

## **JUDITH BLUMENTHAL**

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### **UNIVERSITY FACULTY POSITIONS**

Marshall School of Business, University of Southern California, Los Angeles, CA: (January 1996 - present).  
Professor of Clinical, Management and Organization and Marketing.

Graduate, Undergraduate, Executive MBA, Global Executive MBA, Online MBA, and Executive Education courses in Strategic Management, Leadership and Corporate Governance, Retail Strategy, Organizational Theory and Design, Alliances and Cooperative Agreements. Session chair for USC Corporate Governance Summit (2010, 2011, 2012, 2013, 2014, 2015). Design/Planning for Marshall Corporate Directors' Symposium (2016).

California State University, Northridge, Northridge, CA: (August 1987-December 1995).  
Associate Professor, Department of Management, School of Business Administration and Economics

Taught undergraduate and graduate courses in business strategy, international business, organizational theory, organizational behavior and general management. Pioneered Internet-based distance learning in 1995. Conducted research on implementation of strategic change in dynamic industries, design and management of interfirm agreements, and success factors in managing service organizations. Chaired university graduate studies committee and school policy committee. Served on university strategic planning committee, academic affairs planning council, university senate.

### **UNIVERSITY ADMINISTRATIVE POSITIONS**

University of Southern California, Los Angeles, CA: (January 2000-June 2006).  
Associate Vice President, Alumni Relations and Executive Director, USC Alumni Association. (Concurrent with faculty appointment).

Created and executed a new strategic plan for the USC Alumni Association which transformed the association's portfolio of activities into a coherent program to support of the university's ambitious goals. Contributed to USC's dramatic ascent by achieving substantial increases in all measures of alumni engagement, participation, and support among more than 200,000 alumni worldwide. Worked closely with senior university officials, trustees, prominent alumni, and staff in the United States and abroad. Officer of the USC Alumni Association Board of Governors.

Alumni programs include campus and regional events attended by thousands of alumni each year, and international events attended by hundreds of alumni; support and leadership for over 100 national and international chartered organizations; alumni communications, including web and online presence; scholarship and other fundraising initiatives; planning for capital projects; lifelong learning, career services, and travel programs. In 2006, hosted alumni dinners and receptions throughout China to welcome a delegation of almost 100 USC trustees and senior university officials.

University of Southern California, Marshall School of Business, Los Angeles, CA: (1996-2000).  
Associate Dean and Executive Director for MBA for Professionals and Managers and Executive MBA programs. (Concurrent with faculty appointment).

Assumed position when the part-time Evening MBA (now MBA.PM) was experiencing declines in market share and perceived quality. Working with faculty, students, and administrators quickly designed and implemented

major revisions in program content, delivery, and schedule, including the introduction of PM.GLOBE, an international course with an overseas component, required of all students. Brought strategic management and business ethics into intensive MBA orientation. Achieved substantial improvements in program quality, student and faculty satisfaction, reputation, and rankings. MBA.PM and EMBA achieved top-ten status in national rankings; applicant pool and enrollment figures for MBA.PM more than doubled in four-year period.

## **CONSULTING EXPERIENCE**

Independent Consultant, (1988-2000). Organizational development, strategic planning and implementation, research and analysis for business, non-profit, and governmental organizations.

Cast Management Consultants, Los Angeles, CA, Milan, Italy: (1985-1988). Vice President. Project management and consulting related to planning, marketing, and strategy implementation assignments for American and European clients in manufacturing, retail, and service industries.

Management Analysis Center, Los Angeles, CA: (1983). Design of strategic plan for large retail client.

## **POSITIONS IN INDUSTRY**

(1974- 1981)

J.W. Robinson's, Division of Associated Dry Goods, Los Angeles, CA. Director of Organization Development: Organizational planning; design and direction of programs, including: executive succession, career development, staffing, external recruitment, training, performance appraisal, internal communications.

I. Magnin, Division of Federated Department Stores, San Francisco, CA. Director of Training and Development: Forecasting of human resource requirements; design and implementation of training and development programs; campus recruiting; executive staffing.

American Express Company, Card Division, Phoenix, AZ. Management Development Specialist: Design and presentation of management development seminars.

Motorola Inc., Semiconductor Products Division, Phoenix, AZ. Manager of College-Related Development. Planning and supervision of in-plant college credit courses; administration of tuition reimbursement program.

Diamond's, Division of Dayton-Hudson Corporation, Phoenix, AZ. Training Director: Design and implementation of exempt and nonexempt training programs. (Progressed to this position from executive trainee.)

## **ACADEMIC ASSOCIATIONS**

- Academy of Management (1982-present)
- American Collegiate Retailing Association (ACRA) (2007-present)
- Beta Gamma Sigma Business Honor Society (initiated 1984)
- Strategic Management Society (1985-present)
- Western Academy of Management (1982-present)

## **BOARDS AND PROFESSIONAL MEMBERSHIPS**

- California Council on Economic Education Board of Directors. Have served on Executive Committee and chair Board Affairs Committee (2010-present)
- KUSC Radio Advisory Board (2007-present)
- Guess? Inc. Board of Directors, Chair Governance Committee, Audit Committee Member, Compensation Committee Member (2007-2013)

- National Association of Corporate Directors (2007-present)
- Women Corporate Directors (2012-present)
- Board of Directors, Council for Advancement and Support of Education (CASE), District VII (2004-2006)
- Community Advisory Council, Natural History Museum of Los Angeles (2003-2007)
- Council of Alumni Association Executives (2001-2006)
- USC Alumni Association Board of Governors (2000-2006)

## **PUBLICATIONS**

### **Refereed Journals**

Blumenthal, J. (1995). Crisis management in university environments: Observations and insights. *Journal of Management Inquiry*, Volume 4, No.3, pp. 248-254.

