

## Alex Brown

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### Professional Summary

Extensive experience in marketing, internet, consulting, academic administration and teaching. Innovator in incorporating the Internet in the marketing curriculum. Pioneered the use of the Internet in the MBA Admissions industry. Leveraged social media technologies to form a community that made a significant impact in animal welfare.

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### Professional Experience

#### Southwark Consulting

Consultant 2014 – present

Southwark Consulting focuses on engaging clients in the MBA admissions field, providing marketing and process advice. Client engagements include helping an entrepreneurial company switch its business model from applicant consulting to a digital media and publications business. Also write original content to help brand the consulting company. 20 hours per week.

#### Alexbrownracing.com

Founder and Leader 2006 – present

Created and currently manage the online group “Fans of Barbaro” which has made a significant impact on horse welfare issues in North America. Successfully raised funds and increased awareness to affect change in horse welfare.

- Writer, Narrator, Producer, Directory, *Horses: Sports, Culture, and Slaughter*, May 2015
- Research consultant, *Kill Pen*, Documentary, 2015
- Raised more than \$1.4 million to save more than 3,600 horses from slaughter.
- Created and Manage sites that have received more than 10 million visits and 2.4 million posts
- Co-created Americans Against Horse Slaughter, largest lobbying event on horse slaughter, 2008.
- Recruited as Keynote Speaker at several fundraisers and equine industry events.
- Media coverage includes *Washington Post*, *Toronto Star*, *Houston Chronicle*, *Philadelphia Inquirer*. *Down The Stretch's* profile “How Many Horses Can One Man Save,” received 2008 Sovereign Award
- Selected as one of 20 honored in the inaugural class of *Thoroughbred Times' 'Unsung Heroes'*.

#### Freelance Journalist

2008-present

Writer for several media organizations, covering horse racing and horse welfare related topics. Media include *New York Times' The Rail*, *Cecil Whig*, *Mid-Atlantic Thoroughbred*, *Paulick Report* and *Thoroughbred Times*. Member of Maryland Racing Media Association.

#### University Of Delaware

Adjunct Instructor

1993-2006 2012 – 2014

Adjunct marketing professor since 1993. Innovated the marketing curriculum (one of two professors worldwide) in 1997 by developing an elective course, now called Digital Marketing, that incorporated the use of the Internet as a strategic marketing tool. Evolved that course to include the topics HTML, SEO, Social Media, Mobile, Big Data and Open Source. Taught the class to both undergraduates and MBA students. Recently also taught Introduction to Marketing, and Retailing and Channels at the undergraduate level, and Advertising Strategy for MBAs.

*Greatness and Goodness: Barbaro and His Legacy* 2007 - 2011

Conceived, researched, wrote and published the authorized, and definitive, biography of 2006 Kentucky Derby winner, Barbaro. Chronicled his life, and his impact on horse welfare. Undertook an extensive book signing tour, throughout the United States.

- Published in March, 2011, more than 8,000 copies have been sold to date.
- More than 100 5-star reviews on Amazon.
- Positive media reviewers include *Baltimore Sun*, *Canadian Thoroughbred*, *Thoroughbred Times*
- Silver Medal winner, Independent Publisher Book Awards, 2011 (Animals & Pets)
- Finalist, USA Best Books 2011 Awards (Animals & Pets)

#### Clear Admit LLC

Senior Admissions Consultant 2005 – 2007

Served as an admissions consultant, and provided the company strategic guidance.

- Reorganized the internet strategy, created a wiki and helped redesign the applicant portal.
- Counseled hundreds of MBA applicants on career planning, school selection, and personal branding.
- Managed a team of 6 junior guidance counselors to handle dozens of MBA applicants.

#### University of Pennsylvania, Wharton School

Senior Associate Director, MBA Admissions and Financial Aid 1998 – 2005

Led a significant transformation in the admissions industry, shepherding in the use of web-based technologies to increase transparency. Spoke at many industry conferences on the subject. Engaged in all aspects of the admissions process including recruiting and evaluating candidates.

