

Christopher J. Nagel

ACADEMIC EXPERIENCE:

CONCORDIA UNIVERSITY – CALIFORNIA

Business Faculty (2011 to present), **Professor**.

Courses include: International Marketing, International Finance, Marketing Research, Global Enterprise, New Venture & Entrepreneurship, History of Economic Thought. The courses combine classic trade and marketing theory with real world application. Faculty roles include: Chair-Educational Policies Committee, Member-Academic Council, Faculty Advisor to the Delta Sigma Pi Business Fraternity. Faculty Advisor to the International Business Club.

CONCORDIA COLLEGE – NEW YORK

Business Faculty (2005-2011), **Business Chair, Director International Studies**.

Courses include Principles of Marketing, International Marketing, New Venture Marketing, Marketing Research, Cross-Cultural Communications, Int'l Strategic Management (capstone). Established an articulation with Japan Lutheran College, Tokyo. Led overseas study trips to Japan, China, the UK, and Vietnam.

- Publications:**
- a) ***International Business: The Challenge of Globalization***, 9e, Wild & Wild, Pearson, 2019
Section on the use of financial trade instruments.
 - b) ***Always Reforming***, Concordia University Press, S. Mueller ed., 2017
Essay 'A Note on *Monopolia*' a primer on economic history.
 - c) ***Global Marketing Management***, 8e, Warren Keegan, Pearson, 2014
Rewrote Chapter 8 on Global Entry & Expansion Strategies.
 - d) ***Three keys to market entry in Japan***, Thunderbird Magazine, 2013
Guidance on entering the most insular/opaque major international market.
 - e) ***Global Market Entry – Rules of Engagement***, Xlibris, 2012.
Text used by major firms as a corporate primer for employees being tracked to international responsibilities.
 - f) ***Quants Gone Wild—The Subprime Crisis***, Wall Street Journal-Digital, 2008.
Listed in the syllabus of Stanford's MBA program; cited in the American Bar Association text, *Corporate Crime & Financial Fraud*, 2012.
 - g) ***Globalization and Global Careers***, article in *Studying Business & Management*, Dominion Press, March 2002.

- Presentations:**
- a) ***Understanding a Resurgent China***, Speaker Series sponsored by The Fletcher School of Tufts University, Boston. November 2013.
 - b) ***Beyond America's Shores***, lecture series on global issues at Holden Village, WA; team-taught economic development with Economist John Wallis. June '11 and July '13.
 - c) ***Business Ethics in a Diverse World***, The Association of Lutheran College Faculties 69th Annual Conference, Midland Lutheran College, Nebraska. September 2005.
 - d) ***United States Business Practices***, Taiwan University, Taipei, Taiwan. March 1985.

ADMINISTRATIVE EXPERIENCE:

CONCORDIA COLLEGE – NEW YORK

Vice President, Enrollment and Marketing (1999-2005). Rebuilt and retrained Admission staff; established new approaches to improve student recruitment – including acceptance into the Common Application consortium. Enrollment increased annually and the highest in 20 years. Worked with faculty to initiate a specialty program in International Management within the Business Administration major – now part of the regular curriculum. Cultivated diplomatic and business leaders to serve on the Advisory Board to ensure appropriate career preparation. Recruited senior executives (Pepsico, BMS, Nielsen, Pratt & Whitney) to lead on-campus seminars. Raised funds for program scholarships. Advised students on internship and career options; secured interviews and placed graduates in industry. Concurrently taught Business in the adult degree completion program (ADP). Led the expansion of international recruitment via travel and development of collaborative relationships with student advisement offices. Created a feeder-school relationship with an elite private high school in China (PRC). Doubled the enrollment in the summer ESL-Cultural Immersion Program.

CORPORATE EXPERIENCE:

BAYER AG PHARMACEUTICALS, Berlin, Germany (Spring 2019, a fieldwork sabbatical).

Global Supply Chain External Review. Invited to interact with a range of senior managers in realigning the firm's global supply chain. Results include more efficient linkages between primary production of APIs (Active Pharmaceutical Ingredients) and multi-site processing, packaging, and logistics. Today Bayer has a greater focus on applying the Toyota continuing improvement model with its emphasis on reducing *muda* (waste) and running lean. The analysis also led Bayer to full piloting of RFID in inventory/channel management. Bayer's philosophy in final product packaging (e.g. Xarelto) has now been changed from high-speed, high capital cost units to multiple 'decoupled' units in parallel (thus improving OEE, finished-good 'postponement', and supply security). Another outcome is that cross-functional teams are now assembled to better coordinate the supply chain functions and so meet channel and end-user demand. And finally, a long term program of ABC (activity-based costing) is being implemented to enable better decision-making through a functional understanding of costs.

HAMMER & NAIL BREWERS, LLC. Watertown, CT (1994-1999).

Partner. Formed a new business, raised conventional and investor capital, installed and started up a first-quality specialty brewing operation; equipment sourced from both Europe and the US. Managed product positioning and successful commercial entry in this high-margin segment. H&N products and award winning POS materials were well received in the market and distributor base. The company received the 1998 Connecticut Chamber of Commerce *Entrepreneur of the Year* award.

CORPORATE EXPERIENCE (cont.):

SERVRITE INTERNATIONAL, New Preston, CT (1987-1994).

Vice President - Commercial Development. Created a new strategic business of providing advanced turnkey dairy and juice processing plants. Identified new markets, cultivated clients, negotiated joint venture agreements and generated full turnkey projects. Secured major project finance (EXIM Bank). Coordinated project life cycles, set brand and distribution strategy. Completed in-country sector analysis in Hungary and Guyana. Selected to be a member of a high level “expert team” that completed an in-country assessment of Russia’s failing food sector - sponsored by the Russian Ministry of Agriculture and the USDA.

INTERNATIONAL PAPER COMPANY, New York, NY (1980-1987).

Marketing Manager - Asia, Liquid Packaging Division. Developed and maintained export sales to the Asian markets. Coordinated new product launches in Hong Kong (Sunkist), and Central America (Nestlé). Expanded sales via both US and offshore plants. Managed regional agents in the Americas and Asia. Consistently surpassed annual budget requirements. Supervised the sales service, technical support, and strategic planning functions. Project-managed the installation and successful start-up of advanced processing systems. Launched the company’s first value-added business in China (PRC). Developed the in-depth market survey and wrote the major capital investment proposal to establish converting operations in Taiwan (ROC). The project was accepted by the IP Board and implemented within budget.

Business Planning Analyst, Hammermill Division (1979-80). Reported to a Group Vice President. Researched, assembled and successfully proposed to the Executive Committee a \$30 million capital investment. Developed marketing & financial pro-formas for a series of successful acquisitions.

FOREIGN EXPERIENCE:

Worked and traveled throughout the world (50+ countries). Negotiated with governments at the ministerial level. Languages: Spanish, German. Lived in Europe for 12 years.

EDUCATION:

American Graduate School of International Management, Arizona (1979)

Valparaiso University, Indiana (1978)

ACTIVITIES:

District Chair - Ambassadorial Scholarship Program, ROTARY International

Director - International Studies, CCNY

Chair - Student Affairs Committee, CCNY

Chair - Faculty Matters Committee, CCNY

Chair - Educational Policies Committee, CUI

Trustee - Village Lutheran Church, Bronxville, NY

Board Member - Holden Village, Chelan, WA

PERSONAL: Born 3/28/56, London-UK, married, two grown sons, citizenship U.S.

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