

Graduate Alumnus

April 2013

Outstanding Graduate Alumni Awards Class of 2013



Nancie King Mertz, '79, Class of 2009 Outstanding Graduate Alumni
Member, Graduate Alumni Advisory Board



Justin Miller, '02, '03, Class of 2013 Outstanding Graduate Alumni

The Graduate School



EASTERN ILLINOIS UNIVERSITY™



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Pam Rathjen, '85, '86, Vice Chair
Dwight Baptist, '52
Chris Carron, '86
Dr. Bob Dennison, '77, '90
Marilyn Holt, '88, '94
Sharon Jackson, '83, '84
Nancie King Mertz, '79
Walter Knollenberg, '67, '72
Linda Komes, '74
Norm Plummer, '71, '72

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2013

Eastern Illinois University

Outstanding Graduate Alumni Awards



Since 1951 Eastern has offered advanced study with master's programming. Since that first offering thousands of students have earned graduate degrees, and EIU graduate alumni have changed the world we live in. In 2005 EIU celebrated more than 50 years of graduate education by honoring 50 graduate alumni as Outstanding Graduate Alumni. That same year the Graduate Alumni Advisory Board was created and met for the first time. Since those initial 50 honorees, the Graduate Alumni Advisory Board, the Graduate School, and EIU's graduate programs have continued to honor the achievements and accomplishments of our graduate alumni every year.

Center photo: The first three master's students at Eastern Illinois State Teachers College in 1952. Pictured left to right- Dwight Baptist, Anna Butler Brown, and Don Luallen. Dwight Baptist was honored as one of the original 50 Outstanding Graduate Alumni in 2005 and continues to serve on the Graduate Alumni Advisory Board.

alumni from the
college of arts and humanities

graduate programs offered in the college

Department of Art

Master of Arts in Art

Option in Art Education

Department of Communication Studies

Master of Arts in Communication Studies

Option in Communication Pedagogy

Department of English

Master of Arts in English

Department of History

Master of Arts in History

Option in Historical Administration

Department of Music

Master of Arts in Music

Option in Music Education





Jon Crabiel, '92, '95

Nominated by the graduate program in Music

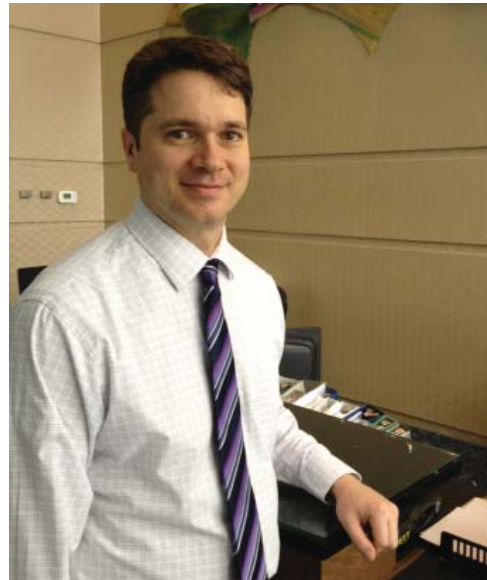
Jon Crabiel is currently Artist-in-Residence in Percussion at Butler University's Jordan College of the Arts School of Music, where he serves as head of the percussion studies program, conducts the university Percussion Ensemble and Steel Drum Ensembles, and teaches courses in percussion pedagogy and world drumming. In addition, he serves as director and instructor of the Butler Percussion Camp held every June at Butler University. Jon is a regular extra percussionist/drumset and timpanist with the Indianapolis Symphony Orchestra, Indianapolis Chamber Orchestra, and has toured with the River City Brass Band. He has served as Principal Timpani at Bear Valley Music Festival and has performed with Naples Philharmonic Orchestra, Ft. Wayne Philharmonic, Empire Brass, Ronen Chamber Ensemble, and Dance Kaleidoscope. Jon has performed under the baton of Krzystof Urbanski, Mario Venzago, Jahja Ling, Marvin Hamlisch, Jack Everly, and Erich Kunzel and performed on stage with artists Michael Cavanaugh, Dennis De Young, Michael Feinstein, Kenny G, Art Garfunkel, Amy Grant, Bobby McFerrin, Sandi Patty, Collin Raye, Debbie Reynolds and Doc Severinsen. In addition to classical music, he is equally versed in rock, pop, jazz, fusion, Latin American and Brazilian percussion and drum set, and is a member of The Icarus Ensemble, an eclectic five piece jazz group made up of members of the Indianapolis Symphony Orchestra. He studied as an Artist Diploma candidate at Carnegie Mellon University and received both his bachelor's and master's degrees in music from EIU. An active performer, clinician and educator throughout the Midwest, Jon serves annually as percussion coach of the Music for All Honor Orchestra of America and Masterclass Clinician for the Music for All National Concert Festival. Jon is an active studio musician and has made solo performances with the Lafayette Symphony Orchestra, Percussive Arts Society International Convention, Midwest Band and Orchestra International Conference and the Indiana Music Educators Association Convention. While at EIU, Jon had the privilege of studying with nationally renown Professor Johnny Lee Lane. Jon served as the percussion graduate assistant – teaching percussion methods classes and assisting with the EIU Percussion Ensembles. Jon's students have received numerous Butler University Concerto Competition honors and his former students are currently performing with major orchestras, touring nationally and internationally with Broadway shows and teaching at universities in North America. Jon resides in Indianapolis with his incredible wife, Jodi, an EIU alumna, and their nine-year-old son.



