



Karen L. Eutsler

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EXPERIENCE

XAVIER UNIVERSITY, Cincinnati, OH

Teaching Professor: Marketing

August 2016 - Present

Courses Taught: Professional Selling (Undergraduate, 10 Sections to date), Professional Selling Practicum (Undergraduate, 2 sections to date) Principles of Marketing (Undergraduate, 21 sections to date)

- Typically carry a 4-4-1 course load throughout the academic year.
- Williams College of Business Undergraduate Professor of the Year, 2019 (student voted)
- Student Athlete Faculty Appreciation Award, 2019 (student voted)
- Consistently rated a top three course and professor within the marketing department via student course evaluations. Full evaluations available upon request.
- ratemyprofessors.com – Xavier's #1 rated professor (current)
- Academic Adviser to ~35 Marketing Majors.
- Co-Advisor of AMA @XU (Marketing Club), 2019
- Collaborated with multiple professors within the College of Business to create an improved and more standardized Principles of Marketing course. Working with the College of Professional Sciences to offer a selling course for business and sports management majors that utilizes experiential learning via a semester-long partnership with FC Cincinnati soccer.
- Attended and presented at dozens of University programs including multiple pedagogy trainings through the Center of Teaching Excellence.
- Member of Marketing Management Association 2017-present. Attend fall conference and paper reviewer 2017-2019; presented at MMA conference 2017 & 2019
- Eigel Center for Community Engagement – Inclusion Learning Program completed in 2019. Taught an immersion learning class (Principles of Marketing) in Fall 2019 which incorporated a retreat and project with St. Vincent de Paul focused on the social justice topic of poverty in Cincinnati
- Completed the Introduction to Online Course Design - certified to teach online and blended courses using Canvas, 2018
- Pilot member the University Diversity and Inclusion Program, 2017
- Engaged in multiple student activities – speaker for Resident Assistant programs multiple times 2018-2019, 2019 chaperone for X-treme fans NYC trip, volunteer to serve late night breakfast during exam week (2017-2019), etc.

Adjunct Professor: Marketing

August 2006 – August 2016

Courses Taught: Professional Selling (MBA & Undergraduate), Business to Business Marketing (Undergraduate & Weekend Degree Program), Introduction to Marketing (MBA)

- Consistently rated among the leading professors and courses in the entire Marketing Department as evaluated by students.

BUFFALO WINGS & RINGS, Cincinnati, OH

Consultant

May 2019 – Present

Work with executive leadership team on the development of annual conference materials and structure.

- Speech writing for CEO and COO
- Project Management and planning of 2020 Franchise Conference

RENDIGS, FRY, KIELY & DENNIS LLP, Cincinnati, OH

Director of Marketing & Client Services

February 2011-June 2016

Lead the organization in all marketing efforts with two primary focuses: the firm and attorney's individual practices.

- 2016 President of the Legal Marketing Association Ohio Chapter Board of Directors.
- The "face of the firm" at a variety of trade associations, networking functions, charitable events, and client development efforts.
- Cross-functional work with multiple departments to construct and implement innovative and efficient processes, policies, and technologies that drove tangible business results and operational savings.
- Work with Executive Director and Management Committee to develop annual organizational goals and success measures.
- Creation and execution of grassroots, regional marketing initiatives related to firm and attorney brand development including publications, educational seminars, sponsorships, and charitable activities.

- Negotiation of contracts and management of multiple vendors to create win-win solutions for both organizations.
- 2012 American Marketing Association Marketer of the Year Finalist for development of the Rendigs Engaged program – the firm’s initiative to drive employee and community engagement.
- Lead 2013 firm rebranding effort including new logo, letterhead, brochures, newsletters, business cards, social media presence, etc.

MTCI, Cincinnati, OH

Director of Marketing

December 2008 - February 2011

Served as the principle Marketing Manager with responsibilities spanning both corporate and product promotion.

- Served on planning and leadership committees regarding all marketing efforts of the company, both internal and external, including events, sponsorships, corporate branding, etc.
- Produced networking/social and educational corporate events for audiences of varying sizes.
- Crafted and authored quarterly newsletter, *TechnologyNow*, with information regarding the company, products, and services electronically distributed to over 700 organizations per issue.
- Maintenance and on-going content development of www.MTCI.com and corporate LinkedIn page.
- Corporate ambassador for Adopt-A-Class. Served as a mentor to a fifth grade student to encourage healthy living, strong ethics, and continuing education.

Project Manager- MTCit, a division of MTCI

December 2008 – February 2011

Developed the position to establish internal controls and enhance the customer phone system implementation experience.

- Managed team to successfully install phone systems for business organizations.
- Supported sales staff by conducting demonstrations, assessing pricing strategies, interfacing with prospects, and uncovering up- and cross-sell opportunities
- Developed internal processes and procedures to streamline and add consistency to the project progression.
- Trained thousands of users on applications, software, and hardware in both large and small group settings.
- Partnered with vendors to create purchasing solutions which generated projects with higher profitability.

Sr. Communications Advisor (Sales)

June 2001- December 2008

Established long-term client relationships and revenue streams to the organization via inside and outside sales.

- Leveraged selling skills to close new clients and increase year-over-year revenue expansion- consistently met or exceeded quota.
- Established and led Networking Groups with other professionals in an effort to drive new business.
- Participated in community and professional organizations to enhance the public awareness and image of the firm.
- Maintained a 95% client retention ratio over seven years.
- Managed 200+ orphaned clients and expanded their spend on average 52% in three years while simultaneously supporting an existing base of business.

COMMUNITY INVOLVEMENT

Sedler Center Board of Advisors, 2018 – Present

St. James School Advisory Commission, 2019 – Present

Girl Scout Troop 49302 Marian Award Leader, 2019 – Present

PTO Room Parent, St. James School, 2013 – Present

Soccer Coach, 2011 – Present

Certified SAY Referee, 2019 – Present

St. James Athletic Club Board, President 2017-2018 / Secretary 2016-2017

EDUCATION

MBA

Xavier University Cincinnati, OH

Concentration in Marketing

May 2006

Bachelor of Science

University of Dayton Dayton, OH

Education & Allied Professions

Minor in Communications

May 2001