

Peter F. Masucci

Principal Lecturer in Marketing

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Summary

Seasoned business and marketing executive with over 30 years experience in private industry marketing and general management, and 16 years' experience as a college teacher of a variety of marketing courses at both the undergraduate and graduate level at two institutions (UNH and Simmons College). Proven, high energy, award-winning teacher and business consultant knowledgeable and experienced in all aspects of marketing and general management including the following:

- Developing and implementing comprehensive marketing programs
- Market research, especially for new, emerging technologies
- Online marketing communications and eCommerce
- New market opportunity identification and analysis
- Integrated Marketing Communications (advertising and public relations)
- New product research, development, positioning and pricing
- Business development and strategic alliances
- Branding and awareness campaigns, and lead generation programs
- International and domestic sales and marketing
- Direct and indirect channel development
- Strong people manager, with excellent motivational and team building skills
- Experienced in working with both large and small organizations, as well as pre-IPO start-ups
- Strong written and verbal communications skills, including public speaking experience

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Selected Awards and Accomplishments

- 2013 **Recipient of the Excellence in Teaching Award (second time)** at the Peter T. Paul College of Business and Economics at UNH
- 2010-2012 **Chair** of the UNH, university-wide Undergraduate Research Conference (URC)
- 2010 **Presenter** – Council on Undergraduate Research, National Conference, Ogden, Utah
- 2006-2010 **Chair** of the Whittemore School of Business and Economics (WSBE) URC
- 2006 **Recipient of the Excellence in Teaching Award** at the Whittemore School of Business and Economics (now Paul College) at UNH
- 2006 **Recipient of the Bernstein Teaching Excellence Award** at Simmons College
- 2004 Served as a **judge** in the \$250,000 New Hampshire State Business Plan competition
- 2003-2011 Organized and served as **faculty advisor** to the UNH Marketing and Advertising Club
- 2003 **Guest lecturer** – *“High Technology Product Marketing”*, Babson College, MBA program
- 1997 **Speaker** – *“Videoconferencing Applications in Distance Learning and Telemedicine”*, PictureTel User Group Conference, San Antonio, Texas
- 1991 **Speaker** - *“Applying Parallel Processing Supercomputers to Scientific Visualization of ‘Big Data’ Sets”*, IEEE Europe Conference, Stockholm, Sweden
- 1989 **Speaker** - *“The application of supercomputers to ‘Grand Challenge’ problems”*, High Performance Computer Conference, Tokyo, Japan
- 1988 **Speaker** – *“Product positioning and repositioning – responding to market changes”*, MIT Enterprise Forum, Cambridge, Mass.
- 1986 **Guest lecturer** - *“The Basics of Marketing”*, MBA program, Cambridge College
- 1984 **Guest lecturer** - *“Marketing Dynamics”*, School of Management, Boston University
- 1983 **Speaker** - *“Personal Computer Applications”*, Comdex, Las Vegas, Nevada
- 1976 **Speaker and published paper** - *“Are the boundaries between minicomputers and microcomputers disappearing?”*, International Symposium, Geneva, Switzerland
- 1970 **Speaker** - *“Restricted Three-Body Trajectory Analysis in Earth-Moon Flight Planning”*, Orbital Mechanics Symposium, NASA Electronics Research Center, Cambridge, MA

Education

- 2013 **Faculty Instructional Technology Summer Institute (FITSI)**
University of New Hampshire, Durham, NH
Training in the development and delivery of online courses
- 1984 **MBA** – Concentration in marketing
Clark University, Worcester, MA
- 1970 **Bachelor of Science** – Aerospace Engineering
Boston University, Boston, MA
- 1968 & 1969 **Special Summer Institute in Dynamical Astronomy** – certificate
Massachusetts Institute of Technology, Cambridge, MA

Teaching Summary

2002 to present *Principal Lecturer, Marketing Department,*
Peter T. Paul College of Business and Economics
University of New Hampshire, Durham, NH

Currently serve as a full-time member of the marketing department faculty at the Paul T. Paul College of Business and Economics at UNH. Since joining the faculty in 2002, has taught nearly 3,000 students, in 126 class sections (through the Fall term of 2017) at both the undergraduate (over 2,400 students in 100 sections) and graduate level (over 500 students in 26 sections). The following is a list of the courses taught at UNH:

Undergraduate courses taught (fall 2002 through spring term 2018)

ADMN 585, Principles of Marketing (12 sections)

Required Introductory marketing course taught to all students, regardless of major, in the Paul College. The course covers all aspects of marketing from planning and development of marketing strategy, through the four P's of product, pricing, promotion and placement.