Chris Enstrom, '93, '97

Nominated by the graduate program in English

Chris Enstrom earned a bachelor's degree in English in 1993 and a master's in English in 1997, both from Eastern Illinois University. Since 2006, Chris has worked in several capacities for the 21st Century Scholars Program, an Indiana program that provides support services and full college tuition to low-income Hoosiers pursuing a post-secondary education. From 2006-2008, Chris worked as a Student Coordinator for the 21st Century Scholars, recruiting eligible middle school students into the program and providing direct support for high school scholars. From 2008 to May 2012, Chris served as the Director of the Indiana University 21st Century Scholars Program, where he coordinated support services and mentoring programs for 1,800 plus Scholars who were pursuing degrees at IU. In June 2012 Chris accepted a position as the Director of Outreach for the 21st Century Scholars for the state of Indiana. In his current position, he supervises a staff of eight Outreach Coordinators, who work with K-12 Schools, community partners, and post-secondary institutions to recruit and support 21st Century Scholar students through the pipeline from middle school through a post-secondary degree. Currently, there are over 100,000 students enrolled in the program.



Previously, Chris worked as the Editorial Manager of Graduating Engineer & Computer Careers Magazine, a career placement magazine based out of Evanston, Illinois, which was distributed to every college in the United States with an accredited engineering or computer science department. Chris has also worked as an adjunct English instructor and a free-lance writer.



Chris lives in an old log cabin in the middle of Yellowwood State Forest in Brown County, Indiana with his wife, Mandy and their boys Quinn and Zachary. Although he lives in Indiana, he still makes frequent visits to Charleston to visit old campus haunts and to connect with his sister, Paula Enstrom, and his brother Pat Enstrom who currently serves as an instructor with the EIU Biology Department.



Justin Henry Miller, '02, '03

Nominated by the graduate program in art

Justin Henry Miller earned his bachelor's degree in Art Education in 2002 and his master's degree in Studio Art in 2003, both from Eastern Illinois University. He then went on to earn his M.F.A. in Studio Art from the University of Notre Dame in 2006. From 2007 to 2012 Justin served as an Assistant Professor of Art at the University of Saint Francis in Fort Wayne, Indiana. During his five years at Saint Francis Justin taught a range of classes including drawing, painting, 2-D composition, and contemporary art history.

In 2012 Justin accepted a teaching position in Department of Art at Southeast Missouri State University. He is currently an Assistant Professor and Area Head of Painting. In addition to his teaching Justin remains a practicing and exhibiting artist. He has exhibited his artwork nationally and is represented by Zg Gallery in Chicago, Illinois. In September of 2012 his exhibition *Beyond The Afterglow* opened in the Brainard Gallery of the Tarble Arts Center. This marked a full-circle journey for Justin, as he used to give docent tours in the Tarble as part of the art education program at EIU. Justin also worked three summers for the Tarble Arts Center while it was undergoing its new addition and renovation.



