

## UMUC Faculty Profile Template

### Dr. Richard A. Pauli, Associate Adjunct Professor

Business & Executive Programs

#### Position(s) Held

Positions relevant to my current teaching interests include VP of Marketing and Sales for two software companies and director of corporate legal markets for a large international legal information provider.

#### Education/Degrees Held

BA, Hiram College  
JD, Boston University School of Law  
MA in Management, The McGregor School of Antioch University

#### Courses Instructed

AMBA 603, The Marketing of New Ideas

#### Brief Statement About Instructor

I graduated from Boston University School of Law in 1973, and almost immediately plunged into the legal publishing industry, spending a couple of years learning the editorial ropes at the venerable Boston house of Little, Brown & Company.

I was then lured away from the staid world of academic publishing into the "glamorous" world of criminal defense law practice by a couple of upstart Harvard grads in a small, Cambridge MA law firm. After a stint at putting various villains back on the street, where they were free to pursue their natural right to interfere with law-abiding citizens like you and me, I was back into publishing; this time on the writing end. I wrote a number of articles and chapters for a variety of encyclopedic legal reference works ("Licensing, Inspection, and Certification Procedure Under the Agricultural Marketing Act" was a particular favorite of the fans), and began working my way up the management chain in a succession of (what came to be called) "information industry" companies. This included positions as the Publisher for the New England regional division of a British transnational legal publisher, and Director of Corporate Legal Markets at online research pioneer LexisNexis.

Along the way, I picked up a management degree, and was a founding principal for a management-consulting firm, with clients ranging from folk arts presenting organizations to General Motors.

Most recently, wearing my marketing hat has entailed acting as Vice President of

Marketing for a company that provided expert systems software (desktop and Web) for lawyers and financial professionals; and as Vice President of Marketing and Sales for a provider of electronic business forms in upstate NY. I currently work for Hallmark Cards in Kansas City, MO

I began teaching leadership and strategic marketing courses in graduate business programs in 1995. The opportunity offered by UMUC to meld my teaching and on-line experience was too much to resist, so here I am.

When I am "offline," I write songs, play keyboards and 5-string banjo (have played in a few string bands), surf the net, read, bike, attempt the occasional hand of bridge with my wife as partner (hasn't cracked our marriage yet!), watch too much TV, and try to avoid yard work of any kind.