

## Curriculum Vitae

### **Joel C. Poor**

University of Missouri- Columbia  
Department of Marketing- Cornell Hall 341  
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### **Education**

Ph.D. Management, Graduate School of Management, University of California, Irvine, 1999

Master of Business Administration, Graduate School of Management, University of California, Irvine, 1991

Bachelor of Journalism, University of Missouri, Columbia, 1980

### **Dissertation**

Customer Evaluation of New-Product Alliances (Imran Currim- Chairperson)

### **Awards/Honors**

Most Inspiring Professor Award, Department of Intercollegiate Athletics, (University of Missouri, (2007-2008)

Global Scholars Award, India IT Study Bangalore/Hyderabad, (June 2007)

Organizational Donor of the Year 2004, Central Missouri Food Bank, (July 2005)

Super Top Cat Award (Marketing 3000 Classes) S.C.O.R.E. Against Hunger Program, Central Missouri Food Bank, (University of Missouri, Fall 2004)

Golden Hammer Award, Habitats for Humanity, (University of Missouri, 2003-2004)

Special Award of Lifetime Membership, Black Business Students Association, (University of Missouri, 2002-2003)

Most Inspiring Professor Award, Department of Intercollegiate Athletics, (University of Missouri, 2002-2003)

Finalist – Teaching Excellence Using Technology Award (University of Missouri, 2001-2002)

Business School Faculty of the Year Award, Business School student vote, (University of Missouri, 2000-2001)

Faculty "Superior" of the Year Award, Savitar Yearbook, Campus-wide student vote, (University of Missouri, 2000-2001)

### **Industry Experience**

Consultant- Market Analysis Consumer Goods 2002

Consultant- New Product Development (High-tech and Services areas) 1997-2000

Marketing Manager, Hughes Aircraft Corporation (Fullerton, CA) 1989-1991

Engineer/Strategic Planning Manager, Hughes Aircraft Systems International (Belgium, Germany, Norway) 1984-1989

Advertising Representative, Vance Publishing Company (Kansas City, Anaheim) 1979-1984

### **Academic Teaching Experience**

Assistant Professor, University of Missouri- Columbia, Graduate Classes- Product Management, International Business Undergraduate Classes- Marketing Principles, Contemporary Business Practices, Professional Selling (2002-Present)

Visiting Assistant Professor, University of Missouri, Columbia (Marketing Principles, Marketing Management, Contemporary Issues in Marketing, New Product Development (M.B.A.)) (2000-2001)

Visiting Professor, University of California, Irvine (Marketing Principles-graduate/undergraduate, Marketing Research- graduate, New Product Development- Executive M.B.A., 1999-2000)

Lecturer, California State University, Fullerton, Marketing (1998-1999)

Instructor, University of California, Irvine, Marketing (Summer 1998)

Instructor, University of California, Irvine, Management (1994, 1998)

### **Service**

Advisor to A.M.A. Undergraduate Organization-Marketing Forum (2001-Present)

Marketing Department Undergraduate Programs Committee (2001-Present)

External Relations Committee (2005)

Student Advising (2001-Present)

College of Business Technology Committee (2001-2002)