Tom Reitz, '86

Nominated by the graduate program in historical administration

When Tom Reitz arrived at Doon Heritage Crossroads as Curator of Collections in 1985, he found the museum's artifact collection scattered among the basements and attics of the more than 20 buildings on the 60 acre site. As Manager/Curator since 1989, Tom has led the museum through more than two decades of transformational change. Tom was the project manager for the planning and construction of the Waterloo Regional Curatorial Centre in 1995. The museum's artifact collections are now safely stored in the Centre – a 35,000 square foot preservation facility that is unparalleled at community museums in mid-sized North American cities. In recognition of his stewardship of this project, Tom received a Lifetime Achievement award from the Ontario Museum Association.

Ten years later, Tom oversaw the completion of a feasibility study for a new regional history museum proposed for construction at the entrance to the living history village. He served as the museum's project manager during design, construction and exhibit installation. The new 47,000 square foot Waterloo Region Museum came in on budget (\$26 million) and on time. The museum, operated by the Region of Waterloo, officially opened in November 2011 and has grown to be the largest community museum in Ontario with a budget of more than \$6 million.

Tom has also overseen and participated in the restoration of six historic buildings in the museum's living history village. Following examples seen at American museums, he coordinated a five-year accessibility plan for visitors with disabilities – the first such initiative at an Ontario living history museum.

Before arriving in Charleston, Tom worked for several years as an historical site archaeologist at domestic and military sites across Ontario. He is a graduate in Anthropology from the University of Waterloo.

Tom is a member of numerous professional associations, and has been actively involved in the Association for Living History, Farm and Agricultural Museums, and the Ontario Museum Association.



At EIU, Tom fondly remembers the wisdom, guidance and laughter of professors Dr. Duane Elbert, Dr. David Maurer, Pat Miller, and the late Dr. Bob Hennings. He considers himself privileged to have been one of their students. Tom notes that their legacy can be seen in the museums that all Historical Administration Program alumni manage; the collections they preserve; and the people they educate and entertain every day at museums and historic sites around the world.

alumni from the

lumpkin college of business and applied sciences

graduate programs offered in the college

School of Business

Master of Business Administration

Certificate in Accountancy

School of Family and Consumer Sciences

Master of Science in

Family and Consumer Sciences

Master of Science in Dietetics

Master of Arts in Gerontology

School of Technology

Master of Science in Sustainable Energy

Master of Science in Technology

Certificate Programs in:

Computer Technology

Technology Security

Quality Systems

Work Performance Improvement



Angela Propst, '77, '78

Nominated by the graduate program in family and consumer sciences

Angie earned her bachelor's degree in Home Economics Education in 1977 and her master's degree in Home Economics in 1978, both from Eastern Illinois University. After graduating, she began to obtain the invaluable life experiences of raising her children and running a household that make her the effective educator she is today. During this time, she remained active in education by serving as a substitute teacher in two districts and working as a reading tutor and regional preschool screener. She also stayed active in the area of family and consumer science by filling a variety of roles in her church and community. She served as a 4-H club leader where she assisted club members with clothing projects and served as a judge for foods and clothing projects in five different counties. She also coordinated a variety of service projects through 4-H and her church activities utilizing her sewing skills. Angie returned to the classroom in 1991 including one year as an adjunct faculty member at her alma mater prior to her current position as teacher at Paris High School where she has been for the past 18 years. Within two years of beginning at Paris, her enrollment in FCS classes had doubled necessitating the expansion of the program to a two-teacher department. She has implemented a variety of programs during her tenure designed to bring real life into the classroom. This includes development of the "Baby Think it Over" program in parenting classes to provide an avenue for her students to gain a better understanding of the demands of parenthood. Her Living Environments class undertook the remodeling of a local house where students learned about room design, painting, upholstery, and basic home repair tasks. Angie has worked with other teachers in her school to implement several interdisciplinary projects including Textile Research Labs with the chemistry department. She also helped create and implement the pilot program for the Illinois Network of Child Care Resource and Referral Agencies High School Level One Credentialing Program in Early Childhood Education. The work she and her students have accomplished in the classroom has been featured numerous times in local newspapers and by local T.V. stations showcasing the importance and diversity of FCS within the community. Her belief in the importance of vocational education resulted in being named Vocational Director where she represents the agriculture, auto technology, business, family and consumer sciences, health occupations, industrial technology, and special vocational education departments. She has attended multiple workshops and programs designed to more successfully relate lessons learned in the classroom to life and instruct students on potential career opportunities within these fields of study. Angie has also been an integral part of Paris High School's school improvement initiative High Schools That Work serving on several committees and acting as a



