

# RANDALL WAYNICK

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Accomplished senior executive and educator pursuing full time academic and research opportunities focused on the future of organizations. Build on critical concepts of integrity, trust, character, and community. Possessing a unique combination of field, headquarters, c-level, sales, marketing, and operational skill sets that provided results. A comprehensive understanding of in-class, online, and hybrid delivery methods in higher education. A compelling, motivating, “hands on” professor that has excelled in large corporations, start-up environments, and in the classroom. A passionate and convincing communicator. A reorganization and strategic planning expert that relates experiences to course work and academic study.

## EDUCATION

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| <b>PhD</b> | Capella University, Organization and Management<br>Dissertation: “Changing Perceptions of the Internet by Salespeople”<br>*Petition Reviewer for transfer credit applicants<br>*Assistant Course Designer for e-commerce and motivating IT Professionals | <b>June 2003</b>  |
| <b>MSA</b> | Central Michigan University, Administration<br>Thesis: “Improving Customer Service Via Direct Distribution”  | <b>May 1993</b>   |
| <b>BA</b>  | Michigan State University, Social Sciences<br>Dual Major (Developmental Psychology & Criminal Justice)   | <b>March 1982</b> |

## Executive Education

Notre Dame University: Retailer and Manufacture Strategy  
One-week program, South Bend Indiana.  
University of Michigan: Leadership 2000  
One-week program. Ann Arbor Michigan  
Harvard Business School: Distribution Strategy and Channel Dynamics  
One-week program, Boston Masset  
University of Tennessee: Collaborative Planning Forecasting Replenishment  
6-month program, Chicago Il/Park Ridge NJ  
Center for Creative Leadership: Leading Strategically  
One-week program, Colorado Springs Colorado

## TEACHING EXPERIENCE

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**Point Loma Nazarene University** **2019 to Current**  
**Associate Professor of Management, Director of Graduate and Professional Education**  
**Fermanian School of Business**

**Point Loma Nazarene University** **2016 to 2019**  
**Adjunct Professor, Organizational Leadership, MBA**

- CEL 490 Group and Organizational Behavior - 3 units - Undergraduate
- SOL605 Managing Conflict and Change - 12 units - Graduate
- SOL602 Concepts of Strategic Leadership – 4 units - Graduate
- SOL609 Leading and Building Teams – 12 units - Graduate
- BUS648, Leading with Integrity – 10 units – Graduate
- MKT332, Principles of Marketing – 3 units – Undergraduate
- MGT412, Leadership Theory and Practice -3 units - Undergraduate

**Alliant International University** **2018 to Current**  
**Adjunct Professor, CCML Business School**

- BUS6060 Organizational Management and Global Leadership – 6 units - Graduate
- BUS6020 Strategic Management – 3 units – Undergraduate/Graduate

**Multiple Universities** **1998 to 2006**  
**Adjunct Professor,**

- Argosy University, Minneapolis MN – 4 Units – Undergraduate/Graduate
  - Multinational Marketing
  - Supply Chain
- Capella University, Minneapolis MN – 15 Units – Undergraduate/Graduate
  - Motivating IT Professionals
  - Fundamentals of ecommerce
  - Petition Reviewer
- Waubesa Community College, Chicago Illinois – 6 Units – Undergraduate
  - Fundamentals of Marketing
  - Introduction to Management

## PROFESSIONAL EXPERIENCE

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**ROBO 3D, SAN DIEGO, CA (PUBLICLY LISTED MANUFACTURER FOR DESKTOP CONSUMER 3D PRINTERS) 2016 -2019 CHIEF OPERATING OFFICER & VICE PRESIDENT OF REVENUE**

Led a startup business to IPO on the Australian Securities Exchange. Organized and executed a small startup to a functional business with defined process, roles, and objectives.

Implemented and formed an organization to foster the growth of the company as a key innovator and market share leader in the emerging industry segment.

- Crafted a liquidity event strategy and securing investment from private equity firms, resulting in public listing.
- Recruited expert talent to accelerate processes and growth.

- Designed and implemented new compensation structure and plan.
- Successfully launched two new models. Secured industry leading manufacturing agreement with Foxconn executive team.
- Spokesman to industry analyst and press agencies/publications.

**OTTER PRODUCTS/LIFEPROOF, FORT COLLINS, CO (MOBILE ACCESSORY MANUFACTURER. LEADER IN MARKET SHARE.)      2011 – 2016 VICE PRESIDENT OF SALES AMERICAS**

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Recruited to return and reorganize sales organization and drive strategic changes to organization structure for all aspects of the company. Implement a “sales driven” thinking within corporation. Advise CEO on long-term focus and short-term tactics

- Grew business by 20% over prior year. 500% growth with strategic carrier.
- Implemented a new metric driven compensation program linked to individual performance. Reduced fixed cost by 30% while increasing revenue.
- Applied p/l review by account to objectively gage investment and partnership strategies.
- Created a “Power Vertical” strategy to align strength and focus in specific channels. Integrated business design to increase sales by more than \$10m in existing channels. Created a stronger negotiation positioning and a more efficient marketing spend.
- Successfully launched new technology in underperforming categories. Grew brand market share to 15% nationally from less than 1% market share. Incremental \$25m in revenue.
- Negotiated direct contracts and relationship vs. distribution, contributing more than \$7m of incremental profit.
- Awarded Sales Leader of the Year 2015
- Designed and implemented new compensation structure and plan. Saved more than \$1m in cost and rewarded top performers.
- Successfully launched new portable audio products into wireless and mass channels. Established business with Magnolia, Nordstrom’s, AT&T, GameStop, SAM’s Club, Amazon, and Target.

