

Faculty Curriculum Vitae

MARK TREGER

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EDUCATION

Northwestern University

Evanston, IL

Master of Business Administration, June 1981.

Bachelor of Arts in history, June 1979.

EXPERIENCE

2002- **University of North Texas** **Dallas and**
Denton TX

Present Lecturer and Adjunct Instructor in marketing.
Taught 2-4 courses most semesters, including marketing foundations,
professional selling, consumer behavior, marketing channels, global
marketing, marketing problems, marketing management.
Consistently rated among best teachers by students; voted "Outstanding
Teaching Award" by UNT Council of Business Students.

1996-2001 **Accenture**
Dallas TX

Partner in marketing strategy practice of this 60,000 employee global
management consultancy. Sold and lead \$2-4 million per year of marketing
strategy engagements for large industrial products companies. Includes
product design, pricing, sales & service effectiveness, competitor analysis and
microeconomic strategy formulation. Received "Kenneth R. Ernst Award"
for outstanding thought capital within the firm. Retired from consulting
at age 43 after successful IPO of the firm.

1991-1996 **AT Kearney**
Dallas TX

Principal in marketing strategy practice of this 1,200 employee global
management consultancy. Sold and lead \$1-2 million per year of client
engagements.

1983-1991 **Towers Watson (formerly Hayes/Hill)**
Dallas TX

Management consultant in industrial products marketing strategy
consultancy, later sold to Towers Watson.

1981-1983 **Datapoint**

San Antonio TX

Marketing analyst in this early local area networking hardware company.