

Curriculum Vitae

Sandra Potter

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Bryant University
Marketing Department
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Education:	Bridge to Business Program at University of Florida Specialization: International Business & Entrepreneurship Results in certification by AACSB as AQ for a period of five years from completion	(August 2010)
	Fielding Graduate University Ph.D. in Organizational Development Focus: Entrepreneurial Firms	(July 2010)
	Fielding Graduate University M.A. Organizational Development	2006
	Cambridge College M.Ed. Counseling Psychology	1997
	Bryant University M.B.A. Management	1975
	Bryant University B.S. Business Administration, Marketing	1973

Dissertation Topic: A View of Market Orientation in a New Technology Business Firm

Abstract: Based on the high failure rates of technology based firms, it has been suggested that firms have difficulty shifting from the early, product focused, market orientation level of "if we build it, they will buy it" to the higher level "build what the customers want or need." This research explored what specific organizational activities and behaviors firms in the wireless sector perceive as constituting their market orientation.

Advisor: Dottie Agger-Gupta, Ph.D. Associate Dean, Fielding Graduate University
External Committee Member: Dr. James Gould, Graduate School, PACE University

Papers in process:
"The Influence of Venture Capitalists on an NTBF's Market Orientation"
"Outpatient Healthcare Delivery via Mobile Telecommunications"
"The Chasm: Does Market Orientation Help or Hinder?"

Research Interests: Marketing in science and technology industry sectors. Some current topics of interest include:
Market orientation development
Innovation and market program effectiveness
Strategic direction and marketing programs

Teaching Interests: Entrepreneurship, Marketing, International Business, Management

College Teaching Lecturer, Marketing & Entrepreneurship
Fall 2010-

Bryant University
Smithfield, RI

Teaching Entrepreneurial Marketing, a core course to new Entrepreneurship concentration and minor. Also teaching New Product Development as well as Market Research. Running student startup incubator, undergrad and graduate.

Assistant Professor, Visiting
2009 – 2010

Eastern Connecticut State University
Willimantic, CT

Teaching Advanced Business Concepts and Entrepreneurship course, a required course for all business majors, typically taken in senior year. Also teaching Principles of Marketing and Consumer Behavior.

Instructor, Marketing, Full-time Term Appointment, 4 Years
2005-2009

Providence College
Providence, RI

Teaching Entrepreneurial Marketing, a course that I proposed and developed. Also teaching Principles of Marketing. Taught capstone Marketing Strategy in Spring 2009.

Developed and taught an Entrepreneurial Marketing course for MBA program in Summer 2009.

Lecturer, Marketing, part-time
2007-Summer 2010

Bryant University
Smithfield, RI

Teaching Entrepreneurial Marketing, a core course to new Entrepreneurship concentration and minor. Also have taught Principles of Marketing, International Marketing, Marketing Research and Services Marketing. Taught a graduate level version of Entrepreneurial Marketing course to MBA cohort in summer 2010.

Instructor, Marketing, Full-time Term Appointment
2004-2005

Bryant University
Smithfield, RI

Taught Consumer Behavior, Foundations of Marketing and Advertising Management.

Instructor, Marketing, Full-time
1983 - 1987

Bentley College
Waltham, MA

Taught Introduction to Marketing and International Marketing courses to undergraduate students.

Instructor, Marketing
Summer 1986

Babson College
Waltham, MA

Taught graduate level course in International Marketing.

Adjunct Instructor, Marketing, part-time
1975 – 1979

Bryant College
Smithfield, RI

Taught Introduction to Marketing, Market Research, Consumer Behavior, and International Marketing

**College
Committees**

Entrepreneurial Workgroup
2007-2010

Bryant University
Smithfield, RI

Marketing Department representative on committee that crafted the new Concentration and Minor in Entrepreneurship. I developed the Entrepreneurial Marketing core course for the new Concentration and Minor in Entrepreneurship. Now working to build out the electives.

**College
Service**

Advisor, ECSU Chapter of American Marketing Association
2009-2010

Eastern CT State University
Willimantic, CT

Volunteered to step in as replacement for faculty member out on sabbatical in 2009-2010. The Chapter received three awards at the annual 2010 New Orleans conference: Outstanding Chapter Plan, Outstanding Communications and Outstanding Community Service for 2009-2010 school year.

Presentation to Collegiate Entrepreneur's Organization (CEO)
Fall 2008

Bryant University
Smithfield, RI

Addressed a meeting of CEO, at their invitation, to discuss the upcoming new Concentration and Minor in Entrepreneurship.

Toastmasters International Student Chapter, Founding Advisor
2005-2009

Providence College

Successfully marketed the idea that a competitive differential for undergraduates upon graduation is their ability to communicate effectively. Selected and mentored a student executive team in launching a student chapter called The Friars' LECTERN. Club awarded Distinguished Club status for 2007.