**LifeProof (pre-acquisition)**

- Improved business by more than 200% increase in sales volume, tripled market share to 20% nationally.
- Analyzed market and company to create growth strategy and action steps.
- Defined channel management/distribution. Delivered over \$350m in revenue. Positioned company for acquisition.
- Created a monthly forecast and quota process to measure performance as an organization and individuals.

**VIZIO, IRVINE, CA (OEM MANUFACTURER OF TELEVISION/AUDIO PRODUCTS.)  
2010 – 2011 CHIEF SALES OFFICER**

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Responsible for all operations and functions within the sales, public relations, and marketing groups.

- Led sales organization restructure and staffing.
- Created new compensation plan, implemented detailed account planning and strategy.
- Created an International, B2B, and Consumer direct organization/strategy.
- Led VIZIO to #1 market share in US for LCD.
- Launched new distribution and categories extending VIZIO brand.
- Grew top line revenue by 60% in key selling season.

**SONY CORPORATION, San Diego, CA**

**1985 – 2010**

**SENIOR VICE PRESIDENT STRATEGIC ALLIANCE, NEW BUSINESS DEVELOPMENT**

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Assigned the role to consolidate Sony's total consumer approach to a "Connected Home".

Specific focus on two key areas: integrating and defining strategy around the content/services business model utilizing operator/service providers within the US market. Specifically defined our strategy with Cable, Telco's and satellite providers. Secondly, create new products and new business models to expand organic growth for Sony devices.

- Revised strategy led to multiple million-dollar increase in revenue from content business arrangements.
- Opened up design and development of new products for use in the operator environment.
- Served as the Sony executive on multiple consortiums and industry groups.
- Led the product research team for the United States shifting focus from a retail only model for allowing a more profitable hardware service model.
- Implemented key changes reducing product design by two to four months.
- Executive member of the Global 3D task force that defined strategy and action plan for market introduction, negotiated content and promotional arrangements with major content creators, and succeeded in positioning Sony as the leader for consumer 3D.

**SENIOR VICE PRESIDENT/ GENERAL MANAGER OF HOME PRODUCTS BUSINESS DIVISION**

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Business unit leader for Sony Home products marketing division. Revenue and P/L responsibility for operation generating in excess of \$5B. Key leader for strategy development for Sony's HD efforts for technology expansion and awareness.

- Established Sony as the largest content provider for IPTV 2008, 2009, 2010. Facilitated new revenue stream in excess of \$10M.
- Streamlined organization and reduced SG&A by 2%. Reduced redundant overlap of category management by implementing forecasting process.
- Served as key executive to the press and internal constituency. Integrated all of Sony resources for key initiatives within the United States. Keynote speaker at Display Search, CES, and industry events.
- Delivered Sony market share growth from 4<sup>th</sup> to 1<sup>st</sup> in TV, 2<sup>nd</sup> to 1<sup>st</sup> in Home Audio and Video. Led Sony to number one market share in Blu Ray disc.
- Highest Profitability unit in US out of four main individual business groups. Largest contributor in revenue and profit.

## **PRESENTATIONS**

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National Press Representative-Presenter for Sony/Sound United/VIZO/LifeProof/Robo3d 2005-2018, Consumer Electronics Show Las Vegas, Wall Street Journal, USA Today, Dealerscope Magazine, TWICE, Forbes, New York Times, LA Times, Chicago Tribune, San Diego Tribune, and numerous other publications/events.

Display Search US FPD Conference 2006 San Diego, Keynote speaker New York 2007

The Conference Board Symposium, Evolving Display Technology, New York City 2008

California School of Management and Leadership, Speaker Series October 2018  
“From Start-up to IPO”

## **PROFESSIONAL AFFILIATIONS**

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Academy of Management  
Organization Behavior and Organizational Management Designation

Christian Business Faculty Association

Management Organizational Behavior Teaching Society

Digital Entertainment Group Board member 2005-2007

PLNU Faculty Learning Community. College of Extended Learning initiative development; “Peer to Peer Observation”. Team Co-leader.

Alliant International Speaker Bureau, California School of Management and Leadership

## **SCHOLARSHIP INTEREST/RESEARCH**

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Research/Publications “Work in Progress”: Immersive Technologies: Impact on future business structures and behaviors. VR/AR/MR Challenges in Organizations.

- Organization structural impact
- Decentralized management
- Training transformation
- Ramification for facilities and capital investment
- Interactive metric reporting
- Customer service implications
- Technology migration within organizations
- Parallels to internet adoption and utilization in modern workforces

Proposal reviewer for the Academy of Management 2019 Annual Meeting

#### **COMMUNITY SERVICE**

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**“1000” Meals Served**

Founder, San Diego CA, 2011-Current

Provide food and essential living supplies to the homeless population.

**Haiti Short Term Relief/Community Service**

Community building and construction projects.

#### **OTHER**

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Men’s Group Leader: Canyon Springs Church

Canyon Springs Church Elder Board Member 2019