MKTG 550, Survey of Marketing (3 sections)

Overview/survey course in marketing offered to students NOT majoring business at UNH. Similar in content and structure to ADMN 585, but taught using a non-business major orientation to the topics.

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MKTG 752, Marketing Research (2 sections)

Required course that involves the formulating of research objectives to solve marketing problems using both qualitative and quantitative techniques for surveys and marketing experimentation. Includes commonly encountered analyses and models for acquiring and assessing secondary and primary data to aid marketers in decision making, as well as identifying strengths and limitations of marketing research in the overall marketing process.

MKTG 753, Consumer Buyer Behavior (1 section)

Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to influence consumer choice. This course is classified as writing intensive.

MKTG 757, Integrated Marketing Communications (IMC) and Advertising (2 sections)

Course provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, customer service. The course gives special emphasis to the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals

MKTG 762, Marketing Workshop (70 sections) – Flagship Course!

Students majoring in marketing at the Peter T. Paul College of Business and Economics are required to take this capstone course in marketing during their senior year. This course provides students with a “real-world”, experiential learning opportunity intended to tie-together all aspects of marketing they have studied in other courses. To achieve the goal of a real world experience, the instructor solicits *real* projects, from *real* companies and organizations (Clients) outside of Paul College, and organizes students into teams (Agencies) to work on these client projects. The agencies in turn handle all aspects of marketing appropriate to the Client’s assignment including such functions as research, advertising, PR, marketing operations, etc. The work culminates in a formal presentation where the agency’s research and detailed recommendations are presented to the client.

MKTG 763, Market Opportunity Analysis (2 sections)

Introduces students to the analysis of the business environment in which a company operates and provides key inputs into strategic marketing planning and decision-making. Students learn the process, concepts, and techniques commonly used in the identification, assessment, and forecasting of real-world market opportunities.

MKTG 798, Digital Marketing Communications (10 sections) – taught online

This course introduces students to the latest concepts and techniques in marketing using new media channels made by the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization (SEO), Web analytics, mobile messaging, and the use of social

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media networks for marketing communications. Students will learn how and where to apply OMC tools in real-world business situations through case studies of “best practices” currently being used. The course is taught entirely online using Blackboard and Canvas learning management system tools

MGT 732, Explorations in Entrepreneurship (1 section)

This course examines the management of change and innovation, especially the role of entrepreneur in managing new ventures. There is extensive use of case analysis, guest speakers, and business plan preparation to study the characteristic behavioral, organizational, financial, and market problems of entrepreneurs and new enterprises.

MGT 755, International Management (2 sections)

The International Management course focuses on business management in a rapidly globalized marketplace. The course covers all aspects of management from both a domestic (home country) point of view, as well as perspectives from the target country.

This course was taught twice to visiting cohorts of students from the University of Bordeaux, France, who were in the U.S. for a summer term.

Graduate courses taught

(fall 2002 through fall 2015)

ADMN 960, Marketing Management (9 sections)

An analytical approach is used to the study marketing problems encountered by modern-day marketing managers in a rapidly changing global and technological environment. The course also examines the influence of the marketplace and the marketing environment on marketing decision making: the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.

ADMN 852, Marketing Research (1 section)

The course involves the formulating of research objectives to solve marketing problems using both qualitative and quantitative techniques for surveys and marketing experimentation. Includes commonly encountered analyses and models for acquiring and assessing secondary and primary data to aid marketers in decision making, as well as identifying strengths and limitations of marketing research in the overall marketing process.

