

# Terri C. Albert, Ph.D.

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**Overview:** A unique set of academic and business accomplishments that includes co-creating the experiential learning model adopted by General Electric, Chicago Booth, and Kellogg School of Management blended with significant entrepreneurial and industry experience.

## EXPERIENCE

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### Founder and CEO Fresh Set of Eyes, LLC

*August 2015 – present*

Consulting practice providing innovative sustainable growth strategies translated into actionable recommendations for organizations through strategic consulting and academic partnerships.

#### ***Illustrative engagements:***

- Experiential Learning Faculty Training (ELFT) Program. Developed and launched a faculty training course consisting of tool kits and resources for creating and delivering project-based courses. The training is founded on validated, best practices.
- Polsky Exchange mentor for Chicago South Side's entrepreneurship community including University of Chicago's students and faculty. Provide guidance to develop growth strategies based on a proven business framework. Demonstrate how to customize this approach as their start-up progresses through the business lifecycle stages.
- Created and led a two-year pilot for a student learning experience with the University of Chicago's Polsky Exchange and the local community. The program is designed for students seeking consulting experience prior to graduation. Participating organizations are neighborhood/community entrepreneurs and start-ups. The pilot was adopted and received a grant to expand throughout the University. Provide on-going mentoring/coaching.
- Innovation workshops. Create and deliver unique, customized content. For example, Siemens Building Technologies, three days culminating in new venture competition with President; Shop! (formerly POPAI), two days with competitive team presentations proposing breakthrough omni-channel strategies for retailers, manufacturers and consumer packaged goods senior management.
- Individualized, faculty coaching. Design experiential learning marketing lab courses, co-teach and mentor faculty. NYU/Stern's Consulting Lab: Branding + Innovation as a prototype.

- Developed and managed the economic development learning lab sponsored by World Business Chicago housed in the Polsky Exchange and affiliated with the Kellogg School of Management.
- Designed data-driven, population health protocols for a large healthcare system integrating a student learning experience.
- Developed a proprietary, post-acquisition integration matrix for power/utility executives. The matrix guided leadership's staffing decisions maximizing both companies' strengths; overcoming individual company weaknesses.

**Clinical Associate Professor of Marketing Leader, Experiential Learning Initiative**  
**Kellogg School of Management, Northwestern University** *August 2013 – September 2015*

- Expanded the experiential learning marketing curriculum with innovative, pedagogical methods: scalable; transferable; integrated within a course's learning objectives (applying conceptual frameworks to real business issues in a consulting interaction) to broaden the educational value to students and provide participating company sponsors (start-ups, family businesses and Fortune 500 companies) with innovative solutions. Developed two, cross discipline new courses: Solving Business Challenges (marketing, entrepreneurship, operations, strategy, healthcare management) and Consulting Laboratory: Generating Profitable Growth (strategy, marketing, healthcare management, entrepreneurship).

**Marketing and Strategy Faculty**

**University of Chicago, Booth School of Business** *2011- 2013*

- Strategy Lab (co-taught with Harry Davis)—experiential, consulting laboratory course in partnership with AT Kearney partners. Developed/delivered lectures, created reflection-insights assignments and provided student team coaching/advising.
- Digital Marketing Strategy Lab—created and delivered new course. Focus on concepts, tools and techniques with their application to solve real company challenges. Student teams functioned as consultants to participating organizations. The course concluded with a competition judged by independent subject matter experts.

**Senior Associate Director, Experiential Learning James M. Kilts Center for Marketing**  
**University of Chicago, Booth School of Business** *August 2010 – August 2013*

Responsible for developing and expanding experiential learning courses in marketing, strategy, social enterprise, entrepreneurship, econometrics/statistics and operations management. Led an ongoing, school-wide assessment of current experiential learning curriculum leading to recommendations for improvements and/or developing new opportunities. Collaboration with the Polsky Center for Entrepreneurship and Innovation (formerly Polsky Center for Entrepreneurship).

## Research Fellow, Marketing Faculty Founder

General Electric's student learning lab, edgelab, Stamford, CT

2001-2011

Co-created the learning model adopted for the innovative, experiential learning lab partnership between UCONN Stamford and GE Corporate. Faculty were responsible for coaching student teams, client relationship management and integrating applicable conceptual frameworks and/or creating and testing new models/frameworks. GE business lines that participated included, but were not limited to, healthcare, energy, entertainment, finance, appliances, rail and aviation. This partnership is cited as a public-private partnership (P3s) best practice.

## ACCESS (Africa Center for Engineering Social Solutions) Faculty Team,

University of Hartford/University of Rhode Island/Brown University

2010 -- 2013

Developed micro business solutions with engineering student entrepreneurs for sustaining safe drinking water, improved food production and wellness education for three communities in the Nyanza Province (southwest Kenya).

