

Patrick Lynch
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LinkedIn Profile: www.linkedin.com/in/patricklynchatl

Professional Experience

Assistant Professor of Business, Entrepreneurship, and Marketing

Lyon College, Batesville, AR (2025 to Present)

Promoted to a new role beginning the 2025 Fall Semester. Key responsibilities include:

- Teaching and building the expanded marketing curriculum
- Leading the Entrepreneurial Studies program.
- Leading research in the fields of brand strategy, digital marketing, and entrepreneurial studies.
- Managing the Lyon KILT Podcasting Studio.
- Continuing as the Faculty Sponsor for Highland Road Marketing, the Lyon College student marketing agency.

Director of The Center for Career and Professional Development

Adjunct Professor of Marketing

Lyon College, Batesville, AR (2022 to 2025)

Director of The Center for Career and Professional Development

Manage the Center for Career and Professional Development, which provides students with guidance on internships, jobs, and career paths.

- Rebuilt the Career Services department after it had been dormant for over two years.
- Brought Handshake, the premier online job search platform, to Lyon and generated widespread student engagement and usage.
- Created a comprehensive on-campus job board connecting more than 20% of Lyon students to career-relevant job opportunities.
- Created bi-annual Career Expo events where local and national employers connect with Lyon students. The Career Expos have routinely generated over 50% of all students attending.
- Established new processes where all first-year students take the Focus 2 career assessment and all rising seniors have mandatory career exploration meetings with career services.
- Created an Employer Advisory Council where local HR business leaders meet with the Lyon administration to discuss their business and college recruiting needs.
- Created the Lyon Lift program that provides Lyon students with free shuttle services to airports and local shopping trips.
- Brought back the White River Medical Center job shadowing program, connecting Lyon students with medical professionals to learn more about their desired career paths.
- Established articulation agreements and graduation pathways with the UA Bowen School of Law, the Clinton School for Public Service, and the UA School of Public Health.

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Adjunct Professor of Marketing

Adjunct Professor teaching the following marketing courses: Principles of Marketing, Consumer Behavior, Digital Marketing, and Practical Applications in Marketing.

- Reinvented the curriculum of the BUS 306 Principles of Marketing class. Have taught the class for five semesters.
- Brought back the dormant BUS 310 Consumer Behavior course with a new curriculum. Have taught the class for three semesters.
- Secured Faculty Assembly approval for the creation of a marketing minor.
- Created a new BUS 320 Digital Marketing course, an essential new course to bring modern business practices to Lyon.
- I created an innovative BUS 382—Practical Applications in Marketing class that created an on-campus, student-run marketing agency (Highland Road Marketing).
- Led the return of the BUS 402 – Marketing Research & Analysis course.
- Created a new Education Partner agreement with HubSpot, the leading SMB marketing automation firm, and SEMrush, a leading marketing analytics firm.

Vice President – Global Operations

Careerminds, Atlanta, GA (2020 to 2021)

- Responsible for the leadership, training, and recruitment of all global career transition consultants. International responsibility includes managing global teams in Europe, India, South America, Asia Pacific, Africa, and Canada.
- Led the development of multi-lingual, cross-cultural career management content for the Careerminds job search/career services platform.
- Member of the three-person RFP team responsible for the strategy, pricing, and proposal development. The RFP team has delivered \$800K in new client revenue.

President – Southeast Region

CMP, Atlanta, GA (2018 to 2020)

- Led the merger of The Frontier Group with CMP, a Dallas-based human capital management consultancy.
- Responsible for executive search, talent development, and outplacement solutions for the Southeast region – increased revenue by 200% during the post-merger period.
- Also responsible for all CMP corporate marketing strategies and programs.
- Active career management/HR blogger with over 400 blogs published.

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President

The Frontier Group, Atlanta, GA (2010-2018)

Responsible for senior leadership, strategic direction, business development, marketing, and client management for The Frontier Group, a human capital management consulting firm that provides outplacement, executive coaching, and talent development solutions. Managed a senior-level team of 11 adjunct consultants.

