

Rick Schell, PhD
Jones Graduate School of Business
Rice University
6100 Main Street
Houston, TX 77005
(713) 348.3321 (office)
(713) 806-7798 (cell)
schell@rice.edu

Core Competencies and Teaching Specialties

Business Communication
Consultative Selling
Negotiation
Influence and Persuasion

Cultural and Gender Communication
Crisis Communications
Strategic Marketing
Strategic Account Management

Education

Rice University, Houston, TX, MA (1975) and Ph.D. (1976) in English Literature, specialization in 19th Century British Literature. Dissertation: "Three Versions of the Self: The Prelude, 1797-1806."

Eastern Michigan University, Ypsilanti, MI, BA in English with honors (1971)

Columbia University, New York, NY, Chemical Engineering, no degree (1967-68)

Teaching Experience

2006-Present: Jones Graduate School of Business, Rice University

- Business Communication (Undergraduate course)
- Consultative Selling (MBA Elective Course)
- Leadership Communication (MBA Core Course)

2007-2014: Glasscock School of Continuing Studies, Rice University

- Sales and the Art of Persuasion

2007-Present: Rice University Human Resources Training

- Fundamentals of Business Writing
- Advanced Business Writing

2004- 2006: Fujitsu Ltd. Program Director for weekly web-based sales training; Modules personally developed and delivered:

- Fujitsu Strategy
- Fujitsu in the Telecom Industry
- Fujitsu in the Retail Industry
- Introduction to Compliance Issues and Trends
- Strategic Account Planning

1995-96: Amdahl Corporation. Director of Sales and Marketing Education
Courses developed and delivered (in partnership with training consultant):

- Selling to Business Needs (Consultative Selling)
- Managing at Your Peak (Sales Management)
- Communicating for Impact

1991-92: Amdahl Corporation. Principal Marketing Consultant
Courses personally developed and delivered:

- Facilitating Strategic Account Planning Sessions
- The New Realities: Business, Computing, and Selling in the Network Era

1989-90: Raritan Valley College, Raritan, NJ. Courses taught:

- English 101-102 (English Language and Literature)

1984-87: Rutgers University, New Brunswick, NJ. Courses taught:

- English 101-102 (English Language and Literature)
- English 203 (Topics in English)

1982-83: Montgomery College, Rockville, MD. Courses taught:

- English I and II (English Language and Literature)

1980-81: Richland College, Dallas, TX. Courses taught:

- English 101-102 (Expository Writing)
- English 201 (Introduction to Literature)

1974-75: College of the Mainland, Texas City, TX. Courses taught:

- English 101-102 (English Composition)

1974-75: Houston Community College, Houston, TX. Courses taught:

- English 101-102 (English Composition)

1971-75: Rice University, Houston, TX. Courses taught (as teaching fellow):

- English 101-102 (Freshman English Seminar)

Administrative and Program Experience

2007 – Present: Director, Undergraduate Business Programs, Jones Graduate School of Business, Rice University

Business Publications

2017: “The Six Keys to Effective Emails,” Glasscock School of Continuing Education, Blog

2017: “Successful Communication: Five Elements,” Glasscock School of Continuing Education, Blog

2017: “Talking Back: What To Do When the Q & A Gets Testy,” *Business Wisdom*, Jones Graduate School of Business

Academic Journal Publication

“Wordsworth’s Revisions of the Ascent of Snowden,” Philological Quarterly, 54 (1975), pp. 592-603.

Business “Thought Leadership” Article

“Managing the IT Infrastructure for Business Advantage,” Fujitsu White Paper, (2001), published on the Fujitsu web page.

Professional Certification

Certified by Huthwaite, Inc, as a Senior Training Consultant to facilitate “Making Major Sales” and “Customer Centered Selling” (SPIN Selling Workshops).

