

**Curriculum Vitae**  
**John B. Lord**

**Education:** Temple University. Ph.D., Business Administration, 1985, with a major in Marketing and a minor in Logistics. Dissertation: "An Empirical Examination of the Motor Carrier Selection Process in the Electronics and Household Goods Industry."

Drexel University. MBA, 1975, with a concentration in Business Economics.

Saint Joseph's University. B.S. (Honors), 1971, with a major in Food Marketing.

**Professional:** Saint Joseph's University

Current	Professor of Marketing, Director of Sports Marketing
2000 - 2007	Professor and Chair (2003-2007), Food Marketing
1998 - 2000	Associate Dean, Graduate Business Programs, Haub School of Business
1993 - 1998	Professor and Chair (1995-1998), Food Marketing
1987 - 1992:	Dean, College of Business and Administration
1986 - 1987:	Associate Professor and Chair, Food Marketing
1979 - 1986:	Assistant Professor and Chair, (1980-2, 1985-6), Food Marketing;
1975 - 1979:	Instructor of Food Marketing

ARA Food Services Company

1973-1975: Customer Services Manager, Philadelphia Distribution Center

1972-1973: Director of Dietary Dept., Bryn Mawr Hospital Rehabilitation Center

1971-1972: Foodservice Management, various school and college units

**Recent Consulting:** SPI Polyols, The Marketing Audit (market research), Celentano (Celentano Fresh)

**Expert Witnessing:** 2009: Ogletree, Deakins, Nash, Smoak & Steward, P.C.  
2005: F.B. Foods company  
2003: Porzio, Bromberg and Newman, P.C.  
1999: Widener University School of Management  
1991: Kosseff and Associates, P.C.

**Honors and Awards:** 2007 Lindback Award for Excellence in Teaching, Saint Joseph's University  
2007 Merit Award for Teaching, Saint Joseph's University  
2006 Merit Award for Advising, Saint Joseph's University  
2005 Merit Award for Service, Saint Joseph's University  
2002 Merit Award for Teaching, Saint Joseph's University  
1985 Merit Award for Teaching, Saint Joseph's University  
1982 Merit Award for Teaching, Saint Joseph's University

**Professional Societies:** Alliance for Sport Business (Current)  
Sport Marketing Association (2007 – 2008)  
American Marketing Association (1969-2000)  
Institute of Food Technologists (1999-2004)

**Professional Service:** Member, Board of Directors, The Food Institute, Elmwood Park, NJ, 2002 - 2006  
Moderator, Private Label Manufacturers Association (PLMA) annual roundtable discussion – 1999 topic: financial returns of private label programs  
Member, Advisory Board of the Department of Agricultural Economics and Rural Sociology, College of Agricultural Sciences, the Pennsylvania State University, 1998 – 2004  
Distinguished Lecturer, Institute of Food Technologists (IFT) Distinguished Lecture Series, 1999-2002

**Books:**

Developing New Food Products for a Changing Marketplace (with Aaron Brody.) Lancaster, PA: Technomic Publishing Company, second edition, 2007.

Through the Eyes of Bill Giles: The Business of Baseball, 1981-2002. Philadelphia, PA: Temple University Press (in press, expected publication early 2014.)

**Book Chapters:**

Porth, Stephen J. Strategic Management: A Cross-Functional Approach. Prentice-Hall Publishing Company (2002). Contributing author, chapters 2 and 3; sole author, chapter 6.

**Partial List of Publications:**

“The Challenge of the Y2K Consumer.” DELI BUSINESS, Vol. 5, Number 1, January 2000.

“Entering the New Millennium: The Food Industry in Transition.” Washington, D.C. NFPA JOURNAL, Volume 2, Number 2, February 2000, pp. 9-12.

“Raising the Bar.” DELI BUSINESS, Volume 5, Number 7, July 2000.

Lamartine F. Hood, Spiro E. Stefanou, John B. Lord, Barry L. Zoumas, and Julian Hernandez-Serrano, "A multi-institutional web-based undergraduate food product innovation and marketing course," *Journal of Food Science Education*, 1 (January 2002), 10-17.

Childs, N.M. & Lord, J.B. (2004, November). Using WBT to Train Food Industry Personnel to Protect and Secure the Global Food Supply Chain. Presented at the meetings of the Internet Processing Systems Interdisciplinary (IPSI) Society, Venice, Italy.

Maher, J.K., Lord, J.B., Hughner, R. and Childs, N. (2006). “Food Advertising on Children's Television: An Exploratory Look at Changes in Products and Appeals, 2000 – 2005.” *Journal of Young Consumers*, 7,4, pp. 41-52.

“Innovation and Successful New Product Development.” Proceedings of the Sixty-first Annual Production Conference, PMCA, An International Association of Confectioners. Hershey, PA, April 2007, pp. 86-94.

