

QUENTIN J. FLEMING

Quentin Fleming is an Adjunct Professor at the Marshall School of Business. Since 2001 he has taught courses in Strategic Management and in Global Leadership. He is also a management consultant with nearly thirty years of experience. Quentin has worked with wide a range of clients across diverse industries – from Fortune 500 companies to small entrepreneurial firms – to identify and understand the root cause of their challenges and to create a strategy for improved profitability.

Quentin is the author of three business books and is a sought after expert, speaking at Industry and Trade Shows, Conferences and Professional Associations. He is a media resource, frequently quoted in newspapers, magazines and as a featured guest on radio.

Quentin has extensive international travel experience since living overseas with the Peace Corps as a teenager. He has been selected to lead students on international field trips for the purpose of understanding different business practices throughout the world.

Education

University of Southern California Master of Business Administration. Emphasis in Organizational Development and Consulting. Dean's List.

California State University, Long Beach Bachelor of Arts. Major in Public Administration. Graduated *with distinction*.

Courses Taught

Marshall School of Business
University of Southern California

BUAD 497: Strategic Management (4 units)

Examination of managerial decision-making, planning, and policy under changing environments; readings, cases, exercises, simulations.

MOR 470: Global Leadership (4 units)

Major theories and practices of leading people in multi-national firms. Skills for facilitating cooperation, communication, and motivation among people from different cultures

MOR 465: Strategic Management of the Business Lifecycle (4 units)

Explores four key questions to examine strategy's changing emphasis as a firm moves through the business lifecycle. How does a strategist analyze the parts of a firm's strategy? Where do successful strategies come from? Why do strategies fail? How do firms change their strategies successfully?

GSBA 520x: Business Fundamentals for Non-Business Professionals (3-4 units)

An overview of concepts, tools and principles of business management to develop a general management point of view. Open only to non-business graduate students. (Team-taught with three other professors; I taught the sections on Strategy and on Organizational Development.)

BUAD 104: Learning About International Commerce (2 units)

Provides insight into the opportunities and challenges faced by business professionals operating in a global environment by focusing on international cultural norms.

Served as secondary faculty on trips to Hong Kong and Mumbai.

Experiential Corporate Learning Program (ExCEL)

Advanced undergraduate students travel abroad for 10-day trips to meet with businesses and government officials to learn about differing business practices.

Served as faculty on trips to Denmark and Sweden, and to Kuala Lumpur and Singapore.

Recipient: Dean's Award for Community. May 2010.

Publications

Keep the Family Baggage Out of the Family Business: Avoiding the Seven Deadly Sins That Destroy Family Businesses. New York, Simon & Schuster, 2000. (Information is available at www.familybaggage.com)

Subcontract Project Management and Control: Subcontract Planning and Organization. Chicago, McGraw-Hill, 1993. (Co-author)

Subcontract Project Management and Control: Progress Payments. Chicago, McGraw-Hill, 1991. (Co-author)

Media

Marketplace on National Public Radio

- Interview with David Brancaccio on the seven deadly sins of family businesses (this was the featured story of the day's broadcast).
- Interview with David Brancaccio on succession challenges in family owned businesses.

AirTalk on National Public Radio

- Interview and discussion with Larry Mantle on the unique challenges that arise within family businesses.
- Discussion with Larry Mantle on potential succession challenges facing the Los Angeles Lakers following the death of its long-time owner.

Book Beat on Voice of America

- Interview with Zlatica Hoke about “*Keep the Family Baggage Out of the Family Business*” and on the unique challenges that arise within family businesses.

Your Money and Your Life on Oxygen Network

- Featured expert discussing key strategies to help family businesses achieve success.

America’s Nightly Scoreboard with David Asman on Fox Business News Network

- Analysis of corporate governance and acquisition activities surrounding publicly-traded family businesses.

Presentations

“Avoiding the Seven Deadly Sins of Family Businesses: The Hidden Secret to Success.” Presentation delivered to the following organizations (length ranging from thirty minutes to three hours):

- Building Industry Association of Southern California: Building Industry Show.
- Texas Restaurant Association: Southwest Foodservice EXPO/ Southwest Supermarket & Convenience Store EXPO.
- California Society of Certified Public Accountants: Long Beach and Orange County discussion groups (CPE credit awarded to attendees)
- TEC Worldwide (various groups)
- University-Based Family Business Programs: University of Southern California, Santa Barbara City College, California State University, Fullerton, and California State University, Northridge.
- Fully Employed MBA Program, California State University, Long Beach
- Women’s Council of Realtors
- Garment Contractors Association of Southern California
- California Moving & Storage Association
- American Society for Training and Development
- Marshall Business Alumni

“Are You a Family Business or a Family Business?”

- Center for Family Business, Belmont University

“Keeping The Business In The Family”

- Los Angeles Times – Small Business Strategies Conference

“Before The Time Comes: Planning Succession In The Family Owned Business”

- California Restaurant Association: Western Foodservice & Hospitality Expo

“How To Make The Transition From An Entrepreneurship To A Professionally Managed Firm”

- University Extension, University of California, Davis

Keynote Speaker: California Family Business Awards Luncheon

Sponsored by: Institute for Family Business, Merrill Lynch, The Business Journal, and California State University – Fresno.