

Richard J. Vogel
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SUMMARY

Resourceful problem solver coupled with an expertise in relationship selling and customer service with over thirty-five years of increasingly responsible management experience. A strategic thinker/leader with a proven track record of success in all endeavors.

- Vision, Strategy & Execution
- Staff Leadership & Training
- Building & Maintaining Relationships
- Teacher, trainer in "relationship selling"
- Volunteer Management Responsibility
- Management, Sales, Operations
- Hiring, Mentoring & Evaluating Staff
- Mentoring of Graduate Students

CURRENT KEY ACCOMPLISHMENTS

- Initiated contacts and developing relationships to establish a volunteer network, and increase the awareness that Carey receives through the local media to include print, television, and radio.
- Created an athletic marketing program that provides both awareness for the individual sports program and at the same time promoted commercial businesses. Additionally developed the first in game promotions marketing approach for the athletic program.
- Increased athletic sales

PROFESSIONAL EXPERIENCE

2012 – Present. William Carey University, Hattiesburg, MS – Associate Vice President for Athletic and University Advancement.

1996 – 2012, University of Southern Mississippi, Hattiesburg, MS - Associate Director of Athletics, Executive Director Eagle Club

Promoted to manage and direct total scope of sales and operations for the Southern Miss Eagle Club. The Club has 30 districts with over 100 volunteers throughout the Southeast. Provide leadership direction and oversight for staff. Responsibility for maintaining relationships with all donors with responsibility to insure proper seating and parking is allotted to them. Reported directly to the Director of Athletics on the club's status and all actions related to donor cultivation. Plan and execute strategic direction while working closely with volunteers to improve key performance indicators.

Accomplishments:

- Acquiring numerous major gifts to include Circle of Champions (minimum donation of \$100,000, suite and club level seating commitments ranging from a value of \$25,000 to \$250,000, though primary responsibility was annual giving.
- Three successive promotions from Field Representative, Associate Director, to Executive Director, and Associate Athletics Director. Elected in 2005 Chair of Conference – USA Development Directors.
- Establishing working relationships with the Gulf Coast Casino's to sponsor all major activities directed towards our fan base, and the purchasing of suites, club level seating and season tickets to all sporting events.
- Reducing management expenses, through the attrition of three fund-raisers, utilizing trade-outs where possible, yet increasing productivity as identified above.

- Developing innovative programs including the first away from campus weekend for athletic supporters that utilized over 40 current and former NFL and MLB celebrities resulting in the creation of new academic endowments for athletes. Most noteworthy, were the creation of numerous endowments by our former players and a major gift from Champions Tour Player to assist in the creation of a new golf complex.
- Actively involved in our Area Development Partnership both as an Athletics Department representative to the overall committee to an active committee member of the Military sub committee. Initiating contacts for academic research with major industries leading to major grants, research dollars and major donations to the University.
- Resident expert in the field of relationship selling and providing customer service. In addition to teaching a required sales and marketing course at the University, I have guest lectured on numerous occasions on both customer service and relationship selling.

1992–1995 - Sunbeam Household Products Hattiesburg, MS Service Manager and Quality Control Engineer

- Supervised and managed 140 employees responsible for corporate refurbishing program, the nationwide consumer repair of all Sunbeam products, the coordination and crediting of all store