

ACADEMIC VITA

CINDY K. RAINES

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Lecturer, Department of Marketing and Logistics
The University of Tennessee

**632 HASLAM BUSINESS BUILDING
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RECOGNITION

“Biltmore Who’s Who Among Executives and Professionals” (2010)
“National Association of Professional Women” (2010-2011)
“Cambridge Who’s Who Registry Among Executive and Professional Women” (2009-2010)
“Madison Who’s Who” (2009)
“Who’s Who Among Executives and Professionals” (2009-2010 Academic Registry)
“International Who’s Who of Professional & Business Women” (10th Anniversary Edition)
“National Association of Professional Women” (2009-10)
Woman of the Year in Education 2009 by the American Biographical Institute, Inc
American Order of Merit for Professional Achievements (2009)
“International Who’s Who of Professional & Business Women” (2009)
Woman of the Year in Education 2008 by the American Biographical Institute, Inc
“Who’s Who in the World” (2008-9)
“Biltmore Who’s Who Among Executives and Professional Women, 2008 Honors Edition”
“Premier Who’s Who Registry of Outstanding Professionals” (2008)
“Kiplinger’s Who’s Who in Leading Business Professionals” (2008)
“Cambridge Who’s Who Among Executive and Professional Women, Honors Edition” (2007-08)
“Who’s Who Among American Teachers and Educators” (2007)
“Manchester Who’s Who Among Executive and Professional Women” (2005)
“Empire Who’s Who Among Executive and Professional Women” (2005)
“Who’s Who in Business Higher Education” (2005)
“Strathmore’s Who’s Who Executive and Professional Registry” (2005)
“2000 Notable American Women” (1994)
“Sterling’s Who’s Who” (1994)
“The World Who’s Who of Women” (1993)
Nominated “Woman of the Year” American Biographical Institute, Inc. (1993)
“Who’s Who Worldwide” (1992)
“Who’s Who Among Students in American Universities and Colleges” (1974)

2010-11 National Association of Professional Women
2007 Dean’s Award for Excellence in Executive Education, the University of Tennessee
Nominated, Outstanding Teacher, the University of Tennessee

PRSA J. Carroll Bateman BEST OF SHOW — National Public Relations Program (2000)
PRSA (Public Relations Society of America) Awards of Excellence — Numerous Marketing and Public Relations Programs (1996 – 2002)
THE COMMUNICATOR Award of Distinction — Brochure (2001)
ADDY Awards for Creative Excellence — Television Ad, Direct Mail Campaign, Logo Development (1990)
TELLY Award for Creative Excellence — Television Campaign (1990)

SERVICE

UT Chancellor’s Academic Outreach Council— Co-Chair, Communications Committee
Reviewer: college faculty-written articles and white papers for internal and external audiences
Junior Achievement — Former Board Member
St. Mary’s Health System — PaceSetters Former Board Member

TEACHING AND INSTRUCTIONAL ACTIVITIES

Integrated Marketing Communications (Marketing 466 undergraduate course)

The University of Tennessee Knoxville, TN
1995 through present

Course Champion: Integrated Marketing Communications (Marketing 466 undergraduate course)

The University of Tennessee Knoxville, TN
2006 through present

Media Relations (executive education module)

The University of Tennessee Center for Executive Education
Knoxville, TN

- *Aerospace & Defense MBA*: 2005 through present
- *Executive MBA*: 2005 through present
- *Leadership Success for Manufacturing Site Leaders*: 2008 through present
- *Physician Executive MBA*: 2006 through present
- *Professional MBA*: 2006 through present
- *Executive Development Program*: 2007 through 2009

Communication and Presentation Skills (executive education module)

The University of Tennessee Center for Executive Education
Knoxville, TN

- *Leadership Success for Manufacturing Site Leaders*: 2008 through present
- *Leadership Tools for Manufacturing Management*: 2010

Social Media (full-time MBA and executive education module)