representative at several state meetings, always ensuring that Career and Technical Education at Paris High School provides rigor, relevance, and relationships to the students who are enrolled. Angie has taken an active role in ensuring the future of family and consumer science education serving as a practicum site for EIU having supervised over 10 student teachers and/or practicum students. She was recognized as a Secondary Education Outstanding Practicum Teacher from Eastern Illinois University for three consecutive years. She has also served as the FCS representative for a CTE course entitled "Inquiry to Teaching Career and Technical Education" for over 12 semesters. She is a member of a variety of advisory, scholarship, and community committees with the goal of furthering education in FCS and other vocational programs.



John Sipes, '00, '03

Nominated by the graduate program in business administration

After graduating from EIU with a master's degree in business administration in 2003, John Sipes joined the staff of First Mid-Illinois Bank & Trust, a bank that was first chartered in 1865 and has since grown into a more than \$1.5 billion community-focused organization that provides financial services through a network of 38 banking centers in 25 Illinois communities. John initially joined First Mid as a Financial Analyst and was then named Vice President, Asset/Liability Officer in 2010. John currently manages the bank's investment securities (in excess of \$500 million in 2012), cash and cash equivalents, and certificates of deposit investments. He also chairs the bank's Asset/Liability Committee (ALCO), which is responsible for setting loan and deposit rates and managing interest rate risk. John directs the corporation's annual budgeting process (with revenue of nearly \$68 million and net income in excess of \$14 million in 2012), organizes the corporation's insurance coverage, and coordinates the bank's real estate leases. As a member of the bank's acquisition team, John was most recently involved with First Mid's acquisition of ten branches of First Bank in 2010. That acquisition allowed First Mid to expand into six additional communities throughout Central Illinois and added more than \$300 million in assets to the bank. Before enrolling in EIU's MBA program, John was a flight instructor for The Flightstar Corporation at Willard Airport in Savoy and worked at BankIllinois and First Federal Savings and Loan of Champaign-Urbana. John earned a bachelor's degree from EIU in 2000.

John is very thankful to the professors in Eastern's MBA program who helped him develop strong analytical and finance skills. Those skills have proven to be the foundation of his career at First-Mid. John is especially appreciative of the mentoring that he received from Dr. Cheryl Noll, Mr. David Arseneau, Dr. William Minnis, and Mr. Doug Zuhone. John is also thankful for the mentoring of Drs. Reed Benedict, Craig Eckert, and Gary Foster throughout his undergraduate studies in the sociology program at EIU.

John and his wife, Jenny, continue to cheer on the Panthers as they reside in Charleston with their two children, Anna (age 11) and Joshua (age 8). (Anna was born during John's first month in the MBA program!)



