

# Resume- The Rest

by Jim - <https://jimluke.com/teaching-portfolio-home/resume-nonteachin/>

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The following is the non-teaching portions of my vitae as Fall, 2008.:

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## EDUCATION

### Ph.D. Studies in Economics

Wayne State University, Detroit, MI

Concentrations in Industrial Organization, Labor and Human Resource Economics, and History of Economic Thought. Completed course work and passed prelim exams, both oral and written in to 1994. Total of 74 credit hours accumulated. Studies interrupted in 1994 by family illnesses. Resumed studies briefly in 2005-2006, but stopped when program no longer fit my goals.

- Received *Samuel J. Levin Award for Writing in Economics*, December, 1991

### 1990 M.S. Social and Applied Economics

Wright State University, Dayton, OH

Masters internship: "Is There Any Economics in Local Economic Development Planning?", a critical review and analysis of local economic development plans through out the state of Ohio.

### 1982 M.B.A. Marketing

Wright State University, Dayton, OH

### 1977 B.S.B. Finance

Wright State University, Dayton, OH

### 1977 B.A. Communications and Rhetoric

Wright State University, Dayton, OH

## PROFESSIONAL CERTIFICATIONS AND TRAINING

2002 Michigan Virtual University (MVU) online instruction certified

1978 Licensed securities broker: NASD series 7 and 63; Annuities and Life Insurance licensed (IN), SEC

## ECONOMICS RESEARCH PROJECTS (public non-proprietary)

- Analysis of entire US B2B economy (>10,000 industries) using economic I-O and classification techniques to identify e-commerce market needs by industry for direct vs. indirect products. Description and segmentation of markets by size and market structures, using 1992 and 1996 US Census Data. Completed for private client, 1998.
- Research assistance for Dr. John D. Owen, Wayne State Univ. on "Economic Position of Older Women: A Long-Term View", 1990.

## TEACHING, TRAINING, AND DEVELOPMENT OF ADULT LEARNERS – CONSULTING

1987-1993 Designed and conducted General Management, Sales Management, and Sales Development programs for Zellerbach, \$2 billion chain of industrial distributors, total 1,600 managers and reps involved in multiple 3-day programs.

1989-1990 Taught five sessions of Economics in GM-UAW Training Partnership program

1984-1985 Taught Series 7 and Series 63 NASD licensing courses for License Exam Trainers, Santa Ana, CA

## PROFESSIONAL EXPERIENCE

## 2002-present PSPartners Dearborn, MI

### Principal

Part-time involvement as partner in web-based business. Provides web hosting, design, and consulting services to small private training businesses and human-service and non-profit organizations. Also R&D of new technology.

## 1984-2002 The Planning Solutions Group and EconomEX Dearborn, MI

### President

President and founder of business planning and research consulting business. Managed multi-person projects. Co-founder of Internet startup focused on B2B e-commerce technology. Responsibility for plan development, technology development, evangelism, raising capital and developing partnerships. Extensive strategic business planning experience as lead consultant. Clients included Georgia-Pacific, Covisint, Mead Corp, Avenor (Canada), Flint Ink, and A.O. Smith.

## 1980-1983 The Mead Corporation Dayton, OH

### Director, Planning and Marketing Services

Responsible for strategy development, profitability analysis, annual plan creation, design of planning process, and market research information systems for \$600 million group of paper and packaging distributors.

## 1978-1980 The NCR Corporation Dayton, OH

### Business Analyst

Co-leader for design, development and implementation of systems including customer billing, inventory, messaging, customer information, order entry, productivity tracking, and accounting systems.

