

EXECUTIVE EDUCATION



Cedric Dawkins

**Associate Professor, Quinlan School of Business
Loyola University Chicago**

Cedric Dawkins started his professional life in the financial services industry, but was quickly drawn back to academe. His research interests focus on political corporate social responsibility and stakeholder engagement. His articles have appeared in such journals as *Business Ethics Quarterly*, *Business & Society*, *Employee Relations*, *Journal of Business Communications*, and *Journal of Business Ethics*.

His work in the classroom is focused on finding the 'right place' for course material in students' imagination and making good on Kurt Lewin's enduring maxim, "There's nothing so practical as a good theory."



QUINLAN
SCHOOL of BUSINESS

EXECUTIVE EDUCATION



Carolyn Kmet, MBA, MSJ
Adjunct Faculty, Quinlan School of Business
Loyola University Chicago

Carolyn Kmet is the Chief Marketing Officer for All Inclusive Marketing, a full-service ad agency that specializes in the online and mobile arena, providing analytics, marketing and site optimization services. Prior to this role, she was the director of affiliate marketing for Groupon, where she helped shape global affiliate marketing strategy. In this role, she was honored with the Affiliate Summit Pinnacle Award for Affiliate Manager of the Year 2010, and the New Advertiser of the Year 2011 award from Commission Junction.

Kmet also has experience leading the client services team at ShareASale.com, a Chicago-based performance marketing network, and managing affiliate programs at Orbitz, CollectiblesToday.com and MyPoints.com. She is a regular contributor to *Practical eCommerce* and *Insight* magazine, and is an adjunct lecturer at the Loyola University Chicago, where she teaches both undergraduate and MBA level courses in marketing and information systems.

Kmet earned a MBA from Loyola University Chicago, a MSJ in Journalism from Northwestern University, and a Bachelor of Arts degree from University of California, Berkeley.



EXECUTIVE EDUCATION



April Lane Schuster
Clinical Professor, Quinlan School of Business
Loyola University Chicago

Carolyn Kmet is the Chief Marketing Officer for All Inclusive Marketing, a full-service ad agency that specializes in the online and mobile arena, providing analytics, marketing and site optimization services. Prior to this role, she was the director of affiliate marketing for Groupon, where she helped shape global affiliate marketing strategy. In this role, she was honored with the Affiliate Summit Pinnacle Award for Affiliate Manager of the Year 2010, and the New Advertiser of the Year 2011 award from Commission Junction.

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EXECUTIVE EDUCATION



Steve Sachnoff,
Adjunct Faculty, Quinlan School of Business
Loyola University Chicago

Steve Sachnoff is a Consultant, Professor and a demonstrated expert with over 20 years of domain knowledge in the Industrial Sector of the Semiconductor Industry ! In fact Steve, at 7 years old asked his mother to allow him to sort through her deli's cash register to find collectible coins. He sold the coins to dealers at market prices and learned about P&L. Later he started two successful companies from the ground up, The second, Mid Star Technologies a manufacturers' rep firm, began on a napkin at Bennigan's and quickly became the first Semiconductor Mega Rep in the Midwest. Mid Star grew from \$4 million to \$55 million in 6 years, operating in 7 states, successfully negotiating the sale of the firm in 1996. Mid Star set several sales growth records, especially in Illinois, and is still in business today ! As Vice President of STMicroelectronics Industrial Business Unit, revenue grew from \$65 million in 2003 to \$300 million, achieving a top market position. Steve is a consultant possessing high performance insight skills with Large Global OEM's, Mass Markets/Distribution and a reputation for "getting the job done". He has excellent domain knowledge in multiple sectors and product families including but not limited to Power, Industrial, Lighting, Medical, IoT, Smart Home, Smart City, Automotive, Microcontrollers, Wireless, Analog and Sensors. Steve holds many awards/plaques for sales growth/market share. He is also an adjunct Professor of Strategic Management and Marketing at Loyola University. He has taught Strategy, Innovation Management, Entrepreneurial Marketing, Sales, International Business and Organizational Behavior.

Specialties: Reorganize/Start up your sales/marketing resources in USA. Successfully completed multiple projects for many top worldwide consultants. Go to Market skills, Organizational Effectiveness, Top & Bottom Line, and overall Strategy. Currently serving on several advisory boards of various privately held firms. Projects that I accept are limited to public information.



EXECUTIVE EDUCATION



Michael Welch, JD
Professor, Quinlan School of Business
Loyola University Chicago

Michael Welch is on the faculty at the Quinlan School of Business at Loyola University Chicago where he teaches courses in strategic management, leadership, microenterprise consulting, and the legal environment of business. He also teaches legal issues, strategy, and leadership for the Executive Education Department. Prior to joining Loyola's faculty, Mike served as the Vice President – Legal Services for The Quaker Oats Company in Chicago, where he spent 23 years in several legal and managerial roles. Prior to Quaker, Mike was an associate at the Chicago law firm of Winston & Strawn.

Mike serves on the Board of Directors of the Global Alliance for Africa. He obtained his B.S. in Marketing and his J.D. from the University of Illinois at Urbana-Champaign.

