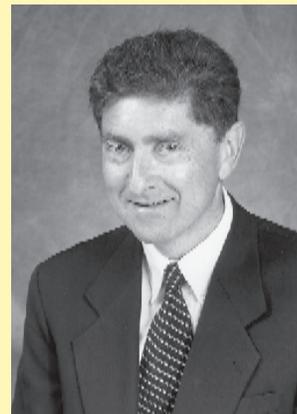

About the Professor

Ira S. Kalb is full-time Assistant Professor of Clinical Marketing at the University of Southern California, where he won the Golden Apple Teaching Award in 2009, 2011, 2014, and 2016 (the first four times he was eligible). He is also President of Kalb & Associates, a consulting and training firm that specializes in marketing, sales, management and business systems, K&A Press, a publishing firm that publishes books and articles written by Kalb & Associates consultants, and Out-of-this-World Marketing, a marketing communications firm that creates marketing materials that effectively sell. Before coming to USC, he taught courses in marketing, international management, business systems and sales for major universities, corporations and organizations around the world.



Prior Work Experience. Prior to founding Kalb & Associates, he served eight years as Vice-President of Marketing and President of Compal Computer Systems, a California corporation 25% owned by Xerox that specialized in developing, marketing and installing microcomputer systems and software for businesses. Before joining Compal, Mr. Kalb spent six years as a staff and senior consultant with such top firms as *Accenture* and *Economics Research Associates*. This experience has given him an in-depth background in systems, management, and feasibility consulting as well as a staff perspective of a variety of companies in many different industries.

Publications. He has written and been quoted in numerous published articles, is on a Wall Street Journal expert panel, and is considered one of the pioneers of the multi-billion dollar microcomputer industry. He currently writes for the Huffington Post and Business Insider. He has appeared on such TV news programs as ABC Eyewitness News and Good Morning America, CBS *Evening News* with Scott Pelley, CBS's *This Morning* with Charlie Rose, NBC, Fox 11, and KCOP TV, NBC's *Third Thursday*, CNN's Headline News and Rick's List; and such radio programs as BBC, NPR's Marketplace and Morning Edition; KNX/CBS; and Patt Morrison/KPCC. He is also the author of the following books: *Nuts & Bolts Marketing*, *The Fundamentals of High-tech Marketing: What Marketers Need to Know*, *Selling High-tech Products and Services*, *Structuring Your Business For Success*, *Marketing Your Legal Services*, *Zero Budget Marketing*, *Creating Your Own Marketing Makes Good \$ & Sense*, *e-Marketing: What went wrong... How to do it Right*, and *The DNA of Marketing*.

Inventions. Ira has invented many original marketing and business concepts and models that clients and students are employing with great success in the marketplace, such as the *Universal Marketing Structure*, *Universal Sales Structure*, *Seven Building Blocks of Marketing*, *Universal Business Structure*, and a model for *Building Better Brands*. All of these inventions are trademarks of Kalb & Associates, and Ira S. Kalb.

Formal Education, Elections, and Awards. Mr. Kalb holds a Masters degree in Business Administration and a Bachelor of Science degree in Bio-Engineering Systems from UCLA, where he graduated with honors. He was elected President of the UCLA Graduate School of Management Students Association for the 1972 academic year. During that year, he received the American Marketing Association's award as *Outstanding Marketing Student*. He was elected President of the American Marketing Association in Southern California for the 1995/96 year, he has served on the Board of Directors of the *Jazz Bakery*, one of the world's premiere entertainment venues, and *Enkeboll, Inc.* – the world's leading brand of architectural carvings and designs for residential and commercial properties. Knighted by the Finnish Government in 2016 as *Knight First Class of the Order of the Lion of Finland*.

Interests and Hobbies. During high school and college, he partially supported himself by playing saxophone and other woodwind instruments in various musical groups. Along with physical fitness, music and art continue to be his major hobbies, with many of his original paintings adorning the walls of his home and office. These creative abilities together with Ira's unique combination of experience in line management, staff consulting, and teaching provide him with a rare multi-dimensional perspective of business that he employ in this course.