Mardell Wilson, Ed.D. '92

Nominated by the graduate program in dietetics

Mardell Wilson earned her master's degree in Home Economics from EIU in 1992. As part of her program she completed the PreProfessional Practice Program in Dietetics. Prior to attending Eastern Illinois University, Mardell completed a bachelor's degree in Human Resources and Family Studies from the University of Illinois in Champaign-Urbana. Following graduation from EIU, she practiced as an outpatient dietitian at BroMenn Regional Medical Center in Bloomington/Normal, Illinois. After a year in practice, she accepted a position at Illinois Central College in East Peoria, Illinois as Assistant Professor and Program Coordinator for Family and Consumer Sciences. Shortly after beginning a career in higher education, Mardell recognized the need to continue her education and completed her doctorate at Illinois State University in 1999 in Curriculum and Instruction with a complimentary field in Family and Consumer Sciences. Mardell attributes her decision to pursue an educational doctorate versus a more traditional path in nutritional sciences to the emphasis and commitment to teaching that was exemplified in so many of her courses at EIU. In 1997, Mardell joined the faculty in the department of Family and Consumer Sciences at Illinois State University; serving as director of the graduate dietetic internship program. Currently, she serves as Professor and Associate Vice President for Academic Fiscal Management at Illinois State University. As fiscal agent, she provides general oversight and accountability of budgets and budget priorities for general revenue, agency, and foundation accounts for the Office of the Provost and the Division of Academic Affairs. She also serves as director of Summer Session where she evaluates, plans, organizes and promotes for-credit courses in the summer session. In addition, Mardell provides oversight for Contract and Full Cost Recovery Courses, the Cross Endowed Chair, the Stevenson Center, and Conference Services. Prior to serving as the AVP for Academic Fiscal Management, Mardell served as Assistant Provost and Director of University Assessment at Illinois State. Illinois State University's Leadership Initiative was developed in 2010 under her direction. Mardell also currently serves as the President for the Council of Administrators for Family and Consumer Sciences and has held various leadership roles in her discipline at the regional, state, and national levels. She served on the capital campaign committee at Trinity Lutheran School raising \$2.1 million for the construction of a new school building. Throughout her career, she has given numerous presentations and has over twenty peer-refereed publications. Lastly, she has been the recipient of several awards and honors including Illinois Outstanding Dietetic Educator. Mardell holds many wonderful memories of her time at EIU.



She was given the opportunity to serve as the instructor for a basic nutrition class of nearly 100 students during her second semester after some last minute staffing changes. She attributes this opportunity as a pivotal point that inspired her to consider a future career in higher education. Drs. Ruth Dow and Carol Ries served as role models and mentors. But her fondest memory was the fact she and her husband, Dave '91, were married during her first semester at EIU. As a professor herself, she has even greater respect for Dr. Dow's tolerance of this mid-semester decision. Mardell enjoys running, biking, baking (an illustration of her love for food science), and traveling with her family. Mardell and Dave have two sons Jonah (12) and Elliott (8).