Key accomplishments included:

- Led the strategic repositioning of the firm from a retail career consulting model to a B2B human capital management consulting practice providing consultative solutions to the Human Resources community.
- Grew revenue and profitability consistently over tenure as a leader – revenue grew 200% from 2011 to 2018.
- Successfully launched an expansion into the Charlotte market, resulting in the market being 25% of all revenue.
- Led and managed successful strategic alliances with Lincolnshire International and OI Global Partners that led to 30% revenue gains in incremental referral revenue. Partnerships also provided access to state-of-the-art client portal technology, best practices collaboration, and shared service cost reductions.
- Created innovative delivery programs involving cross-cultural competency coaching, emotional intelligence development, career transition programs for CPA firms, and fast-track re-employment boot camps for career transition candidates.

National Account Manager

The HON Company, Muscatine, IA (2008-2010)

Managed the wholesale business for HON Company for United Stationers (now Essendant).

Responsible for sales volume, profitability, program management, and supply chain delivery. Also managed the key supplier relationships between United Stationers and Staples, OfficeMax, Costco, Sam's Club, and WB Mason. Led a sales team consisting of an Assistant Sales Manager, an Inside Customer Service Rep, and a Business Analyst.

Key accomplishments included:

- Generated \$200 million in dollar sales and led the cross-functional team that produced two straight years of profit enhancements made by cost rationalizations, product mix improvements, and increased promotional ROI.
- Managed to minimize the overall impact of inventory consolidations resulting from the 2009 economic downturn by securing 104 new distribution points through United Stationers and their key suppliers.

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Senior Business Development Manager
Neenah Paper, Atlanta, GA (2005-2008)

Led the development of a new office product channel with responsibilities for business development, strategy, manufacturing, P&L, mergers/acquisitions strategy, and sales. Also managed several key fine paper brands.

Key accomplishments included:

- Developed a long-term strategy for Neenah Paper's entry into the retail/consumer product segment. This plan led to the eventual acquisitions of the Southworth Resume Papers and Wausau Consumer Papers business lines.
- Created a new business stationery portfolio that secured distribution gains at United Stationers, Corporate Express, Office Depot, FedEx Kinko's, Quill, xpedx Paper & Graphics, and WB Mason. The product line was a successful channel extension of Neenah Paper's strong commercial brands – CLASSIC CREST®, CLASSIC® Linen, CLASSIC COLUMNS®, ENVIRONMENT®, and CLASSIC COTTON®.
- Generated over 120 new points of new distribution within the commercial channel with dollar sales exceeding \$1MM.
- Established a new channel distribution in college bookstores that secured over 40 independent bookstores.

Director of Sales & Marketing
Georgia Pacific, Atlanta, GA (2003-2005)

Managed the sales/marketing and P&L for GP branded and private label office papers in the retail channel (Mass, Warehouse Club, Food, Drug, Military, and Dollar Stores). Managed three National Sales Managers, one Customer Marketing Manager, and two Business Analysts. Key accomplishments include:

- Exceeded 2004 volume plan by 28% and 2003 volume plan by 5%
- Delivered an across-the-board 5% price increase in 2004 for all customers on commodity papers and secured the first increase on branded items in five years.
- Led the GP brand to market share leadership in-home consumer segment for 2002 – 2005 as measured by Nielsen.
- Secured new distribution at Costco Canada, BJ's, Sam's Club, Kmart, Wal*Mart Canada, Duckwall-Alco, Dollar General, and Fred Meyer. Generated 27 new points of distribution and \$8MM in incremental revenue.

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Director of Marketing

Georgia Pacific, Atlanta, GA (2000-2003)

Managed the marketing strategy, advertising, promotion, strategic planning, and product development for all retail brands targeted to the Office Product Superstore, Mass, Warehouse Club, Contract Stationer, Food/Drug, Mail Order, and Office Product Distributor channels. Managed two Marketing Managers and two Packaging Managers. Key accomplishments include:

- Introduced a line of value-added private label papers for OfficeMax and Staples (exceeded 2002 EBIT target by 43%).
- Introduced "Paper by the Numbers" product positioning strategy. Packaging and positioning strategy simplified office paper selection by making brightness and basis weight clear and easy to understand.
- Led the new business development projects that secured branded and private label distribution at Wal-Mart, Sam's Club, Costco, BJ's Wholesale, Staples, OfficeMax, Corporate Express, United Stationers, Quill, Business Depot, CVS, and HE Butt. More than 160 new points of distribution were established in three years.

