

Kerry Plemmons
2415 S. Race, Denver, CO 80210
303-224-0836 Home
303-871-7975 Office
720-280-7174 Cell
kplemmon@du.edu

Education

Daniels College of Business, University Of Denver
Executive MBA 2000

University of Colorado in Boulder
B.S in Marketing and Finance 1973

Teaching Experience –

Associate Clinical Professor – “Innovation and New Product Development” - Executive MBA
Designed, developed and delivered new course including syllabus and overall course structure
2007-Present

Associate Clinical Professor – “Customer Relationship Management” - Executive MBA
Designed, developed and delivered new course including syllabus and overall course structure 2007-Present

Associate Clinical Professor – “Strategic Marketing” – Executive MBA
Designed, developed and delivered course including syllabus and overall course structure 2004-Present

Associate Clinical Professor – “Entrepreneurship, Creativity and Innovation” – Regular MBA
Designed, developed and delivered new course including syllabus and overall course structure 2006- Present

Associate Clinical Professor – “Global Business Imperatives, Global Business Leadership” – Executive MBA
Collaborated to design, develop and deliver new course including syllabus and overall course structure. Taught international leadership for five Executive MBA cohorts. Led business & education trips to China, Thailand, Viet Nam, Russia, Chile and Argentina. 2004-Present

Associate Clinical Professor – “21st Century Professional” - MBA Leadership Intelligence - Collaborated on curriculum development, syllabus and leadership model including Outdoor Leadership Experience, for all Daniels Graduate students 2004- Present

Associate Clinical Professor – Curriculum Committee – All Graduate Programs

Curriculum committee for Daniels to build 20 hours of core for the Compass sequence. Committee to revamp the Executive MBA curriculum.

Lead faculty to build experiential and academic material for first four hour, (“The Essence of Enterprise”) and two hour, (“Leading at the Edge”) courses for all Masters Students at Daniels for the fall 2007 start of new curriculum. Academic course includes Oxford style of learning model and grand rounds teaching model.

Experiential course will take students on two day urban excursion followed by a three day mountain experience. 2006- Present

Visiting Professor – Helsinki School of Economics, Helsinki, Finland
Taught global leadership classes to executive MBA class as a visiting professor of the Helsinki School of Economics.

2006- Present

Associate Clinical Professor – University of Denver/Daniels College
Connections - Collaborated to build a course called “Hitchhikers Guide to Business School” to facilitate freshman orientation to campus.

2005-2006

Adjunct Professor – University of Denver/Daniels College

2000-2003

Team taught classes in leadership, teambuilding, human resource management, and entrepreneurship.

Corporate Education Programs:

Built a custom program for safety officers throughout the US. The program covers one year with four blocks of three day programs. Each week focuses on teaching communications and leadership to the very top public safety officials, (sheriffs, police chiefs and fire chiefs). The delivery will include a summative outdoor experiential facilitation of leadership in the Artic Circle near Churchill, Canada.

2006- Present

Encouraging Entrepreneurship and Innovation
NACAS Web Conference, held in conjunction with
NACAS Central

June 18, 2007

Leadership speech to Police Chiefs Association

February, 2007

Engaged and delivered program for American Animal Hospital Association.
Program included strategic planning for small businesses.

March, 2007

Created and delivered Iron Appetizer, leadership event at the Hotel Restaurant, Tourism and Management School for South Metro Chamber of Commerce, Chevron Mining, and various other custom corporate programs.

2006- Present

Engaged and delivered program for Fortune 501 Company, Western Gas Resources. Program included strategic planning and team building for executive team.

