
Roger L. Beahm

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School of Business
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MARKETING CAREER

Full Professor of Practice

WAKE FOREST UNIVERSITY, *Winston-Salem, NC*

July 2012 – Present

- **Responsible for teaching Marketing, both core and electives, in the School of Business in MBA, Undergraduate, and Master of Science in Management (MSM) programs.** Courses taught regularly include:
 - *MBA Program (Winston-Salem Evening, Charlotte Evening, Hybrid, and Online):* Marketing Management (MKT 4103, MKT 8221, MKT 4604; and MKT 7065; core Marketing requirement for all students in all MBA programs);
 - *Undergraduate:* Brand Management & New Product Innovation (BEM 326; Marketing elective, since 2016); Consumer Behavior (BEM 325; Marketing elective, since 2019); Principles of Marketing (BEM 221; required for all BEM majors; starting in Fall 2024).
 - *Master of Science in Management (MSM) Program:* Advanced Branding (MKT 5482; Marketing elective; since 2018)
 - Previous courses taught in the MBA program include Marketing Strategy & Planning (MKT 8126), and Advertising Management (MKT 5121).
- **Faculty Lead – Responsible for teaching the Marketing Certificate program (Executive Education) in the Wake Forest School of Professional Studies (SPS) -- 2021 through present:** Responsible for developing the curriculum, selecting faculty colleagues to assist when appropriate, and delivering the first-ever marketing certification program in SPS. Course is delivered remotely (online). Executive participants have included representatives from Toyota, L’Oreal, Utz, Bed Bath & Beyond and more, as well as many individual entrepreneurs.
- **Director, Retail Learning Labs, Wake Forest University Center for Analytics Impact (2019 through present).** Responsible for overseeing a consortium of industry partners for the purpose of conducting retail research in 10 Lowes Foods retail lab stores. Corporate partners include Inmar Intelligence, WestRock, Bellomy Research, and Lowes Foods. Research conducted for industry clients that have included The Hershey Company, Campbell Soup Company, Barilla, McCormick & Company, MillerCoors, Colgate-Palmolive, Tropicana, and more. Research results used by industry to guide in-market retail strategies and tactics. Data from the learning labs used by faculty for academic research as well as for in-classroom student analytics projects and case studies.
- **Faculty Advisor to the Wake Forest University Marketing & Advertising Club (2022 through present).** Supporting student leaders of this 150+ member professional club in the Wake Forest college as well as the School of Business by helping bring in industry speakers as well provide career training programs for membership.
- **Member, Graduate Business Programs Certification Committee (2018 through present).**
- **WakeABLE Task Force (since 2022).** Help to coordinate the program’s case competition, including the selection of the case to be used (Nike), create questions to be answered, create the judges’ scoring rubric, and recruit a former Director of Marketing with Nike to serve one of our esteemed judges.
- **Annual Teaching/Faculty Awards:**
 - Charlotte Evening MBA Teaching Award (2023-2024)
 - Senior Class Teaching Award (2021-2022)
 - Kienzle Alumni Teaching Award (2021-2022)
 - Spirit Award (2014-2015)
- **Member, Academic Review Committee,** School of Professional Studies, Wake Forest University (2021 and 2022)
- **WestRock Executive Director, Wake Forest University Center for Retail Innovation (2012 through 2018).** Responsible for helping found and lead the school’s retail marketing center, executing its mission of creating knowledge and cultivating industry leaders through education, innovation, and collaboration. Contributor to retail/consumer packaged goods thought leadership in numerous national media including the Associated Press, The New York Times, Forbes, Bloomberg Businessweek, National Public Radio, NBC News, The Huffington Post, U.S. News and World Report, Fast Company, and ABC News.
- **Responsible for helping generate \$4,000,000+ in funding for the Center for Retail Innovation and the School of Business,** including (a) the initial \$500,000 combined gift from Inmar, IRI Worldwide, and philanthropist John Whitaker, as well as (b) an additional \$3,500,000+. This increment total includes obtaining a \$1,000,000 gift from WestRock to endow my position as the WestRock Executive Director, and a \$500,000 gift from CVS Health to support our annual Retail &

Health Innovation Challenge. Some of the major student competitions sponsored by the Center prior to its evolution to the Center for Analytics Impact include:

- 2009 Marketing Summit (*sponsored by PepsiCo*)
 - 2010 Marketing Summit (*sponsored by IBM Corporation*)
 - 2011 Marketing Summit (*sponsored by VF Corporation*)
 - 2012 Marketing Summit (*sponsored by Hanesbrands, Inc. and BB&T Corporation*)
 - 2013 Marketing Summit (*sponsored by FedEx*)
 - 2014 Marketing Summit (*sponsored by Reynolds American, Inc.*)
 - 2014 Retail & Health Innovation Challenge (*sponsored by CVS Health*)
 - 2015 Marketing Analytics Summit (*sponsored by Inmar, Inc.*)
 - 2015 Retail & Health Innovation Challenge (*sponsored by CVS Health*)
 - 2016 Marketing Analytics Summit (*sponsored by Inmar, Inc.*)
 - 2016 Retail & Health Innovation Challenge (*sponsored by CVS Health*)
 - 2017 Marketing Analytics Summit (*sponsored by the Association of National Advertisers/AEF*)
 - 2018 Retail & Health Innovation Challenge (*sponsored by CVS Health*)
- **2022 ESG Task Force (Spring, 2022).** Helped design scoring rubrics for each category within the ESG university-wide competition, and assisted judges in the selection of the finalists and category winners.
 - **Resident Professor, India, China, Russia, Nepal, and Nicaragua (2015-202).** Responsible for leading annual MBA global immersions to India (2015 through 2019), China (2018 and 2019), Russia (2019), Nepal (2017), and helped provide leadership for Nicaragua (2016, 2017). Developed student case competitions in partnership with the Birla Institute of Management Technology, i.e., BIMTECH (2016-2018; Greater Noida, India) and Institute of Business Studies-RANEP (2019; Moscow, Russia). Cases developed in conjunction with IBM Corporation (IBM-India and IBM-Russia), which served as industry sponsor.
 - **Faculty Advisor to the WFU School of Business graduate International Student Association (2017 to 2020).** Guided student leadership in the development and execution of events/activities for international students in our MSM, MSBA and MSA programs. Activities include workshops on H-1B visas and OPT employment authorizations plus cultural events such as the annual Chinese New Year celebration.
 - **Wake Forest University United Way Campaign Chair** (2016); Campaign Co-Chair (2015)
 - **Member, Faculty Search Committee** for new Business Analytics faculty, Wake Forest University Charlotte Center Executive Director, and tenure-track Marketing professor (2023).
 - **Concept proponent for the Wake Forest University School of Business Strategic Framework Development** (2013-2014). Helped recruit and guide 8-member faculty/staff team in (1) defining the concept attributes desired for graduates, and (2) working with senior associate deans for programs, as well as faculty discipline proponents, to integrate strategies and tactics within this Concept into curricular, co-curricular, and extra-curricular activities.

Select Media Contributions:

National Op-Ed Publications (Fox News):

- “Hello Christmas! First day of November officially kicks off holiday shopping madness” November 1, 2018
- “Black Friday – 5 reasons we’re heading for a record holiday shopping season” November 24, 2017
- “Tidings of Comfort and Joy: Why shoppers seeking comfort will be retailers’ joy” November 25, 2016
- “Last minute Christmas Shopping: Five things to avoid” December 14, 2014
- “Do we need a Eulogy for Thanksgiving?” November 26, 2014
- “Why Super Bowl is a distinctly American cultural event” January 31, 2014

Other National Media Contributions (partial listing):

- “The Era of One-Stop Grocery Shopping is Over” – *The Wall Street Journal* April 27, 2024
- “Afraid of Overspending on holiday gifts? Set a budget. We’ll show you how” – *USA Today* November 25, 2023
- “On Guns, Companies are Getting Out Ahead of the Politicians” – *Associated Press* March 3, 2018
- “Here’s How Often You Need to Replace Everything in your Kitchen” – *NBC News* March 2, 2018
- “Retailers Use Gun Controls to make Policy” – *Los Angeles Times* March 1, 2018
- “How the Bot Stole Christmas” – *The New York Times* December 6, 2017
- “Amazon’s Whole Foods Strategy – It’s Not What You Think” – *Forbes* June 23, 2017

Recent (2023) Regional/Local Media Contributions:

“Naughty or Nice? Triad Shoppers expected to spend more, give less” (<i>Winston-Salem Journal</i>)	Nov. 19, 2023
“Grow or Die? It’s a question Triad manufacturers are struggling to answer” (<i>Winston-Salem Journal</i>)	Oct. 8, 2023
“Krispy Kreme may put stake in Insomniac cookies up for sale” (<i>Winston-Salem Journal</i>)	Oct. 3, 2023
“What does the Tanger Center have in common with the Carolina Panthers?” (<i>Greensboro News & Record</i>)	Aug. 9, 2023
“Cookout gears up for more NASCAR brands” (<i>Greensboro News & Record</i>)	Aug. 6, 2023
“Petco to open in some area Lowe’s stores. Lowe’s will also have monthly Vetco clinics” (<i>Winston-Salem Journal</i>)	July 25, 2023
“Underperforming: After ‘thorough review’ Lidl closes Thomasville store” (<i>Winston-Salem Journal</i>)	July 19, 2023
“At this Greensboro thrift store, the price is always right” (<i>Winston-Salem Journal</i>)	July 14, 2023
“Hanes Mall’s newest tenant is creating a stir” (<i>Winston-Salem Journal</i>)	May 19, 2023
“Barkley comments may have connected new customers with Krispy Kreme” (WFDD-FM <i>public radio</i>)	May 2, 2023
“ ‘Long Time Coming’: Sears at Friendly Center closes” (<i>Winston-Salem Journal</i>)	April 14, 2023
“Krispy Kreme gets bullish upgrade from Truist Security analyst” (<i>Winston-Salem Journal</i>)	March 23, 2023
“Krispy Kreme expanding McDonald’s test market in Kentucky” (<i>Winston-Salem Journal</i>)	Feb. 27, 2023
“Back to the Future: Quality Mart’s new partnership will mean long-term appeal” (<i>Winston-Salem Journal</i>)	Feb. 17, 2023
“Winston Cup artifacts at center of Sports Marketing lawsuit” (<i>Winston-Salem Journal</i>)	Feb. 1, 2023
“Lowe’s Foods expands footprint. Doubles presence in Charlotte” (<i>Winston-Salem Journal</i>)	Jan. 15, 2023

Visiting Professor of Practice

July 2008 – June 2012

- Responsible for teaching Brand Management, Marketing Strategy & Planning, Advertising Management, and Practical Issues in Marketing to full-time MBA students.
- Responsible for teaching Brand Management and Marketing Strategy & Planning to Working Professional MBA students (Winston-Salem and Charlotte programs)
- Faculty Advisor to the Annual Marketing Summit. Introduced series of “firsts” to this annual student-run event, including:
 - Establishment of record prize levels (growing MBA prize from \$10,000 to \$75,000; building the total purse to over \$100,000 per Summit).
- Service as the Wake Forest University School of Business representative on the Board of Governors, Carolinas Council, American Association of Advertising Agencies (4A’s). Helped the Wake Forest University School of Business become one of only three academic members of the 4A’s.

Adjunct Professor

January 2005 - June 2008

- Responsible for teaching Brand Management and Marketing Strategy & Planning in full-time MBA program.

Chairman & CEO

BEAHM & ASSOCIATES, LLC, Greensboro, NC

January 2007 - Present

- **Member, Board of Advisors to T W Garner Food Company** (*since 2010*). Service includes participation in monthly Executive Committee meetings, quarterly Board of Directors meetings, and in annual shareholders meeting of this family-owned company, marketing such brands as Texas Pete hot sauce, Green Mountain Gringo salsa, Cha! Sriracha sauce, and Sabor! by Texas Pete.
- **Consultant to B2B and B2C companies.** Services include development of strategic and tactical marketing plans, instructing marketing seminars, conduct marketing research, and advising CEO’s, CMO’s, and executive committees.
- Faculty presenter for Winston Venture Grants (September 2022). Winston Venture Grants is a public-private partnership aimed at bringing future-focused disrupters to Winston-Salem, NC (presentation entitled “Retail Strategies for Today’s Path-to-Purchase).
- Working with the university’s provost, facilitated listening sessions during Summer 2022 for Appalachian State University among its faculty, staff and administration, as well as with community and civic leaders. Purpose of these sessions was to identify and prioritize educational programs and services for the university’s new Hickory NC campus, scheduled to open in Fall, 2023.
- Orchestrated two mergers of regional advertising agencies (Sales Factory Advertising and Woodbine Advertising in 2013, and SFW and The Russell Agency in 2017).

Brand Manager (Paper Products Division) PROCTER & GAMBLE, INC., Cincinnati, OH January 1977 – June 1980

- Responsible for marketing management, including development of annual plans, television and print advertising, consumer promotions, package design, marketing research, public relations programs, and annual budget management, for both new and
- established consumer brands in Paper Products Division for world’s largest advertiser. For Puffs facial tissue, responsible for managing and training group of 5 employees in marketing objectives, strategies and tactics.

Assistant Brand Manager (Coffee Division) May 1974 – December 1976

- Responsible for developing introductory marketing plans and overseeing launch of Folger’s Coffee into northeastern U.S., helping make the brand the #1 selling coffee in America (surpassing General Foods’ Maxwell House). Developed and managed television, radio, newspaper, magazine, and outdoor advertising for this \$1 billion (annual revenue) brand.

Brand Assistant (Coffee Division) June 1972 – April 1974

- Began career with responsibility for consumer promotions, marketing research, and budget management on Folger’s Coffee. Developed free standing coupon inserts, sweepstakes and refund offers, gift-with-purchase promotions and media coupons. As part of development/prior to promotion, completed 4 months’ field sales training (Dallas District).

EDUCATION

UNIVERSITY OF COLORADO -- BOULDER Boulder, CO

Graduate School of Business Administration June 1971 – May 1972

Master of Business Administration (Marketing concentration)

President’s List

Teaching Assistant to Associate Dean/Professor: Statistics, International Finance

Appointed as the only national student representative to the American Bankers Association’s Advisory Council on Consumer Affairs

UNIVERSITY OF COLORADO -- BOULDER Boulder, CO

School of Business August 1967 – May 1971

Bachelor of Science – Business (Marketing major)

President’s List, Dean’s List, Regent’s Scholar

Teaching Assistant to Associate Dean/Professor: Business Administration

Program Manager, University of Colorado Center for Management and Technical Program

Additional Courses:

HARVARD UNIVERSITY Cambridge, MA

Presented by Harvard Business Publishing

Case Method Teaching Seminar June 2013

Participant-Centered Learning Seminar June 2011

The Art & Craft of Discussion Leadership June 2009

INTERNATIONAL SUMMER INSTITUTE South Orange, NJ

“What the Best College Teachers Do” Seminar May 2010 and June 2012

PROFESSIONAL AND CIVIC AWARDS AND ACTIVITIES

Wake Forest University School of Business

- Kienzle Alumni Teaching Award 2021-22
- Senior Class Teaching Award 2021-22
- Spirit Award 2014-15

United Way of North Carolina

State Executive Board	2007 to 2014
<ul style="list-style-type: none"> Chair, Customer Relations Committee 	2011 to 2014
Campaign Cabinet, United Way of Forsyth County	2009 to 2012
Executive Board, Executive Committee, and Marketing Chair, United Way of Greater Greensboro	2003 through 2006
State of North Carolina United Way Volunteer of the Year	2004

Boy Scouts of America

Member of Advisory Board (Old North State Council)	2015 through present
Executive Board (Old North State Council)	1995 through 2014
<ul style="list-style-type: none"> Council President, Old North State Council 	2004
<ul style="list-style-type: none"> Council Commissioner, Old North State Council 	2005 through 2007
<ul style="list-style-type: none"> Vice-President and Marketing Chair, Old North State Council 	1997 through 2003

Other Activities and Awards

Member, Carolinas Council of the 4A's	American Association of Advertising Agencies (4A's)	2004 through 2023
<ul style="list-style-type: none"> Council Chair 		2004 – 2006
Business Advisory Council	Walker College of Business, Appalachian State University, <i>Boone, NC</i>	2002 – 2018
<ul style="list-style-type: none"> Chair, Academic Advisory Council 		2011 – 2014
Harlan Boyles Distinguished CEO Lecturer	Appalachian State University, <i>Boone, NC</i>	2002
Business Advisory Council	Leeds School of Business, University of Colorado, <i>Boulder, CO</i>	1997 – 2005

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