

Education

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| Case Western Reserve University
Doctor of Management earned May 2003
Academic focus: Management | Cleveland, Ohio |
| The Johns Hopkins University
Master of Business Administration earned May 2000
Academic focus: Business Administration and Management | Baltimore, Maryland |
| The George Washington University
Master of Accountancy earned May 1995
Academic focus: Accountancy, Finance, Auditing, and Taxation | Washington, DC |
| Towson University
Bachelor of Science earned January 1987
Academic focus: Business Administration and Marketing | Towson, Maryland |

Dissertation

- Title:** A Reflection of Trust: Analyzing the Role of Customers and Sales Manager on Salesperson's Trust-Building Behaviors

Teaching Experience

1998 to Present

Cornell University, School of Industrial and Labor Relations—Lecturer, *Fall 2007-present*, Full-time faculty member teaching courses on business strategy and entrepreneurship and small business management. Consistently earn teaching evaluations in the range of 4.5 to 4.9 on a scale of 1 to 5 (highest)

University of Iowa, Tippie College of Business—Lecturer, *Fall 2005- Spring 2006*, Full-time faculty member teaching courses on competitive strategy, entrepreneurial strategy, and entrepreneurship and new venture creation. Averaged teaching evaluations of 5.7 on a scale of 1 to 6 (highest) and was nominated for teaching excellence award. Received two letters of recognition for teaching excellence from Dean Gary Fethke (2005) and from Dean Curt Hunter (2006). Won faculty advisor of the year for work done with student entrepreneurship group.

University of Maryland, College Park—Instructor . *Spring 2003 and Spring 2004 (two sections each semester)*. *Business Policies/Strategic Management*, Instructor for a capstone course on strategic management required for all undergraduate students majoring in business. Overall student course evaluation ratings: 4.94, 4.82, 4.70, 4.67 on a scale of 1 to 5 (highest). Nominated for teaching excellence award in 2004.

Johns Hopkins University—Instructor, *Baltimore, Maryland. Spring 1998 (one section)*. *Organizational Leadership and Teambuilding*, Team-taught this elective as part of the Advancing Business Professionals Program.

Service

2008—Present. Serve as director of **eLab**, a Cornell affiliated undergraduate business incubator formed in April 2008. The eLab has served as a launching pad for some very successful start ups—an accomplishment that is quite rewarding given that it has been open less than one year. Please see <http://www.elabstartup.com> for more details

Work In Progress

Cohen, D & Singh, J, Marinova, D, and Kusari, S (2008)) Salesperson Effectiveness For Customer Commitment: Complementary and Conflicting Mechanisms of Trust and Control. Submitted to the Journal of Marketing Research, Spring 2008

Cohen, D & Singh, J (2003) A Reflection of Trust: Analyzing the Role of Customers and Sales Manager on Salesperson's Trust-Building Behaviors. **Manuscript under preparation.**

Cohen, D. (2002). Happenings at the Local Volunteer Fire Department: Analyzing the Role Community Service Organizations Can Play in Transforming High Risk Youth. **Manuscript under preparation.**

Conference Presentations

Cohen, D. & Singh, J. (August 2003). A Reflection of Trust: Analyzing the Role of Customers and Sales Manager on Salesperson's Trust-Building Behaviors. Presented at the American Marketing Association's Summer Educators' Conference, Chicago, Ill.

Professional Experience

AquaGuard Waterproofing Corporation
Co-founder and President

Beltsville, Maryland
1990 – 2005

Management & Leadership

- Initiated development of a mission statement, core values, and vision
- Set long- and short-term strategic goals
- Assisted in the training and development of new and existing team members
- Inspired and motivated a staff of approximately 60 people to achieve outstanding results
- Created and participated in a cross-functional team designed to overcome company challenges; its main goal, to double referral sales by the year 2005, was achieved
- Assessed, enhanced, and developed internal systems to improve quality and customer service

Sales

- Led Aqua Guard's sales force in total sales volume from 1996-2005
- Holds company record of 27 consecutive sales made; the previous record was only 10
- Provided sales training and management to new and existing members of the sales team
- Developed a unique compensation structure for sales force that ties customer satisfaction to overall compensation

Finance

- Provided expertise and leadership in accounting and financial management
- Built and managed an accounting infrastructure to ensure accurate financial reporting
- Performed financial statement analysis and made key decisions regarding critical financial matters
- Utilized effective tax planning and strategy to minimize corporate tax expenditures

Key Accomplishments

- Integral in founding and leading firm that became ranked by Qualified Remodeler magazine as one of the US's largest home repair firms in 2005
- Quoted in Wolf Rinke's book Winning Management; the book showcases AquaGuard as an industry leader who delivers exceptional customer service
- Devoted to customer service; my commitment won AquaGuard praise from Washington, DC's Checkbook, a consumer report magazine and company was a finalist for Better Business Bureau's Torch Award for ethical business practices
- Earned two masters degrees and a doctorate while building and leading AquaGuard
- Negotiated successful sale of firm to private equity group in May 2005
- Won faculty advisor of the year award from Tippie College of Business at the University of Iowa for my work with the student entrepreneurship initiative
- Invited to be commencement speaker at alma mater Montgomery Blair High School's commencement in June of 2009

Academic References

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