2006

- Created and delivered leadership development seminar for Pepsi Bottling Group in San Antonio, Texas 2006
- Teamed with Institute group to build and deliver leadership, teamwork, and execution seminars for Great West Life Company. 2006- Present
- Delivered personal innovation speech to Hitachi Consultants 2006
- Built and delivered “Innovation, Architecture of the Mind for Second Friday Seminars 2004- Present
- Built and delivered “Market Driven Decision Making” for Second Friday Seminars. 2006- Present
- Collaborated to build two-week custom leadership program for Environmental Chemical Corporation: 2005- Present
Program includes: Building business acumen, (marketing, finance, global information), Leadership intelligence and execution. Delivered first program successfully so that the founder of ECC agreed to continue and personally join the second group. Delivered this program Four times.
- Led Strategic Planning session for Environmental Chemical Corporation on decisions to build an international vertical construction division. 2006- Present
- Built two-day custom training program for First Data Corporation 2004-2005
Created a product knowledge and sales building course, and taught 15 sessions in 2005-2006
- Collaborated to build three-week custom leadership program for Intrado Corporation 2004- Present
Program includes building business acumen, (marketing, finance, global information) then leadership intelligence and execution. Successfully recruited three people to join the Daniels EMBA class 45 from the Intrado program.
- Engaged a business development process with Johns Manville by working with a student from the evening MBA program. Delivered leadership training to twelve high potentials including the division VP at The Nature Place. 2005
- Collaborated to build innovation seminar for Gates Corporation 2004
- Certified Insights Discovery System Practitioner 2004- Present
- “Building your Brand as a Regional Bank”
Guest speaker at Regional Bank Conference, Denver, CO Fall 2004

Awards and Community Service

- “Strategic Planning for Non-Profits” Denver CO 2005-2006
Food Bank of the Rockies Board of Directors
 - “Strategic Planning for Non-Profits” Denver CO 2006- Present
Colorado Outdoor Education Center, Board of Directors
 - “Strategic Planning for Non-Profits” Denver CO 2006
Water for People Board of Directors
- Finance Chairman for Denver chapter of Share Our Strength, a national organization dedicated to hunger relief. Worked with local restaurateurs, media, and charitable associations to raise money and awareness. Budgeted and raised several million dollars over 15-year period. 1990-2005
- “Strategic Planning for Non-Profits” New York City, Denver CO 1990-2005
Led several sessions for Share Our Strength, Operation Frontline, and Taste of The Nation

Publishing

- “Strategic Planning for Animal Hospitals” – Published in AAHA Trends Magazine January 2007
- Web Broadcast on Strategic Planning;
<http://trends.aahanet.org/eweb/dynamicpage.aspx?site=trends&webcode=Strategy>
- “Making Your Strategic Plan Come to Life”- Published in AAHA Trends June 2007
- “Reckless Delegation” – article on leadership to be published in 2007
- Co-wrote seminars for First Data, Intrado, Western Gas, ECC & Gates
Works in progress:
- “Life is a Gradual Escape from Ignorance” - Parable on leadership

Other

- Work on University of Denver Branding team 2004-2006
- Collaborated on two EMBA Alumni Events
“Bring your boss to lunch” – Ronald Shaw – Pilot Pen CEO Speaker 2004
- EMBA Sensory Wine Tasting 2005

Business Experience

REGIONAL DIRECTOR – Starbucks – January 2001- November 2003
Leader of 112 retail stores in three states, with full P&L and G&A responsibilities for stores and regional office. Created and executed brand strategies to build repeat customer base. Led group to develop leadership-training programs rolled out on national basis. Coordinated

volunteer teams from three states to create community investment programs. Built marketing programs and test markets for several new product launches including, “Hotspots”, “Starbucks Value Card”, and several new Frappuccino products.

Vice President - President – General Partner and Owner - Pour la France/Café Galileo – 1985-2000 Aspen, CO

Led group of partners, designers, architects and consultants to create several new concepts from the ground up. Start-up experience in marketing, finance, HR and brand building as the operating partner for these businesses. Built chain of eighteen cafes and wholesale bakeries in three states and Mexico. Sold a franchise system in Mexico, requiring strong international skills and intercultural expertise. Resulted in café becoming most profitable in chain.