ADMN 898, Advertising and IMC (6 sections)

Course provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, customer service. The course gives special emphasis to the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals

ADMN 898, New Product Development (2 sections)

This course examines the strategies, processes and methods used to develop and introduce new products into the market. A review of the tools and techniques used for new-product development are examined using real-world case studies, and discussions of “best practices” at work in major corporations. The primary focus of the course is on physical products, but much of the material taught is also applicable to design of services.

ADMN 898, Digital Marketing Communications (3 section) – taught online

This course is similar to the undergraduate OMC course, but is taught at an MBA level utilizing significant case study work. The introduces students to the latest concepts and techniques in marketing using new media channels made by the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization (SEO), Web analytics, mobile messaging, and the use of social media networks for marketing communications. Students will learn how and where to apply OMC tools in real-world business situations through case studies of “best practices” currently being used. The course is taught entirely online using Blackboard learning management system tools

MOT 898, Market Research for Emerging Technologies (1 section)

Designed, developed and taught the inaugural section of this course that examined how to conduct market research for products based on brand new technologies. The course explored various techniques for assessing market opportunities that have emerged as a result of recent technological breakthroughs, and how to quantify and forecast market demand.

MOT 941, Product Development and Marketing (4 sections)

Designed, developed and taught this course that is an amalgamation of new product development and traditional marketing management curriculums. The product development focuses on new products and explores the strategies, processes and methods used to develop and introduce new products into the market. A review of the tools and techniques used for new-product development are examined using real-world case studies, and discussions of “best practices” at work in major corporations.

The marketing aspect of the course studies problems encountered by modern-day marketing managers in a rapidly changing global and technological environment. The course also examines the influence of the marketplace and the marketing environment on marketing decision making: the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.

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2002 to 2014 **Adjunct Professor, School of Management, Graduate Program,
Simmons College, Boston, MA**
**** AACSB accredited program**

Graduate (MBA level) courses taught

(fall 2002 through fall 2014)

MCM 442, Emerging Communications Technologies (13 sections) – taught partially online (blended)

The ECT course introduces students to a wide range of computer, networking and communications technologies. The course is designed to provide a broad overview of the various technologies used in modern day communications, with special emphasis on those technologies that used online. Students learn the basics of computer operation, network structures, how the Internet works, and how mobile devices have change the landscape for communications managers.

MCM 451, Integrated Marketing Communications (7 sections)

The IMC course provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, customer service. The course gives special emphasis to the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals

MCM 453, Strategic Marketing Communications (5 sections)

This course presents a comprehensive look at all aspects of marketing with particular emphasis on how each component affects the role of communications manager. Several real-world case studies are used to demonstrate “best practices”, and students participate in both team and individual project assignments that examine marketing communications strategies used in business.

MCM 458, Online Marketing Communications (9 sections) – taught online

This course is similar to the undergraduate OMC course taught at UNH, but is taught at an MBA level utilizing significant case study work. The introduces students to the latest concepts and techniques in marketing using new media channels made by the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization (SEO), Web analytics, mobile messaging, and the use of social media networks for marketing communications. Students will learn how and where to apply OMC tools in real-world business situations through case studies of “best practices” currently being used. The course is taught entirely online using Moodle learning management system tools

Professional Experience

2002 to present *Principal Lecturer, Marketing Department,
Peter T. Paul College of Business and Economics
University of New Hampshire, Durham, NH*

Currently serve as a full-time member of the marketing department faculty at the Paul T. Paul College of Business and Economics at UNH. Since joining the faculty in 2002, have taught over 3,000 students, in 131 class sections (through the spring term of 2018) at both the undergraduate (over 2,500 students in 105 sections) and graduate level (over 500 students in 26 sections) – see Teaching Summary (pp. 3-7) for course details.

2017 to present *Member of the Board of Directors, Digital Marketing Center
Portsmouth, NH*

Currently serving as a member of the Board of Directors of this Portsmouth, NH, based non-profit company. The DMC provides focused educational services to individuals and small businesses seeking to more actively participate in online communities to further themselves or their businesses.