The University of Tennessee Center for Executive Education
Knoxville, TN

- *Full-Time MBA*: 2010
- *Professional MBA*: 2010

Organizational Action Project Presentation Evaluations

The University of Tennessee Center for Executive Education
Knoxville, TN

- *Physician Executive MBA*: as needed

Marketing Research (undergraduate course)

- The University of Tennessee Knoxville, TN
- Fall 2002

EDUCATION

POST-GRADUATE WORK

KNOXVILLE, TN

Applying Principles of Acting to Lecturing and Teaching

The University of Tennessee Teaching and Learning Center

Strategies for Effective Communication and Information in the Corporate World

Certificate of Completion

Joint Program: The University of Tennessee College of Communication and Information and
Center for Executive Education

Lean Applied to Business Processes

Certificate of Completion

The University of Tennessee Center for Executive Education

Stephen Covey's Seven Habits Of Highly Effective People

Certificate of Completion

The University of Tennessee Center for Executive Education

Crosby Quality College

Certificate of Completion

CINCINNATI, OH

CASE WESTERN RESERVE UNIVERSITY

CLEVELAND, OH

October 1, 2010

Degree: Masters in Business Administration
Major: Marketing Management
Honors: Co-Founder, Graduate Management Society

MIAMI UNIVERSITY

OXFORD, OH

Degree: Bachelor of Science, Business Administration
Major: Marketing Management
Honors: Magna Cum Laude graduate
Sullivan Award Honorary Scholarship
Outstanding Marketing Student
Co-Founder, Laws Hall & Associates
Executive Director, Laws Hall & Associates "Pinto Project"

Beta Gamma Sigma Business Honorary
Combus Women's Honorary

INDUSTRY EXPERIENCE

AREAS OF EXPERTISE:

- Broad-based strategic and tactical planning
- Development and execution of award-winning, targeted, integrated marketing communications and public relations programs
- Corporate and brand imaging and positioning
- New product and corporate launches
- Packaging development
- Diversity in industry experience, including education, consumer product goods, real estate, and healthcare

DIRECTOR OF COMMUNICATIONS

THE UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION

KNOXVILLE, TN

JANUARY, 2003 - PRESENT

KEY RESPONSIBILITIES

- Crafting, supporting, and safeguarding the college's image, positioning, and identity as a premier institute of higher learning
- Representing the college to internal and external stakeholders
- Communicating and coordinating efforts with internal and external stakeholders
- Supporting the college's development and communications efforts
- Developing paid and non-paid print and electronic marketing materials (collateral, ads, press releases, websites, faculty-generated white papers, etc.) for internal and external stakeholders
- Securing editorial coverage on college's programs, centers, areas of expertise, faculty accomplishments, etc.

INTEGRATED MARKETING COMMUNICATIONS SPECIALIST

KNOXVILLE, TN

APRIL, 2002 – PRESENT

KEY CLIENTS

Excel Sports Training Center

OK New York, LLC

Stephen W. Williams & Partners

Tau Beta Pi Engineering Honor Society

The University of Tennessee, College of Business Administration

Executive Solutions LLC

Radio Systems Corporation

StrataG

Moll Industries

Schlotsky's

The Research Group

DIRECTOR, REAL ESTATE DIVISION AND SENIOR ACCOUNT SUPERVISOR
ACKERMANN PR **KNOXVILLE, TN**
AUGUST, 1996 – APRIL, 2002

KEY RESPONSIBILITIES / ACCOMPLISHMENTS

- Strategic consultation
- Corporate and brand imaging and positioning
- Development and execution of award-winning integrated marketing communications programs (print and broadcast media, e-media, direct mail, non-paid media)
- Award-winning logo and positioning statement development
- Reputation management
- Relationship marketing
- Community relations program development and implementation (speakers' bureaus, community action committees, etc.)
- Creation and implementation of award-winning local, regional, and national public relations programs (includes appearances in *Business Week*, *Parade* magazine, *Modern Maturity*, *USAToday.com*; *NY Times*, top-20 print and broadcast markets, Oprah, WGN, CNN, MSNBC)
- Strategic alliances

