

Ross A. Wirth, Ph.D.

Based in Houston, but travel worldwide

<http://www.entarga.com/contact.htm>

Management consulting using multi-functional experience, strong project management, and a doctorate degree in leadership & organizational change

Experience (cross sample of projects executed):

- Facilitate off-site planning meetings for corporate strategy, marketing strategy, and HR policies & procedures. Half-day to 3-day. Five to 50 attendees.
- Strategic plan that resulted in the turnaround of a multi-million dollar company.
- Assessment & design of a mid-office function including change management to blend into existing business processes. Dashboards & data mining used as key tools.
- Supply-Demand-Marketing Model (supply chain optimization) that was recognized as an outstanding application of management science.
- Strategies and simulations for managing product inventories.
- Benchmarked competitor marketing programs and evaluated, recommended, and implemented initiatives that positioned company as a leader in wholesale marketing.
- Executed market research and implemented a planning process for setting market growth objectives, including the evaluation of distributor capabilities in each market area.
- Customer value analysis for market segmentation and performance metrics.
- Researched and developed visioning and positioning statement that continues to drive branded marketing communication.
- Conceptualized marketing strategies built on a knowledge paradigm of the supply chain.
- Worked with a corporate balanced scorecard team and evaluated cross-organization performance metrics. Established Office of Strategy Management concept.
- Led the sales force effectiveness initiative, moving toward consultative selling.
- Developed system of monthly performance reviews of all company operated retail stores through the development of data filters and graphical displays.
- Developed and implemented corporate internet strategy that included the foundation for an extranet. Analyzed industry trends and e-business evaluation.
- Developed strategic readiness & employee engagement questionnaires.
- Organizational change initiative supporting a shift in strategic direction.
- Assessment of organizational culture and prescription action in key areas.
- Developed a simulation model of employee turnover based on current HR policies.
- Led the shift to a strategic HR orientation with a focus on client alignment, improved HR information systems leveraging SAP Business Warehouse, and HR metrics.
- Championed the knowledge management initiative. Conducted cultural assessments and built technical infrastructure & processes for organizing Communities of Practice.
- Experience working with a multi-cultural executive team.

Education:

Ph.D. Applied Management & Decision Science with a specialization in
Leadership & Organizational Change – Walden University, 2004

M.B.A., Finance emphasis – New Mexico State University, 1975

Teaching MBA classes part-time (strategic management, business statistics, and leadership)