2014 to present *Church Moderator,
Congregational Church of Wells, Wells, ME*

2003 to present *Chairman of the Stewardship and Capital Campaign Committees*

2009 to 2014 *Chairman of the Board of Trustees, and President of the Corporation,*

Serve as a secular leader of this 200+ member UCC church. Responsible for managing a nine member Board of Trustees, and all employees of the church. Develop and manage an annual operating budget of over \$170,000. In 2014 initiated a \$500,000 capital campaign to renovate and repair the historic (1831) church property including the construction of a new steeple. To date over \$300,000 has been raised and significant work has been completed.

2011 to 2015 *Advisor, Regalo, Inc.
Portsmouth, NH*

Initially served as the faculty advisor to the student team that founded the company during the Holloway Prize Competition at UNH in 2011. Later served as a part-time advisor for this online gift-giving eCommerce business. Assisted in their raising of over \$250,000 in seed funding from private, angel investors.

2010 to 2011 *Liaison to UNH and Advisor to NH Innovation Commercialization Center,
Portsmouth, NH*

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Assisted in the formation and founding of this NH and UNH sponsored start-up incubator business. Provided liaison support to identify businesses and technologies emanating from UNH students and faculty.

2002 to 2014 ***Adjunct Professor, School of Management, Graduate Program,
Simmons College, Boston, MA***

Served as a part-time adjunct faculty member in the School of Management at Simmons College, in Boston. Since joining the Simmons faculty in 2002, have taught over 600 students, in 34 class sections (through the summer of 2014) at the graduate level – see Teaching Summary (above) for course details.

1991 - 2001 ***Marketing Consultant, and Founding Partner, VX Management Group (VXMG)
Marlborough, MA, and Cambridge, MA***

In 2000 Co-founded an executive-level management and marketing consulting firm targeting projects for small and medium-sized companies. Prior to VXMG, and between permanent assignments (listed below) was a self-employed marketing and management consultant for a variety of companies, and conducted a number of marketing project assignments. In addition, from time to time served as an interim executive for several companies, including pre-IPO start-ups. Consulting assignments have included the following:

2001 – 2002 ***AeroCopter, Inc., Andover, MA***

Served as interim VP of Marketing, and developed initial financing and integrated marketing campaigns for this aerospace start-up company developing a new, revolutionary, rotary wing passenger aircraft.

1998 ***FutureTense, Inc., Acton, MA***

Researched and developed a vertical marketing strategy and implementation plan for this Internet content management software vendor. Later was hired by the company (see below) and provided introduction to, and ultimately acquisition by Open Market, Inc., a publicly-held e-commerce software company, for \$125 million

1995 ***Thinking Machines Corp., Cambridge, MA, and Bedford, MA***

Served as interim VP of Marketing for TMC, a manufacturer of massively parallel processing supercomputer systems, and assisted in securing a \$10 million private placement that allowed the company to exit from Chapter 11 and re-emerge as a newly capitalized firm.

1994 ***GemSoft, Inc., Nashua, NH***

Designed and wrote a business plan, and assisted in securing venture financing for GemSoft, a start-up software firm entering the Windows-NT and OS/2 market

1994 ***Kendall Square Research, Inc., Waltham, MA***

Served as interim director of international sales operations for this supercomputer systems company. The assignment involved sales and P & L management of existing distributors in Japan,

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Korea, Taiwan, Hong Kong/China and South Africa, as well as operational control of the Australian subsidiary of KSR.

1991 ***Compass, Inc., a subsidiary of SofTech, Inc., Wakefield, MA, and Waltham, MA***

Developed a strategy and plan for SofTech to divest the software technology assets of Compass, a subsidiary company, and then negotiated and closed a \$1.3 million sale of the technology to Thinking Machines Corp.

2000 - 2001 ***Vice President of Marketing, NEGEN Access Inc. Marlborough, MA***

NEGEN was a venture-backed, pre-IPO start-up telecommunications equipment company focusing on broadband access equipment. The company closed its first round of funding in early 2000, but failed to close a second round in 2001.

