

Mr. Scott N. Rex

Marquette University
Curriculum Vitae

OFFICE ADDRESS:

Department of Marketing
Marquette University
606 N. 13th Street
Milwaukee, WI 53233
(414) 288-8071
scott.rex@marquette.edu

Education

BS, Northwestern University.
Major: Journalism
Supporting Areas of Emphasis: Economics and French

MBA, Vanderbilt University.

Professional Experience

Academic - Post-Secondary

Instructor of Marketing, Marquette University. (2010 - Present).
Adjunct Faculty Member, Cardinal Stritch University. (2006 - 2009).

Professional

Marketing, Marketing Research, Product Management, Peñasco Valley Telecommunications. (2009 - Present).
President and Founder, Niimbus LLC. (2002 - Present).
Vice President, Telecom Practice, Market Probe Inc. (2008).
Vice President and Senior Partner, Research First Consulting Inc. (1991 - 2002).
Marketing and Market Research Manager, Nortel Networks. (1986 - 1991).
Research Analyst and Editor, University of Wisconsin-Madison. (1982 - 1986).

Consulting

For Profit Organization, Allis Care Center, West Allis, WI. (November 5, 2015 - Present).
For Profit Organization, Milwaukee Athletic Club, Milwaukee, WI. (November 5, 2015 - Present).
For Profit Organization, Penasco Valley Telecommunications, Artesia, NM. (August 30, 2010 - Present).
For Profit Organization, Radyne Corp., Milwaukee, WI. (May 20, 2015).
For Profit Organization, Bright House Networks, Orlando, FL. (August 15, 2014 - January 4, 2015).
For Profit Organization, Rockwell Automation, Milwaukee, WI. (February 1, 2014 - March 4, 2014).
For Profit Organization, Bell Canada, Toronto, Canada. (November 12, 2013 - February 3, 2014).
For Profit Organization, CenturyLink Telecommunications, Denver, CO. (November 11, 2012 - June 5, 2013).
For Profit Organization, Comcast, Philadelphia, PA. (November 11, 2012 - February 26, 2013).
For Profit Organization, Catholic Financial Life, Milwaukee, WI. (October 28, 2011 - July 13, 2012).
For Profit Organization, ISC International, Milwaukee, WI. (November 10, 2011 - January 29, 2012).
For Profit Organization, Bell Canada, Toronto, Canada. (June 22, 2011 - August 1, 2011).

TEACHING

Courses Taught

Marquette University

MARK 3001, Intro to Marketing, Undergraduate.
MARK 3986, Internship Work Period (Cross-list: MARK 4986 101), Undergraduate.
MARK 4030, Customer Relationship Mgmt, Undergraduate.
MARK 4060, Marketing Research, Undergraduate.
MARK 4986, Marketing Internship-Grading, Undergraduate.
MARK 6100, Marketing Management, Graduate.
MARK 6130, Cust Relations Mgmt, Graduate.
MARK 6160, Marketing Research, Graduate.
MARK 6165, Marketing Analytics, Graduate.
MARK 6995, Independent Study in Marketing, Graduate.

Other

ECON 2003, Principles of Microeconomics, Undergraduate.
MARK 3001, Intro to Marketing, Undergraduate.
MARK 4030, Customer Relationship Mgmt.
MARK 4040, International Marketing, Undergraduate.
MARK 4931, Topics In Marketing:
MARK 5931, Topics In Marketing: (Cross-list: MARK 4931 701), Both (cross-listed).
MARK 6100, Marketing Management, Graduate.
MARK 6130, Cust Relations Mgmt, Graduate.
MARK 6931, Topics in Marketing:

Directed Student Learning

Directed Individual/Independent Study (June 12, 2014 - August 30, 2014).
Directed Individual/Independent Study (January 13, 2014 - August 10, 2014).

SCHOLARLY ACTIVITY

Presentations

National/International Academic

Rex, S. (Leader), Graduate course in social science statistics, "Intro to the stats behind psychological testing & assessments," Carroll University, Waukesha, WI. (February 24, 2015).

Non-Academic

Rex, S. (Leader), Founders School, "Entrepreneurial Marketing - Metrics that Matter," The Global Collective (entrepreneurship support), Milwaukee, WI. (February 25, 2016).

Rex, S. (Presenter & Author), BroadSoft Connections, "Total Cost of Ownership Comparisons, Premises-Based Versus Cloud Solutions," BroadSoft Inc., San Diego, CA USA. (October 18, 2013).

ACADEMIC AND UNIVERSITY SERVICE

Department Service

Presentation & demonstration of social media analytics tools, Presentation & demonstration of social media analytics tools. (December 5, 2014).
MEET THE MARKETING FACULTY LUNCHEON, MEET THE MARKETING FACULTY LUNCHEON. (February 26, 2014).
Marketing plan judge, Marketing plan judge. (April 17, 2013 - April 19, 2013).

College Service

Committee Member, Teaching Committee. (August 26, 2014 - Present).
Attendee, Alumni Event, Sip and Savor Scholarship Gala. (November 7, 2015).
Attendee as aid in developing Careers in Marketing event, Careers in Finance. (October 30, 2015).
Attendee, Career Event, Career Awareness Night. (October 20, 2015).
Attendee, Open House, Family Weekend - Meet the College. (October 3, 2015).
Attendee, Open House, Preview Lunch. (June 26, 2015).
Attendee, May Graduation, COBA Graduation Reception. (May 16, 2015).
Attendee annual faculty event, Pere Marquette dinner. (April 30, 2015).
Attendee annual undergrad COBA student awards dinner, Honors Banquet. (April 12, 2015).
Reviewer of award applicant essays, TR Martin Award student essays. (February 17, 2015 - February 24, 2015).
Attendee, Alumni Event, Alumni Basketball Reception. (February 21, 2015).
Attendee, Career Event, Marketing Networking event. (February 11, 2015).
Attendee, Career Event, Annual Career Awareness Night. (October 21, 2014).
Attendee, Open House, Family Weekend - Meet the College. (October 3, 2014).
Graduation reception, Graduation reception. (May 17, 2014).
Committee Member, Graduate Assessment Committee. (August 26, 2013 - May 5, 2014).
Spring Honors Convocation, Spring Honors Convocation. (April 13, 2014).
MBA Curriculum Focus Groups, MBA Curriculum Focus Groups. (March 29, 2014).
Attendee, Student Organization Event, Marquette-ing Club Networking Event. (February 12, 2014).
Attendee, Graduate Info Session, Career Awareness Night. (October 15, 2013).
Attended Graduation Reception, Attended Graduation Reception. (May 18, 2013).
Attendee, Honors Convocation, Attendee, Honors Convocation. (April 14, 2013).
Attendee, Alumni Event, Business Administration Alumni Association basketball reception. (February 15, 2013).
Committee Member, International Business Committee. (August 31, 2010 - May 15, 2011).

University Service

Committee Member, Dining Advisory Board. (August 26, 2014 - Present).
Committee Member, AMU Advisory Board. (August 26, 2013 - May 15, 2014).
Attendee, Award Ceremony, Pere Marquette Dinner. (May 1, 2014).