

# Les H. Harman

Associate Professor  
Non-Tenure, Business Administration, 1991

## I. Teaching Experience:

**Associate Professor of Marketing:** Biola University School of Business, 1996 to Present

**Assistant Professor of Marketing:** Biola University School of Business, 1993 to 1996

**Half-Time Instructor:** Biola University, Department of Business, 1992

**Part-Time Lecturer:** Biola University, Department of Business, 1991 to 1992

Classes Taught:

Introduction to Marketing

Marketing Research

Marketing for Non-Profit Organizations

Marketing Decision Making

Business to Business Marketing

Promotions

### **Adjunct Professor**

California State University, Fullerton,

August 1991

Classes Taught: Marketing Research - Undergraduate Business students

### **Adjunct Professor**

West Coast University,

January 1991 to July 1992

Classes Taught: Marketing Research - Graduate students in MBA Program

## II. Education:

### **Master of Science in Business Administration; emphasis in Marketing**

San Francisco State University Graduate School of Business

January 1988 - December 1989

### **Bachelor of Science in Business Administration; emphasis in Marketing**

San Diego State University

August 1982 - May 1987

### **University of London**

London, England

August 1985 - December 1985

### **III. Prior Experience not in education:**

**President, Integrity Marketing Group** – Please see Consulting below  
July 1996 to Present

Marketing Consultant for the following:

Delma Corporation  
Pacifica Hospital  
Anaheim Piranhas  
Hispanic Ministry Center  
SI Promotions and Marketing

**Regional Director of Marketing** - OptimumCare Corporation  
April 1993 - October 1996

- Marketing Director for 16 programs located throughout Southern California and Arizona
- Managed staff of 17 different community relations representative and all related marketing activities
- Liaison of marketing directives between CEO and marketing team
- Design all related collateral
- Direct all internal and external marketing activities

**Director of Community Relations** - Horizon Mental Health  
Special Care Program, Corona Hospital to Pacifica Hospital  
October 1991 - April 1993

- Direct all internal and external marketing activities for Gero-Psychiatric treatment facility
- Coordinate and maintain referral sources to targeted segments of the medical community and social service organizations
- Develop contractual relationships with Managed Care Organizations and potential new hospital contracts
- Create and monitor all internal marketing programs including customer service programs for doctors, family members and patients

**Marketing Consultant** - HARMAN Marketing Associates  
January 1991 - December 1992

- Consulting small to medium size organizations in the creation and implementation of Marketing strategies and programs both internally and externally
- Install and monitor computer software database(s) for enhancing customer service and tracking of marketing strategies

**Marketing Director** - STRAIGHT, Inc.,  
August 1990 - October 1991

- Develop and implement all marketing plans for health-care treatment facility
- Coordinate all aspects of advertising and promotional mix
- Direct all speaking engagements, panel discussions and seminars for community education
- Create and maintain referral sources in designated target markets
- Increase awareness in community

**Marketing Service Representative** - Western Marketing Concepts,  
January 1990 - August 1990

- Coordinate with management as the Manufacturers' Representative
- Supervise all required changes and maintenance of accounts
- Increase company's sales by designing new marketing promotions

**Marketing Researcher** - ON-DEMAND,  
January 1988 - June 1988

- Research to determine feasibility of potential products
- Create business plans to include the development of surveys, gathering of relevant secondary sources and analysis of the data
- Present analysis, conclusions and recommendation to upper management

#### **IV. Professional memberships**

Professional status of American Marketing Association  
Western Marketing Education Association  
Christian Business Faculty Association  
American Marketing Association - Healthcare Division  
National Society of Fund Raising Executives

#### **V. Professional meetings attended**

##### **Western Marketing Education Conference**

Monterey, California - April 1996  
San Diego, California - April 1995  
Scottsdale, Arizona - April 1994  
San Jose, California - April 1993

##### **Christian Business Faculty Association**

Harrisonburg, Virginia - October 1996  
Azusa, California - October 1994

##### **Behavioral Healthcare Conference**

September 1995

##### **Christian Bookstore Association Conference**

September 1996

#### **VI. Papers Presented**

"The Benefits of the Non-Profit Marketing Plan Approach"  
Christian Business Faculty Association Conference  
October, 1994, Azusa Pacific University, Azusa, California

"Project Approach to Non-Profit Marketing"  
Western Marketing Education Association Conference  
April 1996, Monterey, California.

"Promotion Appeals and the Early Church Fathers"  
January, 1994, Biola University, La Mirada, California

## VII. Consulting

Owner and President of Integrity Marketing Group  
President, Integrity Marketing Group  
July 1996 to Present

Marketing Consultant for the following:

**Delma Corporation** - Corporation that owns 24 different programs including: senior residential facilities, medical - related programs, Pacifica Hospital (see below) and corporate foundation. Hired to develop and oversee marketing department and all related activities. This includes the creation and implementation of individual marketing audits and marketing plans.

**Pacifica Hospital** - Community Based Hospital in Huntington Beach, CA. Hired to oversee marketing department and all related marketing activities of the hospital

**Anaheim Piranhas** - Professional Arena Football Team in Anaheim, CA. Hired to conduct marketing research for Arena Football team in regard to corporate sponsorships, season tickets, group tickets, advertising and customer service.

**Hispanic Ministry Center** - Ministry Center in the inner-city of Santa Ana. Asked to be on Board of Directors with primary responsibility to improve current marketing and fund raising efforts

**SI Promotions and Marketing** - Marketing Firm concentrating in promotions for Christian Music and Bookstore Industry. Hired Integrity Marketing Group to do on-going Marketing Research for the Christian Music industry.

**Please note: OptimumCare Corporation** began as a marketing consulting relationship, but because of incredible success and growth, the position evolved into a permanent and exclusive relationship for over three years.

**Marketing Consultant - HARMAN Marketing Associates,**  
January 1991 to December 1992

- Consulting small to medium size organizations in the creation and implementation of Marketing strategies and programs both internally and externally
- Install and monitor computer software database(s) for enhancing customer service and tracking of marketing strategies

## VIII. Seminars, training programs, etc. conducted for business and industry

- Have attended several seminars in regard to the marketing in the mental health industry.
- Have learned and utilized several software programs which have been utilized in both my professional and academic career. For example: SurveyPro, Negotiator Pro, PowerPoint, etc.
- Behavioral Health Conference, Dallas, Texas in September 1995

## **IX. Professional presentations, speeches, etc.**

As Regional Director of Marketing for OptimumCare I presented several training sessions for: Upper management, program directors and community relations representatives on various marketing strategies specifically for improving their performance in the field of mental health marketing.

Several presentations to contracted hospital administrators specifically targeted to illustrating the past, present and future performance of OptimumCare Corporation.

As Community Relations Representative, conducted several presentations to Hospital personnel and other marketing professionals in the local medical community.

## **X. Institutional services performed**

Faculty Advisor for American Marketing Association

Faculty Advisor for Men's Ministry

I have supervised several comprehensive marketing research projects specifically for Biola University including:

- Economic Impact of Biola University on the city of La Mirada
- Feasibility of Graduate Program in International Business
- Awareness and marketing activities for School of Business

## **XI. Recognition and honors**

Western Region Marketer of the Year for Horizon Mental Health, Inc.

## **XII. Professionally related community activities**

Board of Directors for Hispanic Ministry Center

Leader of Men's Ministry at Yorba Linda Friends Church