

Daniel P. Strunk
Executive in Residence – Department of Marketing
Managing Director, Center of Sales Leadership

Education & Professional Recognition:

M.B.A. Boston University, 1975
B.S. Business Administration Boston College 1973 (magna cum laude)
C.P.S.A. Category Management Association 2010

Ongoing Education:

Pipeliners Expert Training 2021
CMA Professional Development 2019-2021
CMA Professional Coaching 2015-2016
Executive Training Program 1984 – Boston University
Managerial Grid 1980 – Questor Executive Training - Bowling Green University
Brand Positioning Program -1988 Learning Pyramid
Salesforce.com Administrator
Brainshark Administrator

Teaching & Research Interests:

- *Teaching Specialties:*
Category Management, Shopper Marketing, CRM and Sales Force Automation, Sales Management 2.0, and Consumer Behavior
- *Current Research Studies Published:*
 - 3M Key Account Customer Relationship Evaluation (2003)
 - Kellogg's Food Services Channel Volatility Study (2006)
 - 3M Inside Sales/Inside Sales Support Study - 21 Divisions (2007)
 - Sales Talent Acquisition and Retention Study (STARS) (2008)
 - Mercer Consulting Won/Lost Opportunities Study (2010)
 - Category Captaincy Study 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019
 - Category Management Collaboration Study, Diamond, Girju, and Strunk 2013
 - CMA Student Employment Motivation Study 2016-2017-2018-2019-2020-2022
- *Publications include:*
 - A History of the 3M Frontline Program - 3M Publication 2022
 - The PCA Case Study- An interactive CRM simulation, 2005, Revised Editions Annually, Latest 2022
 - Text - Sales Strategy & Technology E-Book- 2017 Great River Learning Publisher
 - Chapter Contributor- CRM Innovative Marketing – Germany 2005
 - Text -CRM Principles, Baran, Galka, Strunk - Thomson Publishing 2007

- The AMS Case Study – An interactive sales management simulation-2009
- Category Management Industry Standards
- Article “The Need to Integrate Marketing and Sales” Hewitt & Strunk DePaulian 2010
- Wrote the forward to “The Win in Your Sales,” D Kreutzer, 2010
- 2012 HBR Article July, “Teaching Sales” Fogel, Hoffmeister, Rocco, and Strunk
- 2013 Progressive Grocer Article, October “Category Management Certification in the CPG Industry.”
- 2014 Progressive Grocer Article, October “Category Management & Talent Development: A Crisis in the Making.”
- 2015 Progressive Grocer Article, October “Managing Talent in Category Management
- Text - Sales Strategy & Technology, Daniel P Strunk – Great River Learning, 2017 Edition 2 - 2019
- 2017 Progressive Grocer Article, December Strunk & McDonald “Talent Acquisition in Category Management.”
- 2021 Shopper Analytics & Insights Industry Standards

Business Profile:

Mr. Strunk is a senior-level executive (President/CEO) with over 50 years of experience in the sales and marketing of consumer-packaged goods, sporting goods, and marketing services. He has significant experience developing marketing and sales organizations for companies such as Procter & Gamble, Wm. Wrigley Jr. Company, R.H. Donnelly, and Ocean Spray. As the Managing Director of DePaul’s Center for Sales Leadership (CSL), Mr. Strunk has led the CSL to become the most extensive program in the country, with two significant tracks devoted to business-to-business and consumer packaged goods sales. Mr. Strunk’s current focus in the CSL is to lead the development of the Consumer-Packaged Goods Track and partners such as Walmart, Walgreens, Mariano’s, Pepsi, Mars/Wrigley, Hershey, Miller Coors, Red Bull, and 3 M. He has significantly affected the compensation and development of sales talent for the following companies: 3M, Navistar, C.H. Robinson, Flexera, and Quintiles.

