**GERALD J. GIAQUINTA**

Marshall School of Business (310) 994-0007

University of Southern California giaquint@marshall.usc.edu
Los Angeles, CA 90089

**SUMMARY**

Sstrategic communication professor and consultant with cross-industry experience in corporate communication, public-private partnerships, corporate social responsibility (CSR), marketing, and operations. Successful track record in planning and executing programs to strategically reach targeted audiences and increase revenue and brand awareness. Executive experience with top-tier international corporations and non-profit organizations. Served as CEO of a nationally recognized marketing and communications agency.

**UNIVERSITY OF SOUTHERN CALIFORNIA 2010-Present**

**Marshall School of Business - Center for Management Communication**

**Los Angeles, CA**

*Academic Director, World Bachelor in Business Program (2016-present)*

*Associate Director, Center for Global Innovation (2012-2014)*

*Assistant Professor of Clinical Management Communication*The World Bachelor in Business Program (WBB) is a partnership between USC, Hong Kong University of Science and Technology and Bocconi University. WBB students are concurrently admitted and enrolled in all three universities, spending at least one year in residence at each university and earning degrees from each university. As Academic Director, I am the primary liaison from USC with our two partner institutions setting academic standards, admissions, student counseling, and career advising.
The Center for Global Innovation (CGI) is the leading center in the world for research on global innovation, that creates and disseminates cutting edge research on how innovation helps firms compete, grow, and succeed in today's global environment. As Associate Director, I successfully developed programs to increase the center’s visibility and membership. These included the “Innovation Awards” program, Annual Conference, and a membership strategy that gained blue chip participants.

* Taught undergraduate and graduate courses in Business Communication Strategy and Advanced Business Writing. Coursework focused on both academic and professional critical thinking skills necessary to prepare students for marketplace and successful careers.
* Developed MBA course in reputation management and CSR.
* Consistently received top teaching evaluations. Successfully lead USC student team to first place finish for two years in a row at the national State Farm Sales and Marketing Competition. Conduct international commerce courses for undergraduates as part of experiential learning.
* Was named Faculty Fellow at the USC Annenberg School of Communication Center for Leadership Communication in recognition for developing Public Diplomacy programs at the U.S. Pavilion at Expo Milan, 2015. These included the USC Hollywoood & Dine Program and the USC Marching Band representing the United States at USA National Day at Expo on July 4 in Milan.

**UNITED STATES PAVILION AT EXPO MILANO 2015 2014-2015**

**Milan, Italy**

*Board of Directors and Chief Communication Officer*

The United States Pavilion at Expo Milano is a public-private partnership between the U.S. Department of State and the private sector. With the theme of “Feeding the Planet,” the U.S. Pavilion is a public diplomacy vehicle for the American government and corporations focused on the food security challenges of feeding 9 billion people on the planet by 2050 with food supply for only 6 billion. The U.S. Pavilion received nearly 6 million visitors during the six months of Expo including heads of state, CEO’s of global companies, First Lady Michelle Obama, U.S. Secretary of State John Kerry and numerous NGO and government agency officials.

As a Director and a member of the executive team, my responsibilities include the overall management of the pavilion, the Student Ambassador Program, all U.S. Pavilion branding and communication, cultural and educational programing, and liaisoned with the U.S. Department of State, U.S. Embassy in Rome, and U.S. Consulate in Milan. The U.S. Pavilion was named the most visited and popular pavilion at Expo Milano: [*http://www.usapavilion2015.net*](http://www.usapavilion2015.net)

**THE GIAQUINTA GROUP/SPQR Consulting, LLC 2001-Present**

**San Francisco and Los Angeles, CA**

*Founder*

The Giaquinta Group is an international brand marketing and communications consulting firm specializing in: Strategic Marketing & Communications, Effectiveness, Planning, Organizational Analysis & Design, Transformation, and Business Development. Clients retained and advised include some of the best known global brands and non-profits such as Hewlett Packard, Visa, General Motors, DaimlerChrysler, Sony, Toyota, World Expo 2005 Japan, U.S. Pavilion at Expo Milan 2015, MGM, Grocery Manufacturers Association, Netflix, and numerous start-up ventures.

* Created, developed and organized an international symposium in Japan for the U.S. Pavilion at World Expo centered on “Technology and Innovation.” Secured funding and co-sponsorships from Time and Fortune Magazine, Nikkei Publishing Japan, Lounsbery Foundation, and the Council on Competitiveness in Washington D.C. Participants included top CEO’s, academics, and government policy leaders from Asia, Europe, and North America.
* The Giaquinta Group Advisory Board has included industry leaders Regis McKenna, Silicon Valley marketing guru; Peter Sealey, Professor of Marketing at U.S. Berkeley Haas School of Business and former Chief Marketing Officer for Coca Cola; Jay Chiat, Founder and Chairman of Chiat/Day Advertising; and Mike Medavoy, Oscar winning producer and Chairman of Phoenix Pictures.
* In 2006, The Giaquinta Group merged its practice into the nationally renowned Abernathy MacGregor Group, opening and heading its San Francisco/Silicon Valley office. AMG provides counsel to senior management and board members of business corporations and large organizations in six communications disciplines: strategic marketing & communications, transactions communications, corporate and financial public relations, executive communications, crisis management, and investor relations. The San Francisco office has provided client services to Yahoo, Gemstar, KLA Tencor, Lilly/ICOS, Barclays, Navistar and numerous legal, technology, consumer, and financial services firms. The Giaquinta Group became independent again in 2008.

