

KENNETH R. LORD, PH.D.
CANDIDATE FOR DEAN, CRAIG SCHOOL OF BUSINESS
CALIFORNIA STATE UNIVERSITY, FRESNO

EDUCATION:

The Ohio State University

Ph.D., Major: Marketing, Minor: Consumer Behavior, 1988

University of Utah

M.A., Major: Communication, 1981

University of Utah

B.A., Major: English

SELECTED PROFESSIONAL EXPERIENCE:

2006- Present **The University of Scranton**

Associate Dean, Kania School of Management

2006- Present **The University of Scranton**

Professor, Management and Marketing Department

2004-2006 **Mercer University**

Professor, Marketing

2003-2006 **Mercer University**

Director of Graduate Programs

2001-2003 **Mercer University**

Marketing Discipline Coordinator

1998-2004 **Mercer University**

Associate Professor, Marketing

(Please complete evaluation form on back of page)

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The search committee for the Dean of the Craig School of Business at California State University, Fresno would appreciate your evaluation of each of the candidates to be used as part of the committee's deliberations and their recommendation to the Provost. Your comments will remain strictly confidential.

Comments you would like to share regarding your overall rating and impressions of the candidate:

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YOUR CAMPUS AFFILIATION:

Administrator  Faculty  Staff  Student  Alumni/Friend

YOUR OVERALL RATING OF THE CANDIDATE:

Excellent  Very Good  Satisfactory  Poor  Unacceptable

Signature of Evaluator (optional): \_\_\_\_\_

To insure that your comments are included in the search committee deliberations, please return this form via email to [kathyp@csufresno.edu](mailto:kathyp@csufresno.edu) **OR** in person to the Office of the Provost, 4<sup>th</sup> Floor, Madden Library, Room 4116, no later than Wednesday, May 1<sup>st</sup> at noon.