“Rickey and Robinson Had the Courage to Force Change,” *Philadelphia Inquirer*, April 8, 2007.  
[http://www.philly.com/inquirer/sports/20070408\\_Rickey\\_and\\_Robinson\\_had\\_courage\\_to\\_force\\_change.html](http://www.philly.com/inquirer/sports/20070408_Rickey_and_Robinson_had_courage_to_force_change.html)

Smith, Brent and John Lord (2011), “Personal Ethics of Today’s Sports Fans: Connecting Cultural Values, Ethical Ideologies, and Ethical Intentions,” *Academy of Marketing World Marketing Congress*, July 19-23, Reims, France.

**Manuscript Under Review:**

Smith, Brent and John Lord, “Meaningful Yet Marginalized: Ethical Positions and Evaluations of Questionable Sport Fan Behaviors,” *Target Journal: Journal of Sport Management*.

**Partial List of Presentations:**

“The Future of the Food Retailing.” Presented at Acosta Sales and Marketing Company’s Annual Sales Meeting, Philadelphia, PA, January 2006.

“Key Trends in Produce and Food Retailing: A Consumer Perspective.” Presented at the New Jersey Agricultural Convention, Atlantic City, NJ, February 2006.

“The Changing Consumer Drives the Food Industry...And the Industry Had Better Listen.” Presented at the Becker Forum, Empire State Fruit and Vegetable Expo, Syracuse, NY, February 2006.

“Key Trends Impacting the Gourmet and Specialty Foods Sector.” Presented at the 2006 Virginia Food and Beverage Expo, Richmond, VA, March 2006.

“SOX – The Sarbanes Oxley Act.” Presented at MEI CPG’s 2006 Customer Conference, Jacksonville, FL, March 2006.

“The Seafood Sector: A ‘Perfect Storm’ for the Consumer of the 21<sup>st</sup> Century?” Presented at the 2006 National Fisheries Institute Spring Conference, Braselton, GA, April 2006.

“Maintaining a Safe and Secure Food System in a World Full of Threats.” Presented at a joint symposium on food terrorism sponsored by the Center for Food Marketing and the Early Responders Distance Learning Center, Saint Joseph’s University, Philadelphia, PA, July 2006.

“The Consumer Drives the Food Industry.” Presented at ‘The Consumer Driven Food System: Health and Wellness in American,’ sponsored by the PA Department of Agriculture, Landis Valley, PA, September 2006.

Tools and Techniques: Easing the Path to Success. Chicago, IL: Institute of Food Technologists New Product Development Short Course, October 12, 2006.

Consumer Food Preferences and the Implications for Agriculture. Newville, PA: The Future of Cumberland County Agriculture, PA Department of Agriculture, November 2, 2006.

The Supply Chain: A Key to Creating Customer and Owner Value. East Lansing, MI: NAMA Annual Executive Development Seminar, January 8, 2007.

An Overview of Trends Driving New Food Product Development. Harrisburg, PA: PA Department of Agriculture, April 17, 2007.

Consumer Trends That Drive New Products: Are They Regional or Global? Yes. Chicago, IL: Institute of Food Technologists, Annual Meeting and Food Expo, July 31, 2007

New Food Product Development: Achieving Successful New Product Launches When the Odds Are Against You. Gettysburg, PA: Snack Food Association, October 23, 2007.

“Achieving Successful New Product Launches When the Odds Are Against You.” San Antonio, Texas: Snack Food Association, SNAXPO Annual Meeting, March 3, 2008.

“Some Musings on Our National Game: Baseball Through the Years.” Cherry Hill, NJ: Office Coffee Service division of NAMA, Annual Meeting, March 10, 2008.

“If You Air It, Will They Watch It: The Opportunities and Pitfalls of Sport Television Advertising. Atlantic Marketing Association, Savannah, Georgia, October, 2008. (With Jill Maher)

#### **Book Reviews:**

Kahn, Barbara and Leigh McAlister. GROCERY REVOLUTION: THE NEW FOCUS ON THE CONSUMER. Reading, MA: Addison-Wesley, 1997.

Aaker, David. STRATEGIC MARKET MANAGEMENT. 5<sup>th</sup> Edition. New York: John Wiley and Sons, 1998

**Community Service:**

President, Lower Montco League American Legion Baseball, 2003, 2006-2007; 2013- ;Treasurer, 2007-2013.  
Manager and General Manager, Roslyn American Legion Baseball, Glenside Post 248, 1996 - 2003. Coach: 2010-  
Coach (volunteer), Bishop McDevitt High School Baseball, 2000 – 2003.  
Commissioner, Delaware Valley Senior Baseball League, 1995-1998  
Coach and Commissioner, Region 11 CYO High School Basketball, 1994-1997.  
Member, Pastoral Council and Finance Committee, Our Lady Help of Christians Parish, 1992 - 1996.  
Coach, Abington-Roychester Baseball Association, 1986-1996.  
President, Abington Midget Football Association, 1991-92.