

BRIAN EDWARD PRECIOUS

Executive Profile

Over sixteen years of progressive experience building or enhancing organizations in management consulting, startup technology enterprises and higher education.

- Capable leader with extensive knowledge of the MBA landscape and proven experience enhancing the size, quality and student experience of full-time, part-time, executive and online MBA programs
- Creative marketer and published author who understands the value of creating an emotional connection with all stakeholders
- Conscientious and approachable manager with excellent communication skills and demonstrable results building high functioning teams
- Innovative problem solver with training in change management, restructuring, business analysis and other key frameworks used in the consulting industry

Experience

Oregon State University, Corvallis, OR

MBA Program Director/Director of Recruiting – College of Business, 2014-present

- Responsible for marketing, recruiting, admissions and advising operations of a 250-student MBA program
- Implemented new e-marketing strategies, including paid search and retargeting activities to enhance the size and quality of the incoming class
- Developed strategy to increase enrollment in an innovative hybrid program in Portland from 7 to over 60 students in 18 months
- Promoted to Director of Recruiting in November 2015. Currently responsible for the development and execution of marketing and recruitment for undergraduate, graduate, transfer and PhD programs at the College of Business

Purdue University, West Lafayette, IN

Director of Marketing, Recruiting, Admissions and Entrepreneurial Outreach, Purdue MBA and MS Programs, 2012-2014

- Developed and executed marketing, recruiting and admissions strategies for a large and expanding portfolio of MBA and professional master's programs
- Coordinated entrepreneurial activities between Krannert Master's students and other entities on campus and within the community
- Managed a team of 8 full-time employees and 15+ graduate assistants

University of Illinois, Champaign, IL

Director of Admissions, Recruiting & Alumni Relations, Illinois MBA, 2009-2012

- Increased the size, diversity, quality and profitability of the incoming full-time MBA class by:
 - Crafting and communicating a series of customer-focused marketing messages
 - Developing content for all marketing tools including the Illinois MBA websites, viewbooks, promotional items and advertising items
 - Recommending and implementing a CRM tool designed to improve the quality of interactions with perspective students
 - Creating a Scholarship Case Competition designed to attract top students to Illinois
- Recruited the largest and most experienced class in the history of the Professional MBA program
- Improved alumni engagement by:
 - Serving in a leadership role on the Illinois MBA Alumni Committee
 - Developing content for the alumni newsletter and online information portal
 - Unifying the alumni organizations from all three MBA programs (full-time, part-time and executive) to develop a more cohesive network
- Managed a \$500,000 budget and a team of four

SmartSpark Energy Systems/SolarBridge Technologies, Champaign, IL

Director of Marketing, 2006-2009

- Secured more than \$5m in venture capital funding for the development of an innovative solar inverter by cultivating relationships with over 50 venture capitalists and angel investors
- Obtained a \$540k Department of Defense appropriation
- Co-authored grant proposals resulting in over \$1.5m in funding from the U.S. Departments of Energy and Defense
- Created a comprehensive commercialization plan for future product lines
- Managed the marketing requirements document (MRD) development process by coordinating teams of engineers, marketers, customers, regulators, and solar industry experts
- Built relationships with potential and existing technology partners, including 4 of the solar industry's 8 largest module manufacturers

Illini Professional Services, Champaign, IL

Partner and Co-Founder, 2005 – 2006

- Managed 8 clients, generating over \$100k in revenue while completing M.B.A. degree
- Cultivated and maintained professional relationships with University faculty, local media, the Office of Technology Management, IllinoisVENTURES, and EnterpriseWorks startups
- Served as primary liaison for all sales and customer service interactions
- Crafted marketing and business plans, identified systems solutions, and provided financial forecasting for local technology startups
- Earned full-time position as Director of Marketing with largest client as a result of high quality service

Empire-Today, LLC, Chicago, IL

Project Manager, 2003-2004

- Facilitated organizational transition from a small, family-owned business with a single product line to a multi-national organization with 5 product lines in 20 markets
- Eliminated over \$3M in corporate expenditures by redesigning business practices to allow for increased efficiency and lower overhead and defining and documenting requirements for an automated inventory management system

Headstrong, Inc., Chicago, IL

Senior Consultant, 2000-2003

- Created a process design and change management plan resulting in a successful merger between two organizations with a combined market capitalization of over \$3B
- Cultivated highly positive client relationship that secured over \$500k in follow up work

PricewaterhouseCopers (PWC), Chicago IL

Consultant – Operations Systems Risk Management, 1999-2000

Education

- MBA, Marketing & General Management, University of Illinois at Urbana – Champaign (2006)
- BS, Business Administration – Management Information Systems, University of Illinois at Urbana – Champaign (1999)

Publications

- “Get In, Get Connected, Get Hired – Lessons from an MBA Insider”, forthcoming: June 2016

Awards & Honors

- Recipient of College of Business Alumni Association Scholarship
- Elected MBA Student of the Year
- East Central Illinois 40-Under-40 Award Recipient, 2011

Community Involvement

- Board Member, Lyn Treece Boys and Girls Club, Lafayette, IN
- Big Brother, Big Brothers Big Sisters of Greater Lafayette, Lafayette, IN
- Mentor, C-U One-to-One Program, 2006 – 2012