Sample Presentations

“Principles of Influence and Persuasion,” presented to multiple corporate clients 2011-2018

“Strategic Communication and Communications Strategy,” presented to multiple clients in Jones School Executive Education Program 2008-2014

“Cross-Cultural Communications,” presented to multiple clients 2012 - 2014

“Gender Communication in the Workplace,” presented to clients 2012 - 2014

“Strategic Account Management,” presented to clients, 2015 and 2016

“Story Telling and the Art of Persuasion,” delivered at Rice University, 2010

“Leading Change Through ‘Purposeful Communication,’ ” delivered to client SAP Project Team kickoff meeting, 2009

“Effective Sales Presentations,” delivered to client National Sales conference, January 2009

“The Future of the Advanced Intelligent Network,” delivered at the International Engineering Consortium Communications World Forum, 1997

“Open Systems Directions,” delivered at the NSA technology symposium, Fort Meade, Md., 1996

Some Significant Business Accomplishments

- **Designed, developed, and delivered an integrated marketing program, including weekly web-based sales training, that articulated Fujitsu’s corporate strategy, global capabilities, and industry positioning.**

- Designed, developed, and delivered a comprehensive sales training program that transformed a sales force from commodity sellers into consultative sellers.
- As Chief of Staff to the President & CEO, led a corporate “rebranding” initiative that retired the Amdahl brand and introduced the Fujitsu brand to North America, including a new brand definition, competitive positioning, and value proposition.
- Developed the business plan for launching Fujitsu’s first Global Services Sales team, including the marketing, operational, and infrastructure plans and organizational P & L.
- Led an international team that developed and implemented Fujitsu’s first global “branded” infrastructure service offering, InfraCare™.
- Led an international team that created, developed, and implemented Fujitsu’s Global Account Management processes that dramatically improved relationships and business performance with key global customers.
- Developed, implemented, and led a Strategic Account Planning process, including processes for Opportunity Assessment and Management.
- As part of a new sales management team, implemented sales and marketing programs that grew AT&T from a “niche” customer into Amdahl’s largest and most profitable global customer, attaining a “run rate” of \$ 1 Million per business day.

Professional Business Experience

Independent Consultant (2006 to present)

Business Communication Classes and Workshops

- Fundamentals of Business Writing
- Advanced Business Writing
- “Netiquette”: Electronic Business Communications
- Planning and Executing Strategic Business Communications
- Effective Presentations

Sales and Marketing Classes and Workshops

- Foundation Sales Training
- Negotiation I and II
- Sales and the Art of Persuasion
- Elements of Sales Leadership
- Strategic Account Team Planning

Executive Communications Coaching

- Conflict Resolution
- Negotiation
- Writing and Speaking with Impact

Amdahl Corporation / Fujitsu (1981 – 2006)

Director, “ONE Fujitsu” Marketing Programs (2004 to 2006, as a Consultant)

- Responsible for articulating Fujitsu strategy, global capabilities, and market positioning
- Responsible for developing and delivering weekly web-based training to North American sales force

Director, Strategic Marketing (2001 – 2003)

- Responsible for formulating and articulating Corporate strategy, brand, and value proposition
- As Chief of Staff to President and CEO, primary internal and external Corporate Strategy spokesman

Director, Global & Strategic Accounts (1998 – 2001)

- Responsible for governance and revenue growth in top global customers
- Represented “all of Fujitsu” to senior executives at major global and strategic accounts

Director, Telecom Marketing (1996 – 1998)

- Responsible for all telecom-marketing programs, including go-to-market plan for new Intelligent Network offering
- Primary internal and external Amdahl spokesman on telecom market

Director, Sales and Marketing Education (1995 – 1996)

- Developed and delivered all internal sales and marketing education programs
- Advised Executive and Sales Management on strategic and tactical sales initiatives

Director, Open Systems Marketing (1992 – 1994)

- Responsible for marketing, product management, partner relationships, and sales support
- Primary internal and external Amdahl spokesman on Open Systems market

Principal Consultant, Marketing Operations (1991-92)

- Developed and delivered Field sales training and account planning.
- Primary internal and external spokesman on Amdahl Strategy and Offerings.

Regional Director/District Manager of Sales/Account Executive (1981 – 1990)

- Responsible for sales to four Regional Bell Operating companies, 1990
- Responsible for sales to AT&T, including AT&T Com and Bell Labs, 1983-1989
- Responsible for Federal and Commercial sales, 1981-1983

IBM Corporation (1975 – 1981)

Marketing Manager (1980-81), Retail Industry Territory

Regional Marketing Representative (1979-80), Enterprise Storage Products

Marketing Representative (1976-78), Process Industry Territory