alumni from the

college of education and professional studies

graduate programs offered in the college

Department of Educational Leadership

Master of Science in Education in Educational
Administration

Specialist in Education in Educational
Administration

Department of Early Childhood, Elementary, and
Middle Level Education

Master of Science in Education in Elementary
Education

Certificate Program in Reading Instruction

Department of Counseling and Student Development

Master of Science in College Student Affairs

Master of Science in Counseling

Concentration in Clinical Counseling

Concentration in School Counseling

Department of Secondary Education and Foundations

Master of Science in Education for

Master Teacher

Department of Special Education

Master of Science in Education in Special Education

Department of Kinesiology and Sports Studies

Master of Science in Kinesiology and Sports Studies

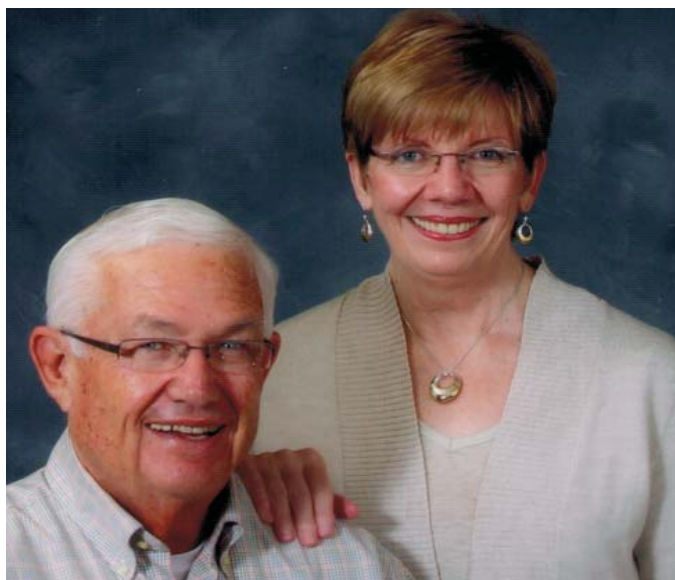


Linda Brissenden, '79, '92

Nominated by the graduate program in elementary education

From undergraduate days at Millikin University where Linda Brissenden first decided to become an educator until now, nearly 50 years later, education has been “a calling”. She has served as a classroom teacher, state and national trainer and educational consultant and, currently, as a Transformation Administrator of an ARRA School Improvement Grant at Sandoval High School. The first college graduate in her family, she married Jim Brissenden, an education major whose parents were both educators. Encouraged by Dr. Richard Ferry, a mentor professor at Millikin, she graduated in 1967 with an elementary education degree. She began her teaching career earning \$5700 a year as a fourth grade teacher in Parkway School District, as her husband attended Washington University School of Law. Inspired by Mildred Dart, the only female principal in the huge district, Linda learned and aspired, resulting in her being named Outstanding Young Educator in West St. Louis County following her first year of teaching. Upon return to Illinois following Jim’s graduation, she taught in Springfield and Flora where she began a gifted program, coached girls’ tennis, introduced distance learning to Flora High School and became a mom to three children. She then worked as a consultant in Gifted Education and Title I at Educational Service Center 17 under Marilyn Holt, another positive influence. She completed her master’s degree at EIU in Elementary Education in 1979, adding Administrative certification in 1991. Motivated by EIU’s Dr. John North, ably advised by Dr. Dave Bartz and refined by Drs. Harry Merigis and Gary Blade, she earned a Specialist in Education degree from Eastern Illinois University in 1992. In 1993 she began her administrative career in Effingham CUSD 40, serving as Principal. Throughout her career, she has been honored, being named Flora Citizen of the Year and selected as a recipient of a Those Who Excel Award of Excellence, a State Farm Innovators in Education award, and an IPA Innovative Educator Award.

Following retirement in 2000, she worked as an Educational Consultant where, for 11 years, Ann Schwarm of Regional Office 3, facilitated many opportunities for her to present professional development at area, state and national venues. She



has chaired the State Gifted Advisory Council, trained many educators in Standards Aligned Classroom, Gifted Education and ICE21 (mentoring and induction). She served as the Trainer of Trainers for the State Gifted Education Program and co-authored the State Gifted Administrative Module. Many know her for her original songs about teaching found on her CD “Rooty Toot Toot for Teachers”. She is co-owner and CFO of Gr8FITness, a company that encourages fitness through the integration of personality type characteristics using the Myers Briggs Type Indicator, MBTI®, for which she is a qualified practitioner.

To teach is a calling and Linda Brissenden continues to answer the call, enriching the lives of others, but, at the same time, finding that, in so doing, her own life and energy are renewed.

alumni from the
college of sciences

graduate programs offered in the college

Department of Biological Sciences

Master of Science in Biological Sciences

Master of Science in Natural Sciences

Concentration in Biological Sciences

Department of Chemistry

Master of Science in Chemistry

Master of Science in Natural Sciences

Concentration in Physical Sciences

Department of Communication Disorders and Sciences

Master of Science in Communication Disorders
and Sciences

Department of Economics

Master of Arts in Economics

Department of Geology/Geography

Professional Science Master's in

Geographic Information Sciences

Master of Science in Natural Sciences

Concentration in Physical Sciences

Department of Mathematics and Computer Science

Master of Arts in Mathematics

Option Elementary/Middle School

Mathematics Education

Option Secondary Mathematics Education

Department of Physics

Master of Science in Natural Sciences

Concentration in Physical Sciences

Department of Political Science

Master of Arts in Political Science

Certificate in Public Planning

Department of Psychology

Master of Arts in Clinical Psychology

Specialist in School Psychology



Scott Humbard, '92, '93

Nominated by the graduate program in political science

Scott Humbard currently works for Exelon Generation as Director of State Government Affairs East and represents Constellation's retail business interests. Scott has over 14 years experience in representing the generation, distribution, and commercial aspects of the energy industry. In his role as Director of State Government Affairs, he is responsible for directing Exelon's state level legislative and regulatory activities for its retail, wholesale, power generation and development businesses in Illinois, Michigan, Iowa, and Nebraska. In this role, Scott represents Exelon before State Legislatures on a wide range of policy issues regarding retail and wholesale competition, competitive procurement, renewable portfolio standards, and various data and operational issues regarding our nuclear fleet.



