

Kevin McMahon

Professional Experience

2006 – Present Teaching Professor, Marketing, Leeds School of Business, University of Colorado at Boulder,

*Joseph L. Frasca Teaching Excellence Award Winner, 2015
Nominee 2006-2017*

*Introduction to Business, BCOR 1010
Business Applications of Social Responsibility, BCOR 3010
Leadership Challenges: Exercises in Moral Courage, CESR 4000
Fundamentals of Marketing and Management, BCOR 2001
Fundamentals of Marketing, Business Minor, BUSM 2010
MKTG 3700 Digital Marketing
Advertising and Promotion, MKTG 4550
Senior Seminar in Marketing, MKTG 4850
FGX Japan, BADM 1260
FGX UAE, BADM 1260
Global Internship INBU 4910*

1996 – 2004 Founder, CEO, Castro McMahon, Inc.

Direct /Database Marketing Agency, serving clients including General Motors/OnStar, Suntory Water Group, Sears, GettyImages, The Detroit Lions, Paine-Webber.

Mid-sized agency (30 employees) with 2001- 2004 avg. revenue of \$12MM. Awarded 1998 Promotion of the Year- Beverages. Agency closed due to founders' retirement.

Built CRM programs for GettyImages, OnStar, Suntory Water Group. Designed and executed marketing strategies leveraging customer and transaction data.

Agency designed and executed all direct /database marketing activity for 2MM OnStar customers. Led integration of marketing data and processes with all OnStar departments. Partnered with Braun Consulting to design and implement OnStar database architecture and reporting standards.

Developed and lead extensive staff training in marketing strategy, database utilization and account service.

- 1993 – 1996 Sr. Account Supervisor-Strategic Planning, Wunderman Cato Johnson,
Developed integrated marketing campaigns for PepsiCo, Ameritech, Colgate. Created PepsiCo global retail promotion training manual. Agency-wide strategic planning resource. Trained account management staff on marketing strategy and tactics.
- 1991 – 1993 Brand Manager – Dow Bathroom Cleaner portfolio, Dow Brands
Also managed Glass Plus, Dow Oven Cleaner, Tough Act Cleaner, and Grease Relief. Developed Dow Brands' first direct marketing program. Launched two line extensions.
- 1986- 1989 Sr. Travel Director, S & H Motivation, Inc.
Lead international incentive travel programs for clients including, Ford Motor Co., Chrysler, NCR. Asia area expert. Trained and directed large international staffs. Presented to groups of 30 to 1500 executives.
- 1984- 1986 Tax Consultant, Arthur Andersen & Co.,
Assisted in development of expatriate tax planning group

Education

- 1989 - 1991 Indiana University, Masters Degree in Business Administration
Beta Gamma Sigma Award. As member of student government, developed successful inter-student book brokerage.
- 1980 - 1984 University of Michigan, Bachelor's Degree- Accounting
Evans Scholar