

Curriculum Vitae

DIANE M. BADAME

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EDUCATION

M.B.A., University of Minnesota – Minneapolis, MN	1982
Ph.D., University of Wisconsin – Madison, WI	1976
M.S., University of Wisconsin – Madison, WI	1974
B.S., University of Wisconsin – Madison, WI	1973

ACADEMIC EXPERIENCE

University of Southern California – Marshall School of Business – Los Angeles, CA	1997 – Present
▪ Professor of Clinical Marketing	
▪ Program and Academic Director of the MS in Marketing Program	(2015 – Present)
▪ Academic Director of the Full-Time MBA Program	(2013 – 2015)
▪ Assistant Dean and Academic Director - Full-Time MBA Program	(2010 – 2013)
▪ Associate Dean of Executive MBA and MBA for Professionals and Managers Programs	(2001 – 2005)
▪ Associate Dean of Undergraduate Programs	(2000 – 2001)
Cal Poly Tech – MBA School of Mortgage Banking – Pomona, CA	1988
▪ Instructor in Marketing	
University of California – Berkeley – Berkeley, CA	1987
▪ Instructor in Marketing	
University of Minnesota – Minneapolis, MN	1983 – 1984
▪ Adjunct Professor of Marketing in Continuing Education Program	
Rutgers University – Stonier Graduate School of Banking – New Brunswick, NJ	1983
▪ Instructor in Marketing	

PUBLICATIONS

Markenson, Steve and Badame, Diane (2020). The Grocery Shopping Habits of Gen Z and Millennials. *FMI, The Food Industry Association*, pp. 1 – 41.

Quelch, John and Badame, Diane (2013). Montreaux Chocolate USA: Are Americans Ready for Healthy Dark Chocolate? *Harvard Business Publishing*, 914501, pp. 1 – 12.

Cespedes, Frank and Badame, Diane (2012). PV Technologies, Inc.: Were They Asleep at the Switch? *Harvard Business Publishing*, 913505, pp. 1 – 11.

Moore, Kate and Badame, Diane M. (2007). Saxonville Sausage Company Teaching Note. *Harvard Business Publishing*, 2086, pp. 1 – 15.

Korell (Badame), Diane M. and Safrit, Margaret J. (1977). Comparison of seriation and multidimensional scaling: Two techniques for validating constructs in physical education. *Research Quarterly*, 48 (2), 333 – 340.

Safrit, Margaret J., Korell (Badame), Diane M. and Stamm, Carol L. (1977). The participant-observer: A source of invalidity in measuring motor skills. *Perceptual & Motor Skills*, 45(1), 75 – 80.

CORPORATE EXPERIENCE

- Solutions for Quality Results** – Palos Verdes Estates, CA 1998 – Present
President and CEO
- Conducted customer satisfaction research for seven years for Korn/Ferry International, the world's largest executive recruiting firm with over 60 offices and \$836 in revenues at the time of consulting from 2001 - 2008.
 - Founded Solutions for Quality Results, a marketing research and consulting organization specializing in the area of customer satisfaction research and new product development. All marketing projects are custom-designed to best meet the needs of each client.
 - Services also include the development of custom-tailored quality and employee education programs designed to meet the specific requirements of each client.
- Weyerhaeuser Mortgage Company** – Woodland Hills, CA 1994 – 1997
Senior Vice President and General Manager
- Managed the Consumer Division, which originated first and second mortgage loans and equity lines of credit nationwide directly to consumers and through third party referrals.
 - Originations in 1996 totaled \$101 million.
 - Established the Consumer Division University to formalize curricula and centralize division-wide training and education programs.
- USL Capital** – San Francisco, CA 1990 – 1993
Director of Corporate Quality
- Established and managed the Total Quality Management initiative for a company with 11 operating units and over 800 employees.
 - Developed and implemented ongoing customer and employee satisfaction research.
 - Established extensive training and ongoing quality progress audits.
- Bank of America** – San Francisco, CA 1984 – 1989
Vice President, Regional Manager
- Established a residential real estate loan production organization of 115 employees in 12 locations throughout Northern California.
 - Managed the sales, marketing, processing, underwriting and funding of loans originated in Northern California.
 - Originations in the first year of operation totaled \$286 million.
- Vice President, Director of Marketing**
- Managed the product management and development function for a \$9.5 billion residential real estate loan portfolio.
 - Developed and implemented an award-winning \$4 million advertising campaign.
 - Established extensive training and quality of service programs.
- First Bank System** – Minneapolis, MN 1980 – 1984
Assistant Vice President
- Established and managed the product management and development department of retail financial services of a \$20 billion multi-bank holding company.
 - Co-authored The Product Management Handbook, which was published by the Bank Administration Institute.
- The Pillsbury Company** – Minneapolis, MN 1977 – 1980
Assistant Marketing Manager
- Managed various products in the Grocery Division, including an acquisition, the Speas Company.
 - Directed marketing research studies in the Grocery Division.