Mr. Strunk is currently leading two major business initiatives today. The first involves developing and applying personnel and training standards for the Shopper Analytics & Insights for the CMA and marketing category management industry. The second involves improved adoption and use of CRM systems for sales organizations. In the first initiative, Mr. Strunk leads the Education and Professional Development efforts of the Category Management Association. In the second initiative, Mr. Strunk has published a textbook and case study currently used by 14 universities to teach CRM and Sales Force Automation (SFA). Mr. Strunk also chairs the Pipeliner CRM Higher Education Board and Chairs the CMA University Education Council.

Corporate History/Affiliations – Locations - Responsibilities:

- Pipeliner Higher Education Board 2018-2021
- Salesforce.com Higher Education Board 2009-2016
- Category Management Association - Chair, Higher Education Council
- DePaul University, Center for Sales Leadership- Chicago, IL - Managing Director

- BitterSweet Consulting Partnership – Gurnee, IL – CEO, Principal Partner
- Glendinning Consulting Inc. - Westport, CT - President, CEO
- Quaker Oats Company - Chicago, IL - Director of Direct Marketing, Trade & Consumer Promotion
- Converse Athletic Footwear - Wilmington, MA. - Director of Marketing Communications – Worldwide
- Ocean Spray Cranberries - Plymouth, MA. - Business Unit Manager, Cranberry Drinks
- Spalding Sporting Goods - Chicopee, MA. – Product Manager – Golf Balls
- Polaroid Sunglasses -Cambridge, MA. - Vice President Sales – Mid-Atlantic Markets
- Procter & Gamble - New England - Sales Manager Bar Soap & Household Cleaning Products

Businesses and Brands Created, Managed, and Consulted On:

BitterSweet Consulting Publications – Major Clients include **the** University of Indiana, University of Texas, Clarkson, California State University System with campuses at Fullerton, Chico, Redlands, and 30 other universities

BitterSweet Consulting Partnership - Major Clients Included: Kraft Foods, 3M, Wm. Wrigley Jr. Company, ConAgra Foods, Lettuce Entertain You Enterprises

Glendinning - Major Clients: NBC Television, Schering Plough, R.J. Reynolds, Bausch & Lomb, John Deere, and Sara Lee.

Converse - Athletic Footwear & Activewear, Worldwide Advertising & Brand Equity Development- Corporate Event Development (1984 Olympic Games)

Ocean Spray - Cranberry Drinks Business Manager Worldwide

Quaker Oats - CRM - Quaker Direct, Direct Marketing, Trade & Consumer Promotion

Polaroid - Sunglasses, Cameras

Spalding – Product Manager Golf Balls, Introduced Top-Flite XL, Led Product Development, Marketing & Advertising Worldwide

P&G – District Head Salesman Bar Soap & Household Cleaning Products

Honors and Associations:

Honors:

- Lifetime Achievement Award - 2024 Category Management Association
- PJ O'Connell Award, Boston College 1973
- Marketer of the Year 1990, Promote Magazine
- Board of Directors Promotion Marketing Association (1986 – 1992)
- NPSE Executive of the Year 1990
- Innovator of the Year, Salesforce.com Educational Contribution, 2009-2016
- University Education Board Salesforce.com 2011, 20
- Chairman 3M CRM Technology Committee 2006, 2007, 2008, 2009
- Board of Directors, University Sales Education Foundation 2007,2008, 2009, 2010
- Associate Chair, Category Management Association Training Standards Committee 2008, 2009, 2010
- Chairman, Category Management Association Certification Committee 2009, 2010
- Chairman, Higher Education Board, CMA 2009-Present

- Chairman Pipeliner Sales 2019-Present

Associations:

- Beta Gamma Sigma -National Professional Business Honors Fraternity since 1972
- American Marketing Association - Member
- Category Management Association- Chair Certification Committee & Standards
- Direct Marketing Association - Member
- Promotion Marketing Association - Board of Directors- 1986, 1987, 1988, 1989, 1990
- Advisory Board College of DuPage 2006, 2007, 2008, 2009
- University Sales Education Foundation 2007, 2008, 2009, 2010
- Category Management Association 2007-2024

Contact Information:

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