Group Marketing Manager

Georgia Pacific, Atlanta, GA (1998-1999)

Managed the marketing strategy, strategic planning, and product development for the Retail, Commercial, and Graphic Art channels. Managed a department with three Marketing Managers and two Advertising & Promotion Managers. Key accomplishments included:

- Built emerging Retail channel business into a \$ 300MM business by:
 - Introducing poly wrap packaging for office paper (improved quality, positioning, and reduced damages).
 - Effective category management presentations and analysis secured eight new distribution points at Walmart. Securing twelve new distribution points at Office Max, Quill, and Corporate Express.
 - Repositioned GP brands at Costco by developing consumer-branded products targeted toward specific end uses. Volume increased by 40% versus the previous year.
 - Introduced new consumer print advertising for GP Papers that Starch tested substantially above the magazine norms (top 15% of ads tested).
- Reversed a four-year decline in the Text & Cover category with a repositioning strategy focused on graphic designers, successful advertising, and promotional execution on Nekoosa Solutions, Proterra, and Feltweave.
- Introduced Color Copy, Inkjet, and Laser new products into Commercial channels, generating over \$30MM in new revenue.

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Customer Marketing Director

Sentry Safe, Rochester, NY (1996-1998)

Created a Customer Marketing department to provide privately held manufacturers with the framework for account planning, category management, promotion planning, and strategic channel management. Managed a department of three marketing analysts. Key accomplishments included:

- Created the first account planning process for the organization. New planning processes have been implemented to account for volume, promotion planning, and trade promotion fund optimization.
- Created the first point of sale database and brought the account planning, promotion funds management, and sales forecast process online through a fully integrated system.

Director of Sales & Marketing Analysis (1995 –1996)

Division Manager, Trade Marketing (1992 – 1994)

Category Manager, Soaps (1992), Category Manager, Bath Additives (1991 – 1992)

Senior Product Lotions and Soaps (1987 – 1991)

Product Manager, Aloe & Lanolin Soap (1985 – 1987)

The Andrew Jergens Company (Subsidiary of KAO, Japan), Cincinnati, OH

- Successive track record of success in brand, trade, and category management.
- Managed all three major product categories at the company and achieved continual share and volume growth at each assignment.
- Introduced Actibath, Eversoft Lotion, Aloe & Lanolin Soap, and Vitamin E & Lanolin Soap brands during tenure.

Education/Professional Training/Certifications/Professional Organization

Education

Master of Business Administration, Marketing

Michigan State University

Bachelor of Arts with Distinction

University of Michigan

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Professional Training/Certifications

HubSpot Certifications – Inbound Marketing, Digital Marketing, Social Media Marketing, Content Marketing, and SEO (Search Engine Optimization)
Section Certifications – AI For Marketers, AI Prompt Writing, AI for Writing, AI For Strategic Decision-Making, Strategic Planning, Platform Strategy, Positioning, and Product Principles
SEMrush – Introduction to SEO (Search Engine Optimization)
Assess/Outmatch Assessment Certification
Adele Lynn Emotional Intelligence Assessment Certification
Leadership Temperament Index Certification
Hogan Assessment Systems
MBTI – Myers-Briggs
LinkedIn Lead Generation Certification

Non-Profit/Volunteer Experience

Special Pops Tennis, Board Member
SHRM-Atlanta, President- 2021
Special Olympics, Basketball Coach
Year Up, Mentor
C3G Career Ministry, Volunteer

Professional Organization Memberships

NACE (National Association of Colleges & Employers)
SoACE (Southern Association of Colleges & Employers)
SHRM-Atlanta
SHRM National
Harvard Business Review Evaluation Board