Toastmasters International Student Chapter, Founding Advisor
2004-2005

Bryant University

Successfully marketed the idea that a competitive differential for students upon graduation is their ability to communicate effectively. Selected and mentored a student executive team in launching a student chapter called The Podium.

Presentations Seminar
Fall 2005

Providence College

Was invited by PC's SAIL Office to do a two hour seminar for undergraduates to assist them in formulating effective team presentations of their class projects.

Online Electronic Library Resource Collaborations
2006 - 2009

Providence College

Concerned with the lack of exposure as well as confidence displayed by my students relative to library resources, I worked with Reference to develop an integrated Situation Assessment Guide which provided links (or hard copy reference number) to basic sources for each type of information required. A separate online Electronic Guide was developed for each of my courses: Entrepreneurial Marketing, Advanced Advertising and Introduction to Marketing.

Professional Experience

Principal
2005 to Present

Strategic Potentials
189 Governor Street
Providence, RI

Moondust Macarons, an early stage startup by former Bryant student. Firm founder has created a proprietary recipe for French macarons. Beta was successful, formal launch was in December 2009.

Bryant University chapter of Students in Free Enterprise (SIFE), an international organization. Consultant on project with RI Training School for Boys regarding feasibility analysis and marketing plan for two separate business ideas for youth training.

Diem, an early stage start-up company developing a line of high-technology apparel. Providing guidance for feasibility analysis, design validation through interviews and focus groups, business plan preparation and financing options.

Pocketspot®, a wireless network Linux-based bridge to allow laptop users to utilize Verizon's EV-DO WAN when out of range of their home network. Collaborated on feasibility analysis.

Sleepsmart®, a wireless device optimizing rest and alertness for users. Coached young executive team in feasibility analysis for product, business plan creation and positioning the company for venture capital funding.

Prototype evaluation. Evaluating the market feasibility of a variety of engineering prototypes produced by engineering students at a leading university.

Psychotherapist
2001-2004

Advocates Community Counseling
Marlborough, MA

Psychotherapy and counseling, primarily with young adults struggling with mental health issues. Utilized business skills as liaison to parent groups for talks on parenting teens. Developed a relationship with Marlborough District Court to create and teach a course in anger management for women. Developed brochure for outreach to Marlborough schools.

Research Director, LINUX Services
6/99-11/99

Aberdeen Group, Inc.
Boston, MA

Promoted to Director after successfully defining, managing and publishing a major multi-client study that established a baseline for Linux adoption within global 2000 firms such as IBM, Silicon Graphics, HP, etc. Work was with Linux startups as well as Linux-focused entrepreneurial units within established companies. It provided insight as to what global businesses need from technology for establishment or "tuning" of products, marketing and messaging. Credited by management with fastest practice ramp-up in the history of the firm.

Senior Analyst, LINUX Services
(11/98-6/99)

Selected to open an entrepreneurial practice area to track the development of the open source operating system market, with an emphasis on the acceptance and utilization of the LINUX operating system by multi-national firms. Clients included startup firms as well as the entrepreneurial teams within established operating system vendor players, all of whom were interested in capturing market share in this nascent market.

Senior Analyst, Midrange Servers
(9/98-11/98)

Hired to revitalize the mature practice area of Unix servers, working with established system vendors, providing strategic advice and guidance to assist them in market extension as well as definition of new market opportunities.

President
1983-1995

Micro Tech Research, Inc.
Chelmsford, MA

Founded, developed and managed a consulting news and information services firm which provided customized strategic information and analysis of vendors, products, and markets in the computers and communications sector. Clients included 75 industry firms pursuing new market opportunities including Bay Networks, Digital Equipment, HP, IBM, Apple, SGI and others.

Pursued and developed active and ongoing links to internship programs at UMASS-Lowell and Middlesex College which provided valuable industry exposure for their students with an interest in the computer and communications industry.

Mid-Level Management Posts
1979-1983

Honeywell Information Systems
Billerica, MA

Management positions within an entrepreneurial computer systems group responsible for a new minicomputer, the DPS 6. Provided market definition and strategy recommendations to engineering development teams working on system offerings for new market targets. Led product management staff supporting sales, planning and marketing with newsletters and competitive training seminars. Managed staff monitoring key user needs, technology trends and competitive capabilities, as well as providing new product definitions and "Big Buy" support.

Industry Analyst
1976-1979

International Data Corporation
Waltham, MA

Custom client studies in communications and miniperipherals. Developed outline, chose the appropriate survey vehicles, carried out or supervised the research and wrote the final report. Handled ad hoc inquiries related to research as well as telephone consultation with 20 global clients. Produced the initial reports on IBM's System Network Architecture and on Floppy Disks.

References:

Charles Quigley, Ph.D.
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Chair, Marketing Department
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