- Pioneered the adoption of social media, reducing phone volume 50% while increasing engagement.
- Re-crafted admissions processes for evaluating applicants, including interview and essay redesign.
- Actively participated in the full lifecycle of candidate recruitment.
- Recipient of the Wharton Administration “Whatever it Takes” Award, 2001-2002
- University of Pennsylvania Models of Excellence, Honorable Mention, 2000
- Performed, Wharton Stand-up Comedy Club
- Taught Introduction to Marketing, Wharton Evening Program

#### University of Delaware

Director, MBA Admissions 1991 – 1998

First leader in this position. Designed and executed marketing and brand strategy for the full-time Program.

- Created Corporate Fellows Program, a unique internship program that continues today.
- Developed the initial MBA program web site, prior to that, its Gopher site.

#### E-Commerce Experience 1997 – 2000

Worked with visionaries to develop e-commerce ideas.

- Co-Founder, Rename.com (funded), Co-Founder and CMO, Geometrek.com (pre-funding)

#### Professional Horseman 1987 – 2015

Galloped racehorses at the Fair Hill Training Center and other racetracks throughout North America

## Professional Accomplishments

Have been a thought leader and sought after speaker and educator, throughout my career, in academic admissions, teaching, horse welfare and the adoption of new technologies.

- Co-Author How are your business programs adapting admissions content to meet today's mobile demands? Southwark Consulting & Graduate Management Admissions Council (GMAC), May, 2015
- Presenter, The American Equine Summit: Horses: Sports, Culture & Slaughter, Video May 2015
- Presenter, GMAC Annual Meeting, Content Marketing: Managing and Measuring Your School's Social Media, June 2014
- Presenter, Summer Faculty Institute, University of Delaware, Sandbox: Selecting Your Toolset for Teaching, June 2014
- Presenter, Winter Faculty Institute, University of Delaware, using Twitter in the Classroom, Jan 2014
- Committee, From Furlongs to Fences, Fair Hill show for Off Track Thoroughbreds, Oct 2012
- Presenter, Equine Welfare Alliance, The Horse is not a Food Animal, September 2011
- Author, Foreword for Saratoga Race Course, The August Place to Be, by Kim Gatto, 2011
- Presenter, Meaningful and Creative Social Media Communications Strategies, NAFSA Kansas, 2010
- Teacher, designed and taught "Internet for first-time starters", Woodbine Racetrack, 2008-2009
- Faculty, GMAC Professional Development Program, July 2000 – 2007
- Author, Engagement Marketing, *Zehno Cross Media* White Paper, June 2006, updated 2010
- Presenter, CASE, Discussion Boards, Chat Rooms, Diaries (Blogs), the Power of Transparency, 2004
- Author, Discussion Boards, Chat Rooms and the Power of Transparency, *Zehno* White Paper, 2003
- Presenter, AMA, Marketing Communications on the Web: Higher Recruitment Yield, 2003
- GMAC Task Force Committee Member (various committees), 1997 - 2001
- Presenter, AMBA Paris France, Improving Customer Experience with the Web, July 2000
- Presenter, GMAC Annual Meeting, 1999 and 2000
- Co-author, Times Are Changing, Viral Marketing, *Graduate Management News*, Fall 1999
- Presenter, LSAC Annual Meeting, Using Technology in Admissions, June 1999
- Reviewer, Curriculum Development Initiative, W Paul Stillman School of Business, Seton Hall University. 1997
- Co-author of the Internet guide: Demystifying the Internet, 1995, 1996, 1997
- Instructor for MBA Plus (Executive Education, Univ. Delaware) Business Use of WWW. 1996
- Presenter for Teaching Research and Technology, Univ. Delaware. Summer Institute, 1995 & 1996

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## Education

MBA, University of Delaware, 1991.

BA (Honors) Business Studies, Leeds Polytechnic, U.K. 1987