

Rex Kovacevich

ADDRESS

Department of Marketing
Marshall School of Business
University of Southern California
701 Exposition, HOH 3rd floor
Los Angeles, CA 90089-0443
Phone (213) 740-5045
Fax: (213) 740-7828
E-mail: rex.kovacevich@marshall.usc.edu

PERSONAL INFORMATION

Born: 4/2/57 in California
Married, three children

EDUCATION

M.B.A.	University of Southern California, 1986
Bachelor of Science	California State University, Fresno, 1979 Major: Business Administration

RELEVANT WORK EXPERIENCE

Marshall School of Business, University of Southern California (August, 1996 to present)
Professor of Clinical Marketing

Instruct primarily marketing courses in the Marshall Undergraduate and Graduate Business Programs. These classes include Marketing Management, Marketing Fundamentals, Branding & New Product Development, and two different international business education programs.

Developed, implemented and taught a blended online version of the Marketing Fundamentals course from 2002 – 2005. This was the first business core class offered online by the school.

Also teach in the Management Development program, the Masters in Medical Management program (a degree granting program for physicians in managerial roles) and the Masters of Business for Veterans program.

Marshall School of Business, University of Southern California (July, 2015 to present)
Assistant Vice Dean, Graduate Programs

With Vice Dean, established a more decentralized specialized masters support structure by appointing 3 new academic directors, reassigning/hiring staff, setting up staff training, and establishing budgets. With most of MS team in place by the beginning of 2016, worked with program teams to develop best practices and improved processes which helped MS programs handle an application increase from 1900 apps in 2015 to 2500 apps in 2016...and increased

newly enrolled students from 266 to 358 during the same period. Also led subcommittee to evaluate MBA.PM program and develop recommendations.

Marshall School of Business, University of Southern California (Sept. 2007 to Sept. 2013)
Associate Director, Global Branding Center

Worked with Professor CW Park to establish the Marshall Global Branding Center into a leading research and information source for branding information. Most of my responsibilities related to designing, negotiating and coordinating 2 to 3 executive education programs each summer.

First Interstate Bank of California (1987 – 1996)

Vice President and Lead Product Manager (1995 – 1996)

Managed the strategic planning, sales support, promotion, operations support, and product development responsibilities for small business loan products.

- Directed the design and implementation of direct mail offers that resulted in \$228 million in new credit line business.
- Established tracking processes to report line unit sales results for multi-state campaigns and promotions.

Vice President and Branch Manager (1991 – 1995)

- Managed overall performance of two branch offices. Improved the sales performance of both offices through implementation of direct mail, telemarketing, cold calling, and sales tracking programs.
- Led small team that developed a sales personnel development program for personnel in South Orange County district branches.

Vice President and Senior Product Manager (1987 – 1990)

Responsible for product development, product specific strategic planning, pricing, and sales support materials for a variety of consumer loan products.

- Developed and implemented statewide mortgage referral program that generated \$1.8 million in new branch fee income.
- Led project team that introduced new insurance product.
- Designed and presented sales and product education sessions at offices across the state.

AFFILIATIONS

Member, American Marketing Association

USC SERVICE

- Represented the Marketing Department as a member of the Committee on Undergraduate Program (2000 to 2008, 2010 to 2015)
- Served as Marketing Department contact for Marshall Student Advising Office (2011 to 2016)
- Served as Associate Director of the Marshall Global Branding Center (2007 to 2013).
- Served on various department and school committees relating to personnel decisions.
- Served on Marshall Clinical Faculty Committee (2009 and 2012 to present)

- Served as a Faculty Advisor for Marshall School student organization – Association of Integrated Marketing (1997 to 2010)
- Served on Marshall committees tasked with undergraduate education as part of Marshall School’s strategic plan, new undergraduate curriculum design, and new teaching evaluation practices
- Speaker at various University and Marshall School events, mostly student recruiting themed events.

HONORS & AWARDS

- Evan C. Thompson Faculty Teaching and Learning Innovation Award (2006)
- Marshall School of Business Faculty Award for Innovation in Teaching (2003)
- Three time Golden Apple Teaching Award winner, given to top undergraduate business school instructor by students (2000) (2008) (2013)

TEACHING EXPERIENCE (all at University of Southern California)

- Marketing Fundamentals (BUAD 307, undergraduate course)
- Branding and New Product Development (MKT 445, undergraduate course)
- Global Business from a Local Perspective – GLOCAL (BUAD 204, undergraduate course)
- Learning about International Commerce – LINC Taipei (BUAD 104, undergraduate course)
- Marketing Management (GSBA 528, graduate course)
- Marketing Strategy (Executive Education, Masters in Medical Management and Global Branding Center Programs)
- Pacific Rim International Management Education – PRIME, Seoul & Beijing (GSBA 580, graduate level)

OTHER

- Enjoy snow skiing, golfing and exercising.