Prior to assuming his current role, Scott served on Commonwealth Edison's legislative team during the end of the transition period to Illinois' current competitive electricity market. Before joining Exelon, Scott held the role of Director of Legislative Affairs for the Chemical Industry Council of Illinois representing a broad spectrum of Illinois' chemical manufactures and supporting businesses. Scott served on the Illinois House Republican staff for 3 1/2 years specializing in Energy and Environment; and Public Utilities legislation and staffing the Illinois Restructuring Task Force and Committee.

Scott received both his master's and bachelor's degrees from Eastern Illinois University. He is a Board Chairman of the Illinois Competitive Energy Association and Chairman of Business Industry Federation for Economic Concern (BIFEC) in Springfield. In his spare time he serves as Committee Chairman of Boy Scout Troop 12 in Montgomery, Illinois. Scott enjoys boating, fishing, and golfing with various friends and spending time with his parents, brother, sister and their spouses and with his nieces and nephews. While at EIU, Scott was fortunate to be a student and graduate assistant to Dr. Peter Leigh who provided an excellent opportunity to teach fellow students and for us to have fun in the classroom while teaching. Dr. Leigh's classes provided a great foundation Scott's career. Scott is also grateful to have been mentored by Dr. Wandling and Dr. Goodrick.



Paul Straub, Ph.D., '85, '86

Nominated by the graduate program in economics

After completing his bachelor's degree in 1985 and his master's degree in 1986, both in Economics from Eastern Illinois University, Paul enrolled in the University of Illinois' Ph.D. program where he taught introductory economics and business statistics classes. In 1991 he completed his dissertation on strategic decision-making, was awarded his Ph.D., and had a chapter from his dissertation accepted for publication in *The Quarterly Review of Economics and Finance*. Returning to EIU as Dr. Straub, Paul taught for the Economics Department for two years.

In 1992, Paul received a grant to study as a Summer Scholar at Stanford University's Center for Advancement in the Behavioral Sciences. In 1993 he was awarded a two-year post-doctoral fellowship at Northwestern University's Kellogg Graduate School of Management. His studies there led to the publication of two papers on negotiation and bargaining about which three Nobel Prize winning economists, Vernon Smith, Robert Aumann, and Al Roth, have spoken favorably. Dr. Straub's research has appeared in the *Journal of Economic Behavior & Organization* and *Organizational Behavior and Human Decision Processes*. Following his post-doc at Kellogg, and a brief (two year) stint as a statistical consultant to the Actuarial Department at Zurich-American Insurance, Paul launched his career in market research as the fourth employee hired by Marketing Analytics which, at its beginning in 1998, operated out of the coach house in the owner's back yard; by the time he left Marketing Analytics for his current position with The Nielsen Company, he had risen to the presidency of Marketing Analytics, which had grown to over 50 employees in an office building in downtown Evanston. Paul's first client with Marketing Analytics was Sears. Working with Sears, Paul helped develop a system that estimated price elasticities for each of the more than 500,000 products that Sears sold. Estimating these price elasticities required the running of regressions using nearly 1 billion observations. From 2007 to 2012 Dr. Straub was the Vice President of Global Research and Development for The Nielsen Company, a worldwide leader in research in the area of Price and Promotion practices. He was responsible for the research and development of the systems that The Nielsen Company uses to estimate the price elasticities for most of the products sold in grocery stores, drug stores, Sam's Clubs, and Wal-Marts in more than 20 countries across the world. In November of 2012 Paul joined Marketing Management Analytics (MMA) as Senior Vice President and co-leader of MMA's newly-opened Chicago office. At MMA Dr. Straub is responsible for the analytics associated with using econometric models to estimate the impact of MMA's clients TV advertising on their sales and profits. In his spare time Paul enjoys racing his supercharged Mustang, backpacking, photography, riding motorcycles, climbing Colorado mountains (where he once had a coincidental meeting with one of his old EIU professors, Dr. Ed Corley), and spending time with his wife and daughters.





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