## EDUCATION

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- **University of Southern California, Ph.D.** Schools of Psychology/Educational Psychology and Business (Inter-disciplinary degree administered by and awarded from the School of Education)
- **University of Southern California, M.S.** School of Psychology/Educational Psychology (Inter-disciplinary degree administered by and awarded from the School of Education)
- **University of Maryland, B.A.** School of Sociology
- **Peter F. Drucker Graduate Management Center**
- **Claremont Graduate School, Advanced Management Program** (Compressed executive MBA program)
- **UCLA-Anderson School of Management** Selected Marketing and Finance MBA coursework

## SELECTED EXPERIENTIAL LEARNING COLLABORATIONS

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- Co-authored and presented two case studies with **SAS** (corporate sponsor) and MBA student teams. One study focused on **retailer loyalty** and one on **mobile engagement**.
- Coached/mentored **social enterprise** start-ups, **luminAid** and **Sweet Beginnings**, in their early stages as part of entrepreneurial lab courses. Both organizations have significantly matured and successfully achieving their respective, **social missions**:  
<https://luminaid.com/pages/about> and <https://beelovebuzz.com/pages/about>

- Led a student team developing retailer strategies and campaign development for the **Hyde Park Chamber of Commerce** utilizing time series methods. Phase I focused on Hyde Park **shoppers' buying behaviors and preferences**. Phase II discovered a **retail brand shift** based on redevelopment investments. An education seminar for the Chamber's membership and local organizations was created and delivered releasing the study's results and recommended actions.
- Created and taught an experiential learning, digital course for **Connecticut's Small Business Development Centers**. Student teams developed **digital platforms** for the emerging companies.
- Developed a **marketing communications plan on affordable housing** for **Partnerships for a Strong Community** (not-for-profit organization working with legislators) with a student team. This public policy issue was a cornerstone for a state election focusing on three key stakeholders: state and local legislators; business community particularly human resource directors; and voters.
- Collaborated with **Saint Francis Hospital and Medical Center** to address the Hospital's strategic initiative focusing on the Baby Boomers' **healthcare needs**. A research study led to a marketing plan that was adopted by the Hospital's board; published as a case study.

## PUBLICATIONS

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### Selected Refereed Journal Articles:

- Albert, Terri C. and Randy Jacobs (2008). "Television Attitudes and TV Types of African-Americans, Latinos, and Caucasians". *Journal of Advertising Research*, 48, 2, 235-246.
- Albert, Terri and Russell S. Winer (2005). "Capturing Customers' Spare Change". *Harvard Business Review*, 83, 5, 28.
- Albert, Terri, Paulo Goes and Alok Gupta (2004). "GIST: A Model for Design and Management of Content and Interactivity of Customer-Centric Web Sites". *MIS Quarterly*, 28, 2, 161-182.
- Albert, Terri, Edward Johnson, Daniel Gasparino, and Pinar Tokatli (2003). "Planning for the Baby Boomers' Healthcare Needs: A Case Study". *Journal of Hospital Marketing and Public Relations*, 15, 1, 77-88.
- Albert, Terri (2003). "Need-Based Segmentation and Customized Communication Strategies in a Complex Commodity Industry: A Supply Chain Study". *Industrial Marketing Management*, 32, 4, 281-290.

*(Doctoral program refereed citations available upon request)*

## SELECTED OTHER PUBLICATIONS:

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- Albert, Terri, J. Balla, and P. Prentice (2015). *“Mobile Engagement and The Differentiating Role of Analytics”* (Case study co-authored in collaboration with Kellogg MBA students and SAS. Available online: [https://www.sas.com/content/dam/SAS/en\\_us/doc/whitepaper1/understanding-mobile-consumer-107755.pdf](https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/understanding-mobile-consumer-107755.pdf))
- Albert, Terri, V. Orler, C. Beck, A. Crewson, S. Ho, C. Luse, A. Soley, and K. Young (2014). *“Shopper Insights to Improve Retail Loyalty Programs.”* (White paper in collaboration with Kellogg MBA student team, faculty coach and SAS. Available online: [https://www.sas.com/content/dam/SAS/en\\_us/doc/whitepaper1/shopper-insights-improve-retail-loyalty-programs-107378.pdf](https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/shopper-insights-improve-retail-loyalty-programs-107378.pdf))
- Colby, Charles and Terri C. Albert (2013). *“The Role of Culture in Technology Adoption in the U.S: Results of the African American and Latino Technology Readiness Survey.”* (Available online: <https://rockresearch.com/the-role-of-culture-in-technology-adoption-in-the-us-results-of-the-african-american-and-latino-technology-readiness-survey/>)

## ACADEMIC CONFERENCES

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- Albert, Terri, John Balla, and Liz Miller (2015). *“Mobile Engagement and The Differentiating Role of Analytics”* presented at the *Direct Marketing Association: Marketing Analytics Conference*, Chicago: March.
- Terri C. Albert and Randy Jacobs (2008). *“Ethnicity, Internet Adoption and Use of Online Services”* presented at the *Association for Education in Journalism and Mass Communication Conference*, Chicago: August.
- Terri C. Albert and Russell S. Winer (2007). *“Brother Can You Spare a Dime? Spare Change Effect at Point of Purchase”* presented at the *XXIX INFORMS/Marketing Sciences Conference*, Singapore: June

## INVITED ADDRESSES

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- Albert, Terri, J. Balla, and J. Phillips (2014). *“Analytics Differentiates Next-Generation Loyalty Programs”* presented at The Premier Business Leadership 2014 Series, Las Vegas, Nevada. October
- *“In-Store Decisionmaking”*, December 21, 2006, Tilburg University, The Netherlands (with Russell S. Winer)