As VP of Marketing reporting to the President, was responsible for all aspects of marketing such as product pricing and positioning, competitive analysis, market sizing and segmentation, and all marketing communications tasks including collateral, trade shows, Web site, advertising, public relations, etc. In addition, served as a member of the senior management staff and actively participated in company strategic planning and financing activities, and acted as a company spokesman to industry analysts and the media. Specific accomplishments included the following:

- Developed initial marketing collateral material and designed the company's Web site
- Recruited and managed outside PR firm and other marketing sub-contractors
- Launched the company in 2000 with a series of press releases and analyst interviews
- Managed the launch of the NEGEN Neighborhood™ family of IP-based broadband solutions
- Led the company's entry at COMNET 2001 trade show and won the "best of show" award

1998 - 2000 ***Vice President of Business Development, FutureTense, Inc. and Open Market, Inc. Acton, MA, and Burlington, MA***

Originally hired in 1998 as VP Business Development for FutureTense, Inc., a venture-backed, pre-IPO start-up software company focused on Internet content management. The company was acquired by, and merged with Open Market in October 1999. Served as the team leader responsible for the merger and integration, from initial discussions to the closing.

Open Market was an Internet software firm focusing on all aspects of e-Commerce: content management, content delivery, on-line marketing and merchandising, and transaction management. To that end, the company relies upon partnerships with other companies to provide core pieces of the total solution. As Vice President of Business Development was responsible for identifying and developing, negotiating, and managing strategic partnerships for the company.

- Introduced FutureTense to Open Market and led efforts resulting in \$125M acquisition in 1999

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- Negotiated and managed relationships with Sun Microsystems, iPlanet, BEA Systems, and Autonomy, Engage Inc., and CMGI.
- Initiated and managed the FastStart Program aimed at recruiting early stage companies to Open Market products

1996 - 1998 ***Vice President, PictureTel, Corp.***
Andover, MA

1997 - 1998 ***Vice President, Industry Business Unit***

Managed the Industry Business Unit (IBU) for PictureTel, the world's leading supplier of videoconferencing equipment and services. In this general management position was responsible for the strategic planning as well as day-to-day P&L management of the company's business in new industry and application market segments. These segments included electronic commerce over the Internet, distance learning, video banking, telemedicine, and manufacturing, and represented nearly \$40M in revenues.

1996 - 1997 ***Vice President of Marketing***

Served as VP of product marketing and was responsible for product planning, pricing and positioning, as well as sales support for all products sold worldwide. Also managed corporate marketing and was responsible for marketing communications functions including advertising, public relations, collateral materials, etc., as well as the company's initial Internet web site. During this period managed a group of 40+ marketing professionals with an annual operating budget of over \$12 million.

1994 - 1995 ***Vice President of Marketing, Sequoia Systems, Inc.***
Marlborough, MA, and Houston, TX

Served as Vice President of Marketing for this manufacturer of high performance, fault tolerant, transaction processing computer systems. Responsible for all aspects of marketing, both tactical and strategic, as well as special project work which included active involvement in the acquisition of Texas Microsystems, Inc. (TMI), of Houston, Texas. TMI, was a manufacturer of ruggedized and fault tolerant PC class products and Sun Microsystems, SPARC-based systems for telecommunications applications.

1991 - 1993 ***Vice President of Marketing, Migration Software Systems, Ltd.***
Acton, MA and San Jose, CA

Employed by this small (1993 estimated sales \$10 million), at the time four-year-old software consulting company (Corporate headquarters: San Jose, California). MSSL specialized in providing senior level technical consulting engineers, to assist system vendors, software suppliers, and end users, in the migration of their software from proprietary hardware platforms, to new open systems using the UNIX Operation System. Responsible for establishing a complimentary product business for the development and marketing of software migration tools. Negotiated the acquisition of software product technology from a large system vendor. In addition, responsible for managing ongoing sales and marketing efforts to find and secure new consulting service business in the Eastern United States.

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**1986 - 1991 *Director, then VP International Operations, Alliant Computer Systems Corp.
Littleton, MA***

Alliant was a manufacturer of high performance, parallel processing, supercomputer systems. The company operated worldwide. Peak sales of \$73 million occurred in 1990, and the installed base reached over 600 supercomputer systems.

