

ROBERT E. PRESSLER III

765-491-0061 | repressler3@gmail.com |

CURRICULUM VITAE

PROFESSIONAL PROFILE

Higher education instructor and sales leadership professional with more than twenty years of industry experience and multiple semesters of teaching at Purdue University.

Demonstrated expertise in professional selling, sales management, leadership, customer relationship management, business development, negotiation, and experiential learning.

Recognized for connecting academic theory with practical application to prepare students for successful careers in business and sales.

TEACHING EXPERIENCE

Purdue University | Limited Term Lecturer | January 2024–Present

Develop and deliver undergraduate coursework, design assessments, create course materials, facilitate class discussions, and incorporate industry-based experiential learning.

- CSR 418 Capstone – 3 semesters
- CSR 415 – 2 semesters
- CSR 210 – 2 semesters
- CSR 315 – 1 semester
- CSR 309 – 2 semesters

TEACHING PHILOSOPHY

My teaching philosophy centers on experiential learning, student engagement, and the practical application of business concepts. I strive to create an environment where students connect classroom theory with real-world situations through case studies, role plays, simulations, and industry examples. My goal is to prepare students to think critically, communicate effectively, and transition successfully into professional careers.

COURSES & SUBJECT MATTER EXPERTISE

Professional Selling • Sales Force Management • Leadership • Customer Relationship Management (CRM) • Negotiation • Business Development • Strategic Selling • Communication • Hospitality Management • Capstone Project Development

INDUSTRY EXPERIENCE

Leadline | Senior Director of Business Development, EDU | March 2024–August 2024

Led strategic planning initiatives, partner development, and revenue growth efforts within the education market.

SDI Innovations (formerly School Datebooks) | August 2001–March 2024

Mid-West Regional Sales Director | 2017–2024

Managed a \$4.2 million territory across Indiana, Ohio, West Virginia, Pennsylvania, Wisconsin, and Oklahoma. Led and mentored a team of fourteen sales professionals while consistently exceeding growth and profitability objectives.

Sales Manager | 2009–2017

Directed sales teams, established performance metrics, coached employees, managed strategic accounts, and developed sales training initiatives.

Sales Representative | 2001–2009

Generated new business, developed customer relationships, qualified leads, and delivered consultative sales solutions.

SELECTED ACHIEVEMENTS

- Generated more than \$2 million in revenue within the K–12 education market.
- Recognized as a national top-10% performer for seven consecutive years.
- Ranked among the top three revenue producers nationally for nine consecutive years.
- Led teams responsible for more than \$4 million in annual revenue.
- Developed and trained entry-level sales professionals and interns.

PROFESSIONAL SERVICE & ENGAGEMENT

Industry practitioner bringing current business trends, sales leadership experience, and professional networking opportunities into the classroom.

EDUCATION

Bachelor of Science, Hospitality & Tourism Management

Purdue University, West Lafayette, Indiana

LICENSES & PROFESSIONAL AFFILIATIONS

Indiana Realtor/Broker | June 2025–Present