

## **JUDITH RICHARDS**

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### **CURRICULUM VITAE**

#### **EXECUTIVE SUMMARY**

Mentored, motivated and inspired students plus award winning teams to exceed goals. Innovative, results-oriented executive that excelled at developmental programs, strategic marketing plans, promotional campaigns, profit optimization, customer satisfaction and retention.

- Expertise in the creation and teaching of university courses including **Marketing Theory, Principles of Marketing, Integrated Marketing Communications, Negotiation/Conflict Management, International Marketing, Fundraising and Global Marketing Management.**
- Enhanced staff product knowledge by developing an online sales credential-training program, for CEO of \$11 billion, Fortune 200 Company.
- Improved revenue through the execution of a custom, negotiation-training course.

#### **PROFESSIONAL EXPERIENCE**

**CALIFORNIA LUTHERAN UNIVERSITY (CLU)**

**2008 – Present**

School of Management  
Thousand Oaks, CA

##### **Lecturer, Advisor, Visiting Professor and Adjunct for the School of Management**

Developed and taught courses for the MBA, Masters Public Policy and Administration (MPPA) and Undergraduate programs including:

- **Marketing Theory and Principles of Marketing.** The curriculum provided a comprehensive overview of the development of product, pricing, promotional and distribution strategies. Fostered discussion and critical analysis on the marketing process. Students gained important knowledge relating to building marketing competence and designing a comprehensive marketing plan. According to documentation from an anonymous course evaluation: *“This teacher is among CLU’s very best MBA lecturers. Other adjunct professors should observe her at work and be directed to follow her example. She speaks very clearly, is well organized, creatively mixes techniques throughout each session, and tailors written power point presentations to the unique character of each class. Absolutely top notch!”*
- **International Marketing.** Designed curriculum that emphasized the global marketing environment, competition, Internet marketing, promotional and market entry strategies. Interactive lectures, real-world case studies, group exercises and videos fostered critical analysis on global marketing perspectives.

**Lecturer, Advisor, Visiting Professor and Adjunct (Continued)**

- **Negotiation/Conflict Management.** Received rave reviews from students for development of new MBA/MPPA course: *“Thank you so much! I truly have enjoyed your class and hope to take all the valuable knowledge and insight you have taught me into my life not just profession. I have really enjoyed this course and have learned a lot about myself in the process. I have signed up for your marketing course next term and look forward to working with you again. Thank you for an awesome class.”* Lectured on key negotiation skills through interactive simulations that included role-plays, videos and case studies. Addressed topics including interpersonal influence techniques plus tactics and strategies involved with improved bargaining.

**RICHARDS & COMPANY****2006 – Present****CEO**

Business owner of marketing and healthcare consulting firm. Developed marketing plans, promotional campaigns plus launched new products that increased both sales and retention. Provided consultation and negotiation expertise on behalf of business and consumer clients in the navigation of the complex healthcare system.

- Responsible for marketing (product promotion, new sales and retention) of a book-of-business as a contracted broker for Anthem Blue Cross and Blue Shield.
- Formulated strategic marketing plan, provided leadership, improved service delivery for an international organization. Presented to the Board and received budget approval for project.

**UNITEDHEALTHCARE/PACIFICARE, Cypress, CA****1986 – 2006****Vice President, Marketing and Consumer Sales**

National role encompassed strategic marketing, training, communications, market research, product launches, creative services and operations in all commercial segments for employers, 30,000 brokers and 2.3 million members. Built best-of-class department with 7 Directors, 90 employees, accountable for \$50 million budget.

- Impacted EPS by saving \$3 million annually through redesign of marketing communications and centralization of marketing.
- Succeeded in reinventing the marketing and consumer sales department, turned around a \$5 million budget deficit through Web strategies.
- Executed world-class special events, 98% of attendees rated excellent, included advisory boards, conferences and trips for brokers, employers and sales.
- Awarded President Circle recognition result of dedication to the company's values and contributing to the Company's success.
- Increased retention to 94% and achieved 98% satisfaction, result of proactive account management, segmentation and retention programs.
- Honored for top sales, 150% of plan; won Hawaiian incentive trip.

**EDUCATION and PROFESSIONAL DEVELOPMENT**

**M.B.A.**, Pepperdine University, Irvine, CA

**B.A.**, California State University, Northridge, CA

The Association to Advance Collegiate Schools of Business (AACSB) -  
Bridge Program Certification

University of California, Los Angeles – Director Training and Certification Program

University of Southern California, Los Angeles – Management Development Program

Leadership Development Program, Center for Creative Leadership, CO

The Versatile Salesperson, Wilson Learning

New Strategic Selling, Miller-Heiman

Professional Selling Skills, XEROX

Face-To-Face Selling, FORUM

**PRESENTATIONS WITH CO-AUTHOR**

- January 2013 United States Association for Small Business and Entrepreneurship (USASBE), San Francisco, CA. Presented developmental paper: Female Entrepreneurs and Negotiation Self-efficacy: Exploring Gender-based Learning Needs Among Entrepreneurial Women
- August 2013 American Marketing Association Summer Marketing Educators' Conference, Boston, MA, Manuscript Presented for Poster Session: Higher Education and Negotiation Competence: Examining the Impact of Experiential Learning on Negotiation Self-Efficacy
- January 2014 World Universities Forum, University of Lisbon, Portugal, Virtual Presentation: MBA Education and Negotiation Competence: Examining the Impact of Experiential Learning on Negotiation Self-Efficacy in a Multi-Cultural Environment
- March 2014 National Collegiate Inventors and Innovators Alliance Organization Conference NCIIA, San Jose, CA: Female Entrepreneurs and Negotiation Self-efficacy: Exploring Gender-based Learning Needs Among Entrepreneurial Women in Kenya