

Trond Bergestuen

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Education:

University of North Texas, Denton, Texas
Doctor of Philosophy (Ph.D.)
Concentration: Marketing

Expected Graduation: May 2020
GPA: 3.9

Cornell University, Ithaca, New York
Master of Business Administration with Distinction

Graduation: January 1998
GPA: 3.8

Norwegian School of Economics, Bergen, Norway
Master of Science in Business Administration

Graduation: June 1992
Top 5%

Awards:

Winner of Henny Wittink Memorial Marketing Price, 1998, Cornell University
Nominated to the University of North Texas Outstanding Teaching Assistant Award 2019

Research Interests:

*Supply Chain Relationships * Manufacturers' Representatives * Sales * Sales Management*

Working Manuscripts and Publications:

Wittink D.R., **Bergestuen T.** (2001) Forecasting with Conjoint Analysis. In: Armstrong J.S. (eds) Principles of Forecasting. International Series in Operations Research & Management Science, vol 30. Springer, Boston, MA

Bergestuen, T., Thompson, K., Strutton, D. and Cohon, C.: The Battle for Manufacturers' Representatives' Mindshare, comprehensive exam paper, targeted for Journal of Supply Chain Management

Bergestuen, T., Thompson, K. and Strutton, D.: Manufacturers' Representatives – from traditional salesperson to provider of distribution and consulting services, qualitative paper based on interviews with industry leaders in Europe, USA and Canada, Working paper, targeted for Industrial Marketing Management

Bergestuen, T. and Schibik, A.: Artificial Intelligence in Buyer-Seller Relationships, working paper, targeted for Industrial Marketing Management

Bergestuen, T., Thompson, K. and Strutton, D.: An international study of Commercial Agents in Northern, Central and Southern Europe, working paper, targeted for European Journal of Marketing

Bergestuen, T.: Attribution Biases in the Principal's Evaluation of Manufacturers' Representatives' Sales Failures, Working Paper, targeted for Journal of Personal Selling and Sales Management

Professional Development:

Teaching Enhancement Seminar University of North Texas	August 2018
Teaching Enhancement Seminar University of North Texas	August 2017
Graduate Student Teaching Excellence Program (300 hours) University of North Texas	Fall 2017/Spring 2018

Service:

Speaker and Panelist, Teaching Enhancement Seminar “Interacting with Students: Building Relationships to Support Learning” University of North Texas, Denton, Texas	August 2018
Project Coordinator “MS Excel Certification” University of North Texas, Denton, Texas	December 2017 – April 2018

Academic Experience:

Teaching Fellow/Research Assistant University of North Texas, Denton, Texas	July 2019 –
Teaching Assistant/Research Assistant University of North Texas, Denton, Texas	August 2017 – May 2019
Adjunct Instructor University of North Texas at Dallas, Dallas, Texas	August 2015 – May 2017
Teaching/Research Assistant Cornell University, Ithaca, New York	June – December 1997

Teaching Experience:

MKTG 3660 (Teaching Fellow) <i>Advertising for Business Executives</i>	Fall 2019 <i>Face to face</i>
MKTG 4890 (Teaching Fellow) <i>Marketing Problems (Capstone)</i>	Summer 2019 <i>Face to face</i>
MKTG 3650 (Teaching Assistant) <i>Foundations of Marketing Practice</i>	Fall 2018/Spring 2019 <i>Hybrid</i>
MKTG 3010 (Teaching Assistant) <i>Introduction to Professional Selling</i>	Summer 2018 <i>Face to face</i>
MKTG 4890 (Teaching Assistant) <i>Marketing Problems (Capstone)</i>	Spring 2018 <i>Face to face</i>

Teaching Experience continued:

MKTG 3650 (Instructor) <i>Foundations of Marketing Management</i>	Spring 2016/Spring 2017 Hybrid
MKTG 4660 (Instructor) <i>International Management</i>	Fall 2015/Spring 2016/Fall 2016/Spring 2017 Hybrid
NBA 623 (Teaching Assistant) <i>Models and Methods for New Product Development</i>	Fall 1997 Face to face
NCC 501 (Teaching Assistant) <i>Statistics for Management</i>	Summer 1997/Fall 1997 Face to face

Professional Experience:

Global Recruiters of Fort Worth, Fort Worth, Texas <i>Part of franchising network of recruiters with 170 offices, making it one of the largest privately held recruiting organizations in the USA</i> President and Managing Partner	June 2013 – December 2016
<ul style="list-style-type: none">• Developed business plan and go to market strategy for specialist insurance recruiting organization• Established relationship with Hiring Managers and negotiated service agreements with international carriers and agency organizations• Made 12 placements during the first year, primarily within Sales and Marketing	
Gjensidige Forsikring ASA (Norwegian Mutual), Oslo, Norway <i>Leading Nordic general insurance corporation with wide range of financial products in Norwegian Market</i> Project Director – Commercial Division (2011-2012) Sales Director – Corporate Customers (2010-2011) Marketing Director – Commercial Division (2008-2010) Director of Channel Management – Commercial Distribution (2006-2008) Marketing Manager – Commercial Segment (2005-2006) <i>Promoted through series of marketing and business development roles within commercial segment. Provided strategic leadership to all marketing activities in commercial and corporate segments with premium volume of \$1B.</i>	October 2005 – September 2012
<ul style="list-style-type: none">• Instrumental in company's IPO process, resulting in listing on Oslo Stock Exchange in December FY10; served as representative for Commercial division in meetings with analysts;• Spearheaded business planning and startup of commercial marketing unit and led to highest Employee Satisfaction Scores in commercial division in FY09.• Generated significant cost savings through launch of new log-in platform for commercial customers.• Elevated sales effectiveness by 50% in business center and 30% in field sales through definition and implementation of best practices.• Created 20% lift in sales targets per year through negotiation with trade union and introduction of score cards and bonus models.• Seamlessly integrated new Danish subsidiary, KommuneForsikring, establishing new organization and processes.	

Professional Experience continued:

PA Consulting Group, Oslo, Norway

October 2001 – September 2005

International consulting firm with more than 2K employees, specializing in management and IT consulting.

Managing Consultant (2004-2005)

Principal Consultant (2001-2004)

Achieved ongoing growth to highest consultant rank before Partner level. Thrived while fulfilling marketing, distribution, and business unit strategy assignments for clients in telecommunications, financial services, airlines and retail industries.

- Positioned Oslo as Center of Excellence through design of marketing strategy concept for PA.
- Crafted effective competitive strategy for leading Norwegian grocery chain group, defending established business from new German market entrant.
- Set groundwork for new product portfolio launch, creating marketing strategy for financial services company.
- Developed business unit strategy for mobile phone operator

American Express, New York, New York

February 1998 – August 2001

Senior Marketing Manager (2000-2001)

Marketing Manager New Product Development (1998-2000)

Summer Intern (1997)

- Spearheaded launch of Blue from American Express, general purpose credit card product, produced significant success and has been rolled out in multiple additional markets.
- Twice nominated for prestigious Chairman's Award: recognized with numerous awards from colleagues and leaders for dedication and loyalty to American Express values.
- Headed Direct Mail acquisition for Sign & Travel and Extended Payment Option, administering marketing budget of \$8.9M.
- Served as Product Manager for FlexSelect, with annual credit volume of \$488M.

Previously excelled as Analyst, Consultant Analyst and Consultant for PA Consulting Group (1992 to 1996)

Memberships:

American Marketing Association