

**Donald Meyer
Vita**

ADDRESS

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EDUCATION and CERTIFICATIONS

<u>Year</u>	<u>Degree</u>	<u>Institution</u>	<u>Area of Study</u>
1984	MBA	University of Missouri – St. Louis	Marketing
1978	BS	University of Missouri – Columbia	Education

ACADEMIC EXPERIENCE

Assistant Teaching Professor, University of Missouri – Columbia, 2014 – Present

Adjunct Professor, University of Missouri – Columbia, 2011 – 2013

Adjunct Professor, Webster University – St. Louis, 2010

BUSINESS/PROFESSIONAL EXPERIENCE

<u>Year(s)</u>	<u>Organization</u>	<u>Position</u>
2009 – 2011	St. Louis Regional Chamber and Growth Association	Chief Marketing Officer, Vice President - Marketing and Communication
2007 – 2009	Anheuser Busch InBev	Director, International Marketing - Asia, Europe, N. and S. America

2005 – 2007	Anheuser Busch InBev	Director, New Products
2000 – 2005	Anheuser Busch InBev	Director, Geographic Marketing
1995 – 2000	Anheuser Busch InBev	Senior Brand Manager, Budweiser
1988 – 1995	Anheuser Busch InBev	Senior Brand Manager, Michelob Family
1986 – 1988	Anheuser Busch InBev	Assistant Brand Manager, Bud Light
1984 – 1986	Anheuser Busch InBev	Analyst, Consumer and Brand Research
1983 – 1984	Ozark Air Lines (Acquired by TWA/American)	Manager, Advertising
1982 – 1983	Ozark Air Lines	Manager, Convention/Interline Sales
1980 – 1982	Ozark Air Lines	District Representative, Denver/ Western U.S. Sales Region
1978 – 1980	Ozark Air Lines	Sales Representative, Peoria, IL

PROFESSIONAL MEMBERSHIPS/COMMITTEES/OFFICES

American Marketing Association, 1978 - Present

TEACHING

Undergraduate

BA 4500 Internship (2012, 2013, 2016)
Retail Marketing 4250 (2011 – Present)
Retail Marketing 4250 Honors (2012 – Present)
Marketing Management 4000 (2014 – 2016)
Integrated Marketing Communications 4550 (2017 – Present)
Integrated Marketing Communications 4550 Honors (2017 – Present)
Management 3901 - Spain Study Abroad, University of Alicante (2014 and 2015)
Marketing 3901 – Italy Study Abroad, University of Bergamo (2017)

UNIVERSITY ACTIVITIES

External Relations Committee, College of Business, Department of Marketing
Delta Sigma Pi Professional Business Fraternity, Faculty Advisor
National Society for Leadership and Success, Faculty Advisor
Women’s Synchronized Ice Skating Team, Faculty Advisor
College of Business Week, Faculty Participant
College of Business International Week, Professional Development Seminar Speaker
College of Business Diverse Student Association, Case Competition Judge
Undergraduate Teaching Portfolio Review Faculty Coordinator
Making Me Marketable Student Career Conference Faculty Coordinator
State Farm National Sales and Marketing Competition Coach (2014 – 2016)

AWARDS AND RECOGNITIONS

Shelter Insurance Company Teaching Excellence Award in Marketing – April, 2015

Acceptance into University of Missouri Graduate Faculty – December, 2014