

# UMUC Faculty Profile Template

## **Dr. Conrad Boyle, Program Director , AMBA 603**

Business & Executive Programs

### **Position(s) Held**

Numerous academic, corporate, consulting, and entrepreneurial

### **Education/Degrees Held**

PhD, University of Washington; MBA, University of Florida; BS, USMA, West Point

### **Courses Instructed**

AMBA 603, The Marketing of New Ideas

### **Brief Statement About Instructor**

Dr. Conrad Boyle brings a variety of academic, corporate, consulting, and entrepreneurial business experiences to the UMUC classroom where he was recently nominated for the Stanley Drazek Teaching Excellence Award.

His Ph.D. in Marketing and International Business is from the University of Washington (Seattle); he has an MBA from the University of Florida and is a graduate of the United States Military Academy (West Point, New York). His academic career spanned faculty positions at Seattle University and the University of Maine (Portland) with time out as Visiting Professor, University College Galway (Ireland) and Novgorod State University (Russia).

Dr. Boyle's corporate business career began at Cummins Diesel International (Columbus, Indiana) as Sales Engineer, Assistant to the Vice President of Marketing, and National Accounts Manager. He joined Australian Consolidated Industries in New York City and later transferred to Melbourne for two years where he served as Customer Service Manager for Australia and Southeast Asia operations and as Assistant to General Manager of Laminex Industries.

His extensive consulting experience, including assignments at Jackson Laboratories (Bath, Maine), UNUM Insurance (Portland, Maine), on the United Nations Conference on Trade and Development (UNCTAD) EMPRETEC Programme in Zimbabwe (Harare), and the British Marketing Institute (Cookham, UK) also enable Dr. Boyle to draw from a rich background in teaching marketing in a global context. In Ireland he worked with the Irish Management Institute (Dublin) in their Executive Management Programme and at both AnFAS, the Industrial Training Authority of Ireland (Dublin) and the Department of Enterprise, Trade and Investment (Belfast). In the latter assignment he developed the USA Export Management Programme that simulated export development to the U.S.

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across a broad range of Irish businesses, both North and South.

Entrepreneurial ventures include founder of SeattleWorks, a marketing and public relations firm specializing in public service and political advertising, founding partner of AmerCon, a Russian joint-venture trading company and a present day real estate development business in St. Petersburg, Russia.

Conrad and his wife, Lana, spend their time mostly in the Tampa Bay area of Florida, with trips back to family and friends in St. Petersburg, Russia. Conrad can be reached at [cboyle@umuc.edu](mailto:cboyle@umuc.edu) and 727-482-1980.