

AUDREY ASHTON-SAVAGE

31 New Road
Newmarket, New Hampshire 03857
603-862-3358 (office)
603-659-3520 (home)
603-303-5021 (cell)
Audrey.Ashton-Savage@unh.edu
ashtonsav@aol.com

Professional Experience

2016-present

Principal Lecturer, Peter T. Paul College of Business and Economics, University of New Hampshire, Durham, NH

Full-time faculty member teaching undergraduate and graduate marketing and management courses. Created and have taught two on-line marketing courses. Courses taught include Principles of Marketing, Marketing Research, New Product Development, Market Opportunity Analysis, Special Topics (see next paragraph), Survey of Marketing (for non-business majors) and Introduction to Business (required for all business majors). Have taught New Product Development in the MBA program.

Developed a new 4-credit course, "Perspectives on the Business Environment in the Dominican Republic", which is offered during January term and involves travelling with the students to the Dominican Republic to meet with business professionals to help the students understand the challenges and complexity of conducting business in a non-U.S. culture. Course has been conducted every January since 2010.

Promoted to Principal Lecturer after collective bargaining agreement changed titles of full-time adjunct faculty to lecturer, senior lecturer and principal lecturer.

Summer 2017

Visiting Professor at Shanghai University, Shanghai, China

Taught Business Ethics and Strategic Management courses in 5-week summer program designed for Chinese students home for the summer from their studies at U.S. universities.

2008-2016

Adjunct Associate Professor of Marketing, Peter T. Paul College of Business and Economics

Awarded the Excellence in Teaching Award (non-tenure track) for the Paul College, May 2015.

Marketing Department Undergraduate Curriculum Coordinator, 2016 –

Member, University Study Abroad Committee, 2018 -

Faculty Advisor to the Marketing and Advertising Club, 2011-2013.
Faculty advisor to multiple student internships and honors projects.

2005 - 2007

Vice President for Enrollment Management and Associate Professor of Business University of Bridgeport, Bridgeport, CT

Areas of responsibility include the Admissions Office, the School of Continuing and Professional Studies, and University Marketing. The Admissions Office processed every new student entering the University and encompassed graduate and undergraduate, domestic and international, and distance learning.

Member of the President's Cabinet, the President's Advisory Council, the Strategic Planning Review Board, the Budget Committee, the IT Governance Committee, the Financial Aid Appeals Committee, the University Senate

Achieved the strategic plan goal of 4000 students by the year 2010 with 4,306 students in Spring 2007.

Increased number of new international students from under 300 in Fall 05 to over 700 in Fall 07

Improved quality of freshman class (SAT scores) by 11 points from Fall 05 to Fall 07, while growing enrollments (22% from Fall 04)

2001 - 2005

Vice President, Strategic Initiatives and Associate Professor of Business Administration Spalding University, Louisville, KY

Responsible for integrated marketing and public relations, the Admissions Office, and the continuing education programs
Developed and implemented programs to increase enrollment in the accelerated programs from 235 to 450 students in first year
Created and implemented a brand strategy to reflect the University's innovative schedule of six-week sessions

1995 - 2001

Emmanuel College, Boston, MA
Dean, Graduate and Professional Programs (2000-2001)
Associate Dean, Management Programs (1997-2000)
Director, ECAP (1995-1997)

Dean of academic unit housing three graduate programs
and the accelerated bachelor's degree completion program
Increased enrollment in undergraduate program from 400 to
over 1,000 adult students
Grew from 4 locations to 10 sites and increased revenues
by a factor of 4
Added two new graduate management programs and exceeded
forecasted enrollment goals

1989 - 1995

Lecturer (full-time)
Whittemore School of Business and Economics
University of New Hampshire, Durham, NH

Taught introductory and advanced marketing and management
courses

1989 - 1995

Partner, Ashton-Cilley Associates (market research firm)
Newmarket, NH

1984 - 1989

Market Development Manager (1987-1989)
Product Manager, Carbonless Paper (1984-1987)
Nashua Corporation, Merrimack, NH

Managed largest and most profitable product line in the
Graphic Products Division. Worked with R&D to develop
and introduce new products for the pharmaceutical packaging
market.

Education

Bachelor of Arts in German, University of New Hampshire

Master of Business Administration, University of New Hampshire

Certificate in Sales and Marketing Management, Syracuse University Sales and Marketing Management Institute, 1979

Faculty Development in International Business Workshop, Duke University Center for International Business Education and Research, 2005

Certificate in faculty development training in Writing Intensive Courses, University of New Hampshire, 2016-17

Professional Associations

American Marketing Association, member

Board Member, Commission on Accelerated Programs, 2007 – present
(National Chair, 2006-2007), Denver, Colorado

Member, Board of Directors, Institute of Certified Professional Managers,
James Madison University (1986-1990)

National President, International Management Council (1985-1986)

Community Activities

Member, Board of Directors, Lamprey Health Care (1991-present). President of the Board of Directors for nine terms of office – four years 1997-2001 and 2013 – 2018). Lamprey Health Care is a community health center with three clinical locations housing a medical staff of 18 physicians, 40+ nurses and nurse practitioners, and 60+ administrative staff. With an annual budget of over \$16 million, it provides family-centered health services to over 17,000 patients.