

Michael D. Saunders, MBA  
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➔Click this link for a personal video tour of my CV! <http://marketinghuddle.evsuite.com/cvoverview>

**Qualifications for Adjunct Faculty:**

Business, Marketing, E-Commerce, Internet Marketing, Brand Management

**Area of Expertise:**

- Marketing Strategy
- Marketing Planning
- Business Development
- Consumer Behavior
- Internet Marketing/Entrepreneurship
- Sales & Sales Management
- Small Business

**Professional Profile:**

➔As Vice President of our local Chamber of Commerce & Executive Director of the Business Resource Center, I Launched & developed the Business Resource Center from the stage of a logo and concept to be a vibrant force in the Broomfield small business community.

I created & developed a 10-module curriculum called the "Profit Fusion Blueprint" that was used with great success. Each module includes: 35 minute Video Lecture, Worksheets, Resources & Info graphics

➔With over 10 years of experience at a Fortune 100 Financial Institution, Chase, created Strategic Referral Partners with Nationally recognized firms to generate new mortgage referrals and provided service that exceeds expectations to generate repeat business and referrals.

Led the Nation in originating home equity lines of credit 3 years in a row and in led the State in my Division in Self-Sourced business. Achieved Leaders Club 3 times. Served as Producing Sales Manager and worked to motivate and teach my Team to achieve their sales goals.

➔Owner; Marketing Consultant & Coach. <http://www.MarketingHuddle.com> . Helping Small Business Owners and Sales Professionals install cutting-edge marketing tools in their business. Focus on helping small business owners set up and maintain a Marketing Strategy coupled Marketing Tactics to reduce their advertising expenses and increase sales.

➔Marketing Consultant with Denver Small Business Development Center (SBDC)  
Social Media Marketing Manager for the Denver Small Business Development Center (SBDC)

➔After completing my MBA with 18 graduate hours in Marketing, I began making contacts to teach as Adjunct Faculty for various schools and currently teach for several schools. I enthusiastically infuse my current real-world marketing consulting experiences into the classroom and curriculum to bring alive the content.

**Credentials:**

MBA Marketing Regis University 2007-2009 \*Completed 18 graduate hours in Marketing with honors  
BS Business Liberty University 1985-1989

## Teaching Experience:

Maranatha Baptist Bible College, Adjunct Faculty, (online)

BUMKT 451-Buyer Behavior.

BUMKT457 -Marketing Management.

BUMK-452-Marketing Research

Course Development-Successfully converted the on-ground course for Marketing Management to online format.

Colorado Christian University, Adjunct Faculty (on-ground & online)

MKT202-Principles of Marketing

BUS101-Introduction to Business

MKT-507-Marketing Strategy (MBA level)

Grand Canyon University-Ken Blanchard College of Business (online)

MKT-245-Principles of Marketing

ENT-320-Public Relations and Networking

MKT-415-Promotion and Advertising

AMP-425 Marketing Environment

MKT-607-Marketing Management (MBA level)

Johnson and Wales University (on-ground)

MRKT 3005-Strategic Brand Management

MRKT 3011-Direct Marketing

MRKT 1001-Consumer Behavior

Cardinal Stritch University (online)

HSM 429 - Marketing and Fundraising for Human Services Organizations

MGT-426-Marketing

MGT-547-Intrapreneurship

MKG 310 Managing Sales Relationships

MKG 315 Psychology of Sales

MKG 320 Negotiating Skills in Business

MKG335-Sales Management

**Class Lectures:** Below are links to just a few class lectures I post for students

- ✓ <http://marketinghuddle.evsuite.com/video-lecture-chapter-9/>
- ✓ <http://marketinghuddle.evsuite.com/video-lecture-chapter-17-imc-optimized/>
- ✓ <http://marketinghuddle.evsuite.com/sales-lecture-1-optimized/>

## Published Author:

1. The PRISM Salvation-a 3-Step Solution to Social Media Domination for Busy Business Owners.  
<http://www.amazon.com/P-R-I-S-M-Salvation-Solution-Domination-Business/dp/1452806136/>
2. Believing Your Why: The 7-Step "Morning Huddle" System to Finally Achieve Your Goals!  
<http://www.amazon.com/Believing-Your-Why-Morning-Finally/dp/1469902680>

References furnished upon request