

Alex Brown

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Professional Summary

Extensive experience in marketing, writing, teaching, consulting, and academic administration. Innovator in incorporating the internet in the marketing curriculum and MBA admissions. Leveraged technologies to form a community that made a significant impact on animal welfare. Author of three books.

Professional Experience

London Business School

April 2020 – present

Learning Manager

I support the executive education course, Mastering Digital Marketing. I lead and support content-related webinars, manage online discussions and support the students' overall experience with the programme.

Emeritus

August 2018 – present

Course Leader / Learning Facilitator

Emeritus offers online executive education courses from many leading Universities. I lead and support content-related webinars, manage online discussions and support the students' overall experience. I also serve as a subject matter expert for content and program updates. I am a Stukent expert, the simulation package we use for several courses. The courses I lead are from Columbia Business School, Kellogg School of Management, National University of Singapore, and Imperial College (UK):

- Digital Marketing Strategies: Columbia Business School
- Digital Marketing: Strategies Models and Frameworks: National University of Singapore
- Professional Certificate in Digital Marketing: Kellogg School of Management
- Digital Marketing and Analytics: Imperial College (ended, 2021)

Clear Admit LLC

Consultant

2014 – present

Clear Admit is a digital media company in the MBA admissions space, serving the needs of candidates of top-tier MBA programs. Contracted 10 hours per week.

- Helped oversee the transformation of the business from an applicant consulting firm
- Proposed and guided new project initiatives, examples: DecisionWire & ApplyWire
- Support content for blogs, podcasts, webinars and guides, as an MBA admissions expert
- Manage a robust online community of top-tier MBA candidates

Writing

2008 – present

- Author, *A Kentucky Derby contestant*, Short Story for Down The Stretch Newspaper, April 2018
- Author, *Missionville*, 60+ 5 star reviews. Novel. IPPY Bronze Medal. Ryan Semi-finalist. Sept, 2017
- Author, *Becoming a Clear Admit: Definitive Guide to MBA Admissions*, 2 five star reviews. June, 2016
- Author, Narrator, Producer, Director, *Horses: Sports, Culture, and Slaughter*. 9,000 views. May 2015
- Contributor, *Cecil Whig*, covered horse racing, more than 80 stories. 2012-2015
- Author, *Greatness and Goodness, Barbaro and His Legacy*, 117 5 star reviews. IPPY Silver Medal. May 2011
- Contributor, *New York Times's The Rail*, the Triple Crown series, more than 170 stories. 2008-2013

Alexbrownracing.com

2006 – 2015

Created and managed the online group “Fans of Barbaro” impacting horse welfare in North America.

- Research consultant & content provider, *Kill Pen*, winner best documentary, NOVA film festival 2016
- Raised more than \$1.4 million to save more than 3,600 horses from slaughter
- Created and managed 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
- Keynote speaker at several fundraisers and equine industry events
- One of 20 honored in the inaugural class of *Thoroughbred Times*'s ‘Unsung Heroes’
- *Down The Stretch*'s profile “How Many Horses Can One Man Save,” 2008 Sovereign Award winner
- Media coverage has included *ESPN*, *Washington Post*, *Toronto Star*, *Philadelphia Inquirer*

University Of Delaware

Adjunct Instructor

1993-2006 2012 – 2014

Adjunct marketing professor since 1993. Innovated the marketing curriculum in 1997 by developing an elective course, now called Digital Marketing. Evolved that course to include the topics HTML, SEO, Social Media, Mobile, Big Data and Open Source. Taught the class to both undergraduate and MBA students. Also taught Introduction to Marketing, Retailing and Channels and Advertising Strategy.

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

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 in the Wharton Stand-up Comedy Club
- Taught Introduction to Marketing, Wharton Evening Program

University of Delaware

Director, MBA Admissions

1991 – 1998

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

E-Commerce

1997 – 2000

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 at racetracks throughout North America

Professional Engagement

Thought leader, speaker and educator: academic admissions, teaching, horse welfare and digital.

- Presenter, Emeritus Insights: Winning with your Best Customers: Loyalty that Matters, 7/22
- Presenter, Emeritus Insights: Free Marketing, Authenticity Matter in a World of Fake News, 1/22
- Presenter, Digital Marketing & Analytics (SEO), India School of Business/Eruditus, 7/21
- Presenter, Post Graduate Program in Management, upGrad and IMT Ghaziabad, Various, 2020
- Committee, Coast to Coast, Cycle sportive, BF Adventure, June 2017, June 2018
- Co-Author How are your business programs adapting admissions content to meet today's mobile demands? Southwark Consulting & Graduate Management Admissions Council (GMAC), 5/15
- Presenter, The American Equine Summit: Horses: Sports, Culture & Slaughter, Video 5/15
- Presenter, GMAC, Content Marketing: Managing & Measuring Your School's Social Media, 6/14
- Presenter, Faculty Institute, University of Delaware, Selecting Your Toolset for Teaching, 6/14
- Presenter, Faculty Institute, University of Delaware, using Twitter in the Classroom, 1/14
- Committee, From Furlongs to Fences, inaugural Fair Hill show for Off Track Thoroughbreds, 10/12
- Presenter, Equine Welfare Alliance, The Horse is not a Food Animal, 9/11
- 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, 7/00
- 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, 6/99
- Reviewer, Curriculum Development, W Paul Stillman School of Business, Seton Hall Univ. 97
- 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

Education

MBA, University of Delaware, 1991. Full scholarship

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