**SONY PICTURES ENTERTAINMENT 1998-2001**

**Culver City, CA**

***Corporate Marketing & Communications***

*Executive Vice President, Corporate Officer*

* Senior executive responsible for directing all aspects of corporate marketing & communications, including media relations, internal communications, and coordination with Sony Corp. of America and Sony Corp. Japan. Was promoted from Senior Vice President in 2000.
* Organized and managed coordination of communications with each of Sony Pictures operating divisions, including motion pictures, television, home entertainment, and digital entertainment groups.
* Developed strategy and positioning for Sony Pictures communications in the area of convergence of entertainment content and digital technology in the emerging broadband distribution era.
* Represented Sony Pictures at Sony Global Brand Marketing Council which integrated Sony Music, Sony Electronics, and Sony Playstation companies.

**SILICON GRAPHICS, INC. 1996‑1998**

**Mountain View, CA**

*Vice President, Marketing*

1. Senior executive in charge of global corporate marketing including public relations, employee communications, advertising, financial communications, brand strategy, crisis communications, government/community relations, and corporate website. Recruited to develop corporate repositioning and communications for turnaround strategy.
2. Developed high-impact communications strategies and campaigns for vertical industries including entertainment, science & education, energy, manufacturing, and government.
3. Downsized and developed hybrid internal/external manpower model to produce highly efficient, focused, and impactful solutions-oriented communications to consumers.
4. Initiated branding, evaluation, study, and recommendations.

**TANDEM COMPUTERS 1994-1996**

**Cupertino, CA**

*Vice President, Corporate Communications*

Senior executive in charge of global public relations, advertising, marketing communications, internal communications, world wide web, corporate events, and trade shows. Recruited to develop repositioning and branding communications strategy for corporation. Managed a staff of 100 professionals.

1. Reorganized department into a strategic force that is designed to plan and execute integrated communications campaigns,
2. Implemented communications strategy for product transition to NT.
3. Developed corporate strategy and transformation campaign to brand and reposition company.
4. Tandem acquired by Compaq. Recruited to Silicon Graphics.

**CHIAT/DAY COMMUNICATIONS (Formerly Bob Thomas and Associates) 1992‑1994**

**Los Angeles, CA**

*President and Chief Executive Officer*

Recruited by Chiat/Day to rescue and preserve BT&A's relationship with its major clients and to integrate the agency's marketing communications and public relations functions with Chiat/Day Advertising. In 1993, BT&A was the sixth largest public relations agency on the West Coast with billings of $4.5 million and 40 employees. As CEO, had four direct reports and personally supervised the McDonald's, consumer product, and new business functions. Agency established its reputation as a premier retail marketer in the automotive and fast-food sector. Due to acquisition of Chiat/Day, BT&A has been restructured and eventually sold.

1. Successfully reestablished excellent relationship and service to clients. Developed Nissan Altima communications plan leading to the company's most successful midsize sedan sales launch in its history.
2. Developed and implemented operational plan to strategically integrate BT&A with Chiat/Day.
3. Upgraded BT&A’s capabilities to include marketing communications, strategic planning, public affairs, and issues/crisis management.

**MERCEDES-BENZ North America 1989-1992**

**Montvale, NJ**

*Regional Vice‑President/Officer*1990‑1992

*Director Of Public Relations* 1989‑1990

West Coast regional executive reporting to the president and responsible for sales, marketing, distribution, and business management functions of Mercedes‑Benz and its 89 dealers. Recruited as senior team executive responsible for North American corporate and product public relations before being promoted to regional vice‑ president.

1. Successfully organized and implemented regionalization of Mercedes operations by establishing semi‑autonomous West Coast field organization. Included developing and staffing new functions in marketing, legal, finance, and human resources as well as reorganizing sales, service, parts, and port operations.
2. Created regional PR programs and offices in the U.S. and established international communications network with other Mercedes public relations offices worldwide. First to coordinate and integrate PR activities with advertising functions.

**TOYOTA MOTOR SALES, USA 1980‑1989**

**Los Angeles, CA**

*National Car Advertising Manager*1988‑1989

*National Public Relations Manager* 1985‑1988

*Government & Community Relations Manager* 1980‑1985

1. Directed product and retail advertising functions of company's car line models. Liaisoned with advertising agency, including on successful strategic and creative development for new Celica and Camry advertising campaigns as well as production and media planning.
2. Developed strategic communications plan for launch of Lexus, company's new luxury division. This included brand development and positioning product as "value-oriented alternative to European luxury models. Created U.S. journalists media trip to Europe to test‑drive Lexus models in high-speed European driving conditions. Generated extensive favorable comparisons between Lexus and European luxury cars in major newspapers and magazines prior to official launch of product into the marketplace. Promoted to national advertising manager.
3. Liasoned with corporate headquarters at company's Washington government office.
4. Directed national corporate community relations and philanthropy programs.

**EDUCATION**

1. Ph.D., Public Policy and Administration (1980) University of Southern California, Los Angeles, CA
2. JD, Loyola Law School (1985) Los Angeles, CA
3. Master of Public Administration (1975) University of Southern California, Los Angeles
4. BA, cum laude, Political Science (1973) University of Massachusetts, Amherst, MA

**PROFESSIONAL ASSOCIATIONS (Past and Present)**

1. *Arthur W. Page Society* – Invitation-only professional organization of the nation's most senior executives and academics in the field of corporate communication (present)
2. *American Cinematheque, Egyptian Theater, Hollywood,* Board of Directors (present)
3. *Past-President,* USC-SCAEPA Praetors, School of Public Admisitration (past)
4. *University of California at Berkeley Haas School of Business -* Marketing and Technology Board of Advisors (past)