Action Centered Leadership, The Bullwhip Effect, Social Marketing, Crisis Management, Regression Analysis
- 2014: Gemba Kaizan, The Five Why Method of Analysis, Disruptive Innovation revisited, Five Forces Model, Six Sigma for Small Business

Great Courses taken during the past two years:

- Customs of the World: Using Cultural Intelligence to Adapt, Wherever You Are. Professor David Livermore, President, Cultural Intelligence Center. (for Global Marketing)
- The Art of Teaching: Best Practices from a Master Educator. Professor Patrick N. Allitt, Emory University. (General teaching skills)
- Strategic Thinking Skills. Professor Stanley K. Ridgley, Drexel University (for Brand Management)
- Understanding Nonverbal Communication. Professor Scott E. Page, University of Michigan. (for Professional Selling)

**Consulting**

- Neill LaVielle
- Fire Equipment Service Company
- Action Coach of Louisville
- Home Fit
- National Association of Fire Equipment Companies
- Roto Rooter of Louisville

National Association of Fire Protection Companies Webinars

- 2015 (12 Workshops)
- 2014 (10 Workshops)

CEO Workshops:

- 2014 (12 Workshops)

**Outside Activities / Organizations**

- Appointed to the Board, Lincoln Heritage Council, Boy Scouts of America.
- Governance Board for Ronald McDonald House of Kentuckiana.
- May 2017-February 2018: Dean of Boy Scout College, University of Scouting (4 years).
- Selected District Chair, Seneca District, Lincoln Heritage Council, Boy Scouts of America – Seneca is the largest district in the council in terms of participating Boy Scouts, Cub Scouts and Venture Scouts.
- Director for BSA Adult Leadership Training (2010 – present) delivering 4 to 6 courses per year.