PROFESSIONAL SERVICE

- Co-author of Marketing Brief Cases and Reviewer of Marketing Core Readings Chapters for the *Harvard Business Review* 2013 – 2017
- Member of the Board of Directors of the MBA Roundtable 2010 – 2015
- Member of the Board of Trustees of the Executive MBA Council 2001 – 2005
- Vice Chairman of the Board of Trustees of the Executive MBA Council 2004 – 2005
- Co-Chair of the Center for Research of the Executive MBA Council 2001 – 2005
- Member of the Board of Directors of the MBA Roundtable 2001 – 2005
- Judge for the American Resort Development Association (ARDA) Circle of Present Excellence (ACE) Awards 2000
- Reviewer of Advertising and Promotion Management textbooks 1999 – 2003
- Guest speaker at the annual Pepperdine University Alumni Career & Business EXPO 1999
- Advisor to Yonsei Language Institute 1999
- Chairman of the University Subcommittee for the Advertising Career EXPO sponsored by the Western States Advertising Agencies Association and the Ad Club of LA 1998 – 2000
- Member of the Board of Examiners of the Malcolm Baldrige National Quality Award 1993
- Member of the American Society of Quality Control 1991 – 1997
- Member of the Board of Trustees of the Pacific Graduate School of Psychology 1990
- Member of the Association of Governing Boards of Universities and Colleges 1990
- Member of the Education Committee of the Mortgage Bankers Association 1988
- Member of the Bank Administration Institute Trust and Financial Services Commission 1984 – 1985
- Member of the Bank Administration Institute Cash Management Commission 1982 – 1983

USC SERVICE

- Program and Academic Director – Master of Science in Marketing Program 2015 – Present
- Assistant Dean and Academic Director - Full-Time MBA Program 2010 – 2015
- Associate Dean of the Executive MBA and MBA.PM Programs 2001 – 2005
- Chair of the Social Sciences Sub-Committee of the University Curriculum Committee 2010 – Present
- Member of the Marshall Graduate Instruction Committee 2001 – 2014
- Member of the Vice Provost's Academic Programs Council 2000 – 2001
- Participation in the American Advertising Federation's Most Promising Students Program (Nominated and supported two USC Award Winners) 2000
- Developed and presented Two Collaborative Learning Workshops to Marshall Faculty hosted by the Teaching Excellence Center 1999
- Advisor to Association of Integrated Marketing Organization 1998 – 2001

AFFILIATIONS

- American Marketing Association 1997 – 2018
- Advertising Club of Los Angeles 1997 – 2002

HONORS AND AWARDS

- Golden Apple Teaching Award for Best Teaching in the MS in Marketing Core Courses 2021
- Golden Apple Teaching Award for Best Teaching in the Part-time MBA Core Courses 2018
- Golden Apple Teaching Award for Best Teaching in the Full-Time MBA Core Courses 2010
- Recipient of the USC Torch and Tassel Chapter of Mortar Board National Senior Honor Society Faculty of the Month Award (for leadership, scholarship and service in the university community inside and outside of the classroom) 2000
- Weyerhaeuser President's Award for Outstanding Performance 1996
- Who's Who, American Women in Business 1998 and 1992
- Presidential Eagle Award at Bank of America for Exceptional Achievement 1986
- Finalist in the National Bank Marketing Association's Golden Coin Award 1986
- American Advertising Federation Complete Campaign Award-Best in the West 1986
- Bank of America Exceptional Achievement Award 1984 and 1985
- First Bank Minneapolis Exceptional Achievement Award 1981