1989 - 1991 *VP of the International Operations*

As VP of the International Operations, reported to worldwide VP of Sales and Marketing. Responsible for opening new sales and marketing territories in those international locations where Alliant did not operate a subsidiary. These included Far Eastern countries such as Japan, Korea, Taiwan, China, Hong Kong, Indonesia, and Singapore, as well as Australia, New Zealand, India, Latin and South America, Africa, Israel, Eastern Europe, and the USSR. Recruited and trained distributors and/or sales agents for each country, established and exceeded sales and profit objectives, and served as the senior representative of Alliant in these countries. While in this position, business grew from zero to in excess of \$5 million in sales, and geographic coverage to nine new countries.

1986 - 1989 *Director of Product Marketing*

Served as Director of Product Marketing. Responsibilities and accomplishments included the development of corporate long range plans, planning and implementation of several major product introductions, product positioning and pricing, conducted sales training and sales motivational events, performed market segmentation and competitive analysis, and served as a senior company spokesman at conferences around the world

**1973 - 1986 *Various marketing and management positions, Digital Equipment Corporation,
Maynard, Marlborough, and Hudson, MA***

Digital Equipment Corporation (DEC) was the second largest computer systems company in the world. During 13+ years, held a variety of marketing and marketing and management positions, including the following:

1984 - 1986 *Product Group Marketing Manager, Low End Systems and Technology Group*

Direct report to Senior VP. Developed and managed the implementation of strategic marketing plans for this \$2+ billion group of business units. Organized and ran marketing programs across multiple business units.

1982 - 1984 *Product Line Marketing Manager, Personal Computer Group*

Direct report to Group VP. Responsible for all aspects of product marketing function. Developed and delivered marketing programs and campaigns aimed at increasing sales through indirect distribution channels, including retail stores. Organized and conducted sales training and sales motivational campaigns targeted towards increasing sales.

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1980 - 1982 *Manager of Strategic Marketing, Technical Products Group*

Direct report to VP of Marketing. Managed the development of the groups' long-range plan. Organized cross-functional teams targeted towards implementation. Chaired the marketing managers committee.

1979 - 1980 *Manager of Manufacturing Sales Services, Technical OEM Group*

Volunteered for a one-year assignment to work in the manufacturing organization. Managed a group of 40 people. Implemented aggressive backlog management programs aimed at balancing factory output with real customer demand.

1976 - 1979 *Manager of Product Marketing, Technical OEM Group*

Reported to Product Line Manager for small PDP-11 systems. Developed and managed all aspects of the business for the PDP-11/03 line, including pricing, positioning, competitive analysis, production planning, and sales support.

1973 - 1976 *Senior Product Marketing Specialist, Microcomputer Products Group*

Developed and managed marketing programs for the LSI-11 product line. During this period assisted in the launch of the product and the establishment of DEC's first large distributor agreement with Hamilton-Avnet. The HA business grew to be over \$100 million in annual sales by 1985.

1970 - 1973 *Project Engineer, Rockwell International-Space Division, Downey, California*

Served as a project engineer on the Apollo and Skylab manned spacecraft programs. Worked on several manned lunar missions – Apollo 14, 15, 16, and 17, and Skylab 1, 2, and 3. Responsible for flight crew systems training and experiment integration. Developed proposals and cost estimates for modifications to spacecraft to meet specific mission requirements. As project engineer coordinated and managed all aspects of vehicle changes across engineering, manufacturing, and field installation on Apollo spacecraft. Interfaced with NASA counterparts at the Johnson Spacecraft Center in Houston, Texas, and the Kennedy Space Center at Cape Canaveral, Florida.

1967 - 1970 *Research Assistant, NASA Electronics Research Center, Cambridge, Massachusetts*

While completing undergraduate studies at BU, worked as a research assistant to Dr. Rudolf Hoelker, Senior Staff Scientist, an early associate of Dr. Werner Von Braun. Responsibilities included assisting Dr. Hoelker in computer programming and analysis of orbital trajectories for earth-moon and outer planet grand tour space flight programs. Developed and maintained Fortran programs used to run simulations of spacecraft flight trajectories. Worked with IBM System 360 and System 370 mainframe computers.