Blumenthal, J. (1991). Joint ventures as a vehicle for strategic change: Opportunities and Pitfalls. *Journal of Organizational Change Management*, 4, 1, pp. 45-59.

Blumenthal, J. (1991). Use of the case method in MBA Education. *Performance Improvement Quarterly*, 4, 1, pp.5-13.

Noling M.S. and Blumenthal, J. (1985). Gaining competitive advantage as a professional service firm. *New Management*, Fall. 53-57.

Cummings, T., Blumenthal, J., and Greiner, L. (1984). Managing organizational decline: The case for transorganizational systems. *Human Resource Management*, 22: 377-390.

### **Book Chapter**

Blumenthal, J. (1995). Relationships between organizational control mechanisms and joint venture success. In *Advances in Global High -Technology Management*, Volume 5, Part B. Greenwich Conn: JAI Press, pp. 115-134.

### **Book Reviews**

Blumenthal, J. (1991). Reviews of *Innovating for failure: Government policy and the early British computer industry*, by John Hendry, Cambridge, MA: MIT Press, 1989, and *Alvey: Britain's strategic computing initiative*, by Brian Oakley and Kenneth Owen, Cambridge, MA: MIT Press, 1989. *Technology Transfer* (Spring), pp. 43-45.

Blumenthal, J. (1989). Review of Professional suicide, or organizational murder (2nd ed.), by Donald W. Cole, Cleveland, OH: The Organizational Development Institute. *Consultation*. 8, 3, pp. 209-211.

### **Research Reports and Proceedings**

Blumenthal, J. (1990). Business as usual and joint venture success. In *Proceedings of Second International Conference on Managing the High Technology Firm*. Graduate School of Business. University of Colorado at Boulder.

Ansari, S., Bell, J. and Blumenthal, J. (1995, April). Getting there is not being there: Why strategy deployment is so hard. *Insider's Report*.

Ansari, S., Bell, J. and Blumenthal, J. (1993). *Strategy Deployment in Organizations*\_Research Report, R-93-CMS-05. Consortium for Advanced Manufacturing- International (CAM-(CAM-I). Arlington, TX: CAM-I.

Ansari, S., Bell, J. and Blumenthal, J. (1991). *Strategy Deployment and Strategic Cost Management in Organizations-Final Report-Phase I*. Research Report, R-91-CMS-03. Consortium for Advanced Manufacturing- International (CAM-(CAM-I). Arlington, TX: CAM-I.

## ACADEMIC CONFERENCE PRESENTATIONS

- 1995 Academy of International Business, Western Regional Conference-- *Differences in the concept of service across national cultures: Implications for international business*. American Graduate School of International Management (Thunderbird), Glendale, Arizona.
- 1990 Western Academy of Management First International Conference--*Underlying cultural dynamics of business relations between the U.S. and Japan*. University of Shizuoka, Shizuoka, Japan.
- 1990 International Conference on Strategic Leadership in High Technology Organizations--*Business as usual and joint venture success*. University of Colorado at Boulder.
- 1989 Strategic Management Society Conference--*Assessing joint venture progress and outcomes*. Also session chair. San Francisco, CA.
- 1989 National Academy of Management--*Predictors of joint venture propensity among information technology firms*. Washington, D.C.
- 1989 Western Academy of Management--*Joint venture success: All factors are not equal*. San Francisco, CA.
- 1988 Strategic Management Society Conference--*Strategic failure and management weakness as dominant predictors of joint venture formation in the U.S. information technology sector* (with L. Greiner). Amsterdam, The Netherlands.
- 1986 Western Academy of Management--*The effect of status on the interpersonal encounter in the delivery of consumer services*. Reno, Nevada.
- 1986 Western Academy of Management--(Symposium Chairperson and Presenter). *Strategic alliances: Trends, issues, and emerging theoretical perspectives*. Reno, Nevada.
- 1985 Strategic Management Society Conference-- *Power and strategic processes* (with P. Borzatta and G. Brandazza). Barcelona, Spain.
- 1984 OD Network--(Symposium) *How much HRD can an organization absorb?* Washington, D.C.
- 1984 Western Academy of Management--(Symposium Chairperson and Presenter). *Concepts and methods for strategic change*. Vancouver, British Columbia, Canada.
- 1983 Western Academy of Management-- (Symposium participant). *Perspectives on work in a temporary society*. Santa Barbara, California.

## EDUCATION

Ph.D.	Business Administration. University of Southern California. Major: Strategy and Organization. Minor: Services Marketing.
M.B.A.	Business Administration. University of Southern California.
A.B.	English. Hunter College of the City University of New York.
Certificates	French. Sorbonne, Paris, France; University of Besancon, Besancon, France.