## 1977-1978 Dean Witter Reynolds Co. Indianapolis, IN

### Stock Broker

## BUSINESS RESEARCH & CONSULTING PROJECTS

Analyses and studies of business info systems requirements, B2B e-commerce opportunities, and supply chain, distribution channel, and customer information needs of:

- Printing, paper, and publishing industries (1999, 1996, 1995)
- Internet and advertising industries (1996)
- Electric motors and HVAC industries (1993, 1996)
- Healthcare distribution (1994)
- Small appliances (1986)
- Foodservice and restaurant industries (1986)

Industry analysis, strategic planning, competitive analysis, and growth planning for

- Paper distribution chains (1984, 1985, 1987, 1992-1994)
- Paper mill (1995, 1996)
- Industrial distribution (electrical) (1993)

Economic and business evaluation of new technologies and technology applications:

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- Languages and platforms for B2B marketplaces (1997-2000)
- Digital and distributed printing processes (1995)
- Object-oriented Computer Aided Software Engineering (CASE) tool sets for embedded software (1986)
- New photosensitive paper-based digital imaging process (1984-1986)
- Developed and assisted implementation of comprehensive economic & social neighborhood re-development plans for non-profit organizations on Detroit east side (1986-1987).

## PATENTS AND INVENTIONS

- US Patent #6,131,087: **“A Method for Finding Matching and Near-Matching Offers”** filed Nov, 1997, final approval May, 2000. Issue Aug, 2000.
- EDL (Exchange Description Language), An open and extensible meta-language for describing products, buyers, sellers, payments, and logistics requirements to/from any language or user dialect. Applicable to all B2B markets, including international and inter-industry. EDL is implemented as a layer on top of XML/RDF.
- MatrEX. A distributed e-commerce translation dictionary system using XML. Enables buyers and sellers to use their native languages, terms, code numbers, words, content, and formats when communicating with trading partners.

## PUBLICATIONS AND PUBLIC PRESENTATIONS

- Five presentations have been accepted for the October, 2008 League for Innovation in the Community College Computer & Innovative Technology Conference, Salt Lake City, Utah:
  - Thinking About an E-portfolio System? Define Your Needs First
  - ProphQuest: Better Objective Tests, Better Outcomes Assessment, Less Time & Effort
  - ProphWare: Web 2.0 Productivity Software & Social Network for Professors
  - Future Learning Management Systems: A Web 2.0 Mash-up?
  - Objective Tests: Release the Potential through Social Networks & Web 2.0
- “Angel + Examview = Better, Faster Assessments with Less Work”, presentation to Angel Users Conference 2008, Cincinnati, May 20, 2008
- “Examview: A Tool for Integrating Assessment with Learning Outcomes”, presentation and demonstration for LCC faculty professional development days, January 9, 2008
- “Economics Online: Integrating Opportunity Cost”, presentation to Midwest Teaching Economics Conference, University of Akron, October, 2004.
- “Ubiquitous Intelligent Exchange”. Published as public white paper, Oct. 1997 by Planning Solutions Group.
- “Domestic Institutional Barriers to Increased U.S. Exports”, Chapter 6 in *International Commercial Policy*, Mordechai E. Kreinin, ed., Taylor & Francis, Washington, DC, 1993.
- *Is There Any Economics in Local Economic Development Planning?*, Masters Thesis, Wright State University, 1990.
- “Future E-commerce Technologies”, presentation at Spectrum Print Operations Conference, Graphic Communications Assoc., Tucson, AZ, 1999.
- “Exchange Solutions”, presentation of new Internet venture concept at Venture Market East, Red Herring Publishing, 1997.
- “Business Approach to Human Services: Dollars versus Sense”, presentation at Fifth Annual Symposium on Geriatric Medicine, sponsored by Michigan State University College of Medicine, Lansing, MI, 1991.
- “Dilemma of ‘Internationalizing’ the Curriculum: An Alternative Successful Rhetoric”, presentation to International Trade & Finance Association, Laredo, TX, 1992.
- “Internal Institutional Barriers to Increased U.S. Exports”, presentation to International Trade & Finance Association Annual Conference, Marseilles, France, 1991.

## PROFESSIONAL AFFILIATIONS

- Canadian Network for Innovation in Education (CNIE), 2007-present
- Association for Computing Machinery (ACM), 2007-present
- American Economic Association, 1982-2007
- Canadian Economic Association, 2002-2006
- Member, Graphic Communications Assoc. (GCA) B2B Standards Committee (formerly EDI Committee) 1999-2000.
- National Association of Business Economists (US), 1980-1984