

DANIEL P. STRUNK
EXECUTIVE IN RESIDENCE - DEPARTMENT OF MARKETING
DIRECTOR OF PARTNER DEVELOPMENT - SALES LEADERSHIP PROGRAM

Education

M.B.A. Boston University, 1973
B.S. Business Administration Boston College 1975 (magna cum laude)

Teaching and Research Interests

Teaching Specialties:

CRM, Sales Strategy & Technology, Sales Management, Marketing Management, Consumer Behavior, and Marketing Research

Current Research Topics:

Sales Leadership Program – Best Practices Research Design

Publications include: CRM Principles, Baran, Galka, Strunk, Thomson Publishing 2007

Business Profile

Senior level executive (President/CEO) with 30+ years experience in the sales and marketing of consumer package goods, sporting goods, marketing services, and consulting. Significant experience in sales, marketing, advertising, branding, positioning, and in particular sales force automation and customer relationship management

Corporate Affiliations | Locations | Responsibilities

- Glendinning Consulting Inc. | Westport, CT | President, CEO
- Quaker Oats Company | Chicago, IL | Director of Direct Marketing & Consumer Promotion
- Ocean Spray Cranberries | Plymouth, MA. | Business Unit Manger, Cranberry Drinks
- Converse Athletic Footwear | Wilmington, MA. | Director Marketing Communications -Worldwide
- Spalding Sporting Goods | Chicopee, MA. | Business Manager – Golf Balls
- Polaroid Sunglasses | Cambridge, MA. | Vice President Sales – Mid-Atlantic Markets
- Procter & Gamble | New England | Sales Manager Bar Soap & Household Cleaning Products

Businesses and Brands Created, Managed, Consulted On

P&G Bar Soap & Household Cleaning Products

Polaroid Sunglasses

Top-Flite XL Golf Balls

Converse Athletic Footwear & Activewear, Major Event Development (1984 Olympic Games), Worldwide Advertising

Ocean Spray Cranberry Drinks

Quakers Oats Relationship Management-Quaker Direct, Worldwide Event Management & Consumer Promotion

Glendinning Major Relationship Management Clients Included: NBC Television, Schering Plough, R.J. Reynolds, Wrigley, Bausch & Lomb, John Deere and Sara Lee.

Honors and Associations

Honors: PJ O’Connell Award, named Marketer of the Year 1990, Promote Magazine, Board of Directors Promotion Marketing Association (1986 – 1992)

Associations: Beta Gamma Sigma (National Professional Honors Fraternity), American Marketing Association, Direct Marketing Association, Promotion Marketing Association (Board of Directors)

Contact Information:

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