KEY CLIENTS

Comcast Cable Communications	Furrow Auction	Knoxville College
Moll Industries	R. J. Reynolds	Siemens
RemoteMDx / SecureAlert, LLC	Schaad Properties	St. Mary's Health System
Tennessee Orthopaedic Clinics	Testerman Construction	
University of Tennessee, College of Engineering		

INTEGRATED MARKETING COMMUNICATIONS SPECIALIST
KNOXVILLE, TN
AUGUST, 1993 – AUGUST, 1996

KEY RESPONSIBILITIES / ACCOMPLISHMENTS

Strategic consultation to area public relations and marketing communications firms in acquiring new clients, growing existing ones, developing and executing integrated marketing and promotional programs

Included two years as Project Manager, International Packaging Program for Rubbermaid Office Products, Maryville, TN

Job Description: Develop and execute a strategically focused, internationally appropriate, multi-lingual packaging profile for products distributed through the office superstore channel of distribution

Program Objectives: Enhance worldwide corporate image, execute visual value positioning, improve product profitability, improve international retail movement, maximize shelf impact through design, differentiate products competitively, maximize efficiencies in inventory management

Specific Responsibilities: Develop packaging image and profile, develop procedures for program execution, manage design and layout process, direct photography process through final film, develop written and non-written copy and instructions, liaison with international affiliates, ensure translation accuracy, coordinate legal review and documentation, coordinate retail implementation and package phase-in

DIRECTOR, CONSUMER PACKAGED PRODUCTS DIVISION
BIKE ATHLETIC COMPANY **KNOXVILLE, TN**
JUNE, 1992 – AUGUST, 1993

KEY RESPONSIBILITIES

- Develop marketing plan / programs for introducing new, branded product line to non-sporting goods channels of distribution
- Build core brand through sporting goods channel of distribution
- Expand presence of all brands through product line extensions
- Use paid and non-paid media, promotions, partnerships, celebrity endorsements, and strategic alliances

KEY ACCOMPLISHMENTS

- Increased core brand sales 16 percent and variable gross margin 14 percent
- Expanded core brand positioning through product line introductions and new brand / packaging concepts (*Advantage BIKE®* for tennis, *ProActive™* contemporary designed neoprene supports, back safety support, event-specific novelty mini-supporters in prepackaged displays)
- Created divisional P&Ls from corporate financials

Consumer Packaged Products Division was eliminated during 1993 corporate restructuring

MARKETING MANAGER FUTURO® AND BEYOND SUPPORT® GRADUATED SUPPORT PRODUCTS, CURITY® INCONTINENCE PRODUCTS

KENDALL-FUTURO COMPANY

CINCINNATI, OH

1987- JUNE, 1992

KEY RESPONSIBILITIES

Maximize sales volume, profit, contribution; marketing plan development and execution; sales forecasting; budget control; new market and product opportunities; strategic alliances; celebrity endorsements; creative development; media execution; promotional program development, implementation, analysis; public relations

KEY ACCOMPLISHMENTS

BEYOND SUPPORT® Compression Hosiery

- 25 percent sales growth / 395 percent contribution growth
- Successfully developed and executed marketing test that re-positioned product line as a \$100 million annual opportunity through alternate channels of distribution. Used award-winning creative, promotional programs, gold-medal figure skater Peggy Fleming as spokesperson.

CURITY® Incontinence Products

- 20 percent sales and contribution growth
- Re-staged product line by enhancing image and positioning, modifying packaging, upgrading product

PRODUCT MANAGER

ANDREW JERGENS COMPANY

CINCINNATI, OH

1983 - 1987

KEY ACCOMPLISHMENTS

- 64 percent sales growth of *Jergens® Aloe & Lanolin Lotion*
- Grew *Jergens® Aloe & Lanolin Lotion* to #2 brand in key channel of distribution
- Effectively managed advertising and promotional budgets totaling \$7.1 million