**LAURA PERSKY**

Curriculum vitae

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| l[aura.persky@mville.edu](mailto:aura.persky@mville.edu) O:914.323.5188 C:914.806.2963 linkedin.com/in/laurapersky/ |
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**EDUCATION**

Ed.D. Executive Leadership, St. John Fisher College, 2018

MBA Marketing Concentration, New York University, 1990

B.S. Finance, University of Colorado, 1985

**HIGHER EDUCATION LEADERSHIP**

## **Manhattanville College**, Purchase, NY

## January 2019-present **Associate Dean, School of Professional Studies**

## As head of School, provide leadership to Program Directors and faculty. Manage the graduate business, adult undergraduate and post baccalaureate programs. Create and deliver current and applicable curriculum. Develop and direct marketing programs.

Key Accomplishments: Delivered 9% increase in registered credits for graduate programs in first year. Earned re-accreditation from IACBE.

* Designed and implemented new Human Resource Management Curriculum – earned NYS Education Department approval and alignment with Society of Human Resource Management (SHRM).
* Expanded Business Leadership curriculum to provide increased appeal and broader skill development.
* Revised academic calendar for adult undergraduate degree program to align with traditional undergraduate calendar yielding increased efficiency and enrollment in courses for both programs.
* Source, interview, and evaluate faculty for graduate business programs.
* Active committee member: Academic Integrity Committee and Middle States Reaccreditation Team

## 2014-2018 **Graduate Program Director, School of Professional Studies**

Provided direction and supervision for Master of Science **programs** in Business Leadership, Finance, Human Resources, International Management, and Marketing Communication Management. Collaborated with faculty and administration to ensure quality **program** delivery and academic excellence.

Key Accomplishments: Delivered 17% increase in registered credits from fall 2014-2017. Increased communication to students leading to higher enrollments and improved retention.

* Developed and revised course offerings and curricula in consultation with faculty and Dean.
* Advised prospective and current students on programs, course selection, and career opportunities.
* Supervised the master’s thesis program.
* Created assessment tools and prepared accreditation materials for external review.
* Served on the Academic Technology Committee and Design Thinking Classroom Development Committee

## 2013-2014 **Program Director, Graduate and Professional Studies**

## Managed all aspects of MS in Business Leadership and Marketing Communication Management.

* Increased registered credits by 6%.
* Raised awareness of program and increased conversion of accepted students, + 10% vs. prior year.
* Developed additional revenue programs including advanced certificates and professional development training.
* Represented department on the Manhattanville College’s Strategic Planning Committee.

## **Monroe College**, Bronx, NY

## 2012-2013 **Distance Learning Liaison, King Graduate School of Business**

Supported and supervised 30 online faculty members in the School of Business and Accounting. Provided daily assistance to faculty and administration for the development and management of interactive and online courses.

* Worked with the Dean of Academic Technology and textbook publishers to obtain and increase utilization of online interactive publisher-based assets.
* Served on the Academic Technology Committee responsible for implementing the online directives.

2010-2013 **Distance Learning Liaison and Adjunct Professor, School of Business**

Provided technical and academic support to 15 online faculty members. Supervised development of online *co*urse materials.

* Developed and supervised the implementation of consistent standards in the 60+ online master shells.
* Contributed to 4% increase in online student retention.

**TEACHING EXPERIENCE**

## **Manhattanville College**, Purchase, NY

## 2019-2020 **Adjunct Professor, School of Professional Studies**

Taught Leading Effectively and Ethically at the graduate level.

## **Monroe College**, Bronx, NY

## 2009-2013 **Adjunct Professor, School of Business**

Taught both onsite and online business classes including Marketing Foundations, Introduction to Advertising, Entrepreneurial Marketing, Market Research, Consumer Behavior, Marketing Management and Business Ethics.

* Consistently received favorable student evaluations.
* Assisted in development of standardized departmental exams.

**SUNY Westchester Community College**,Valhalla, NY

2009 **Guest Lecturer**

**PROGRAM EVALUATION**

2018 External Review Team,Chairperson, Marketing Program Review

State University of New York Westchester Community College

2016 External Review Team, Committee Member, Global Business Program Review

State University of New York Westchester Community College

**PROFESSIONAL AFFILIATIONS**

Member of American Council of Education, Women’s Network

Inducted to Kappa Delta Pi

**PUBLICATIONS**

2019 Walsh, J., Persky, L., Pinnock, K. *The Effect of High Performing Bullying Behavior on Organizational Performance: A Bullying Management Dilemma. Global Journal of Business Research. Vol. 13, No. 1, 2019, pp. 71-81.*

2018 Persky, L. *The Impact of Organizational Culture on Workplace Bullying in Higher Education.* Rochester, NY.

**PRESENTATIONS**

2019 The Management Dilemma: Managing high performing workplace bullies.

Manhattanville College Purchase, NY.

2018 Having an Anti-Bullying Workplace Can Help You Attract and Retain the Best Talent. Westchester Human Resource Management Association, Pleasantville, NY.

2017 The Attraction Factor: What Drives the Chemistry, Culture and Cohesion of Today’s Successful Workforce, Panel Member, Business Council of Westchester, Purchase, NY.

**BUSINESS EXPERIENCE**

## 2007-2008 Playtex Products, Westport, CT

## **Associate Product Manager, Infant Care**

## Managed the Playtex Baby bottle brand including new product development, production management, professional marketing and consumer education.

* Developed and taught product training sessions for internal support teams.
* Led new product and brand extension development teams.

1997-2007 LPH Consulting, Larchmont, NY

**Principal and Consultant**

Provided consulting and management insight with an emphasis on creating awareness and increasing sales.

# 1994-1997 Clarion Marketing and Communications, Greenwich, CT

**Vice President, Account Supervisor**, Revlon and Cadbury Beverages

Led account team responsible for development and execution of the sales promotion programs. Supervised team of six account executives and assistants.

* Strengthened client relationship and increased Revlon billing every year with 25% growth from ‘96 to ’97.

### 1993-1994 Tracy-Locke Advertising, a DDB Needham Agency, Somers, NY

#### Senior Account Executive, Diet Pepsi and Pepsi Brand Development

#### Partnered with the Pepsi Marketing Group to create national and local promotions.

* Co-developed a $9M advertising and promotion program for Diet Pepsi, resulting in 15% sales growth.

## 1992-1993 Ketchum Advertising, New York, NY

## **Account Executive**, Durkee-French Foods and A&W Brands

Primary Agency contact for French's Mustard, Durkee-French Fried Onions, and Everlast Sports Drink.

* Recommended and sold a national television advertising plan, increasing French Fried Onions sales 28%.

# 1990-1992 James River Corporation, Norwalk, CT

## **Associate Product Manager**, Bathroom Tissue Category Development

## Brand Assistant, ZEE and GALA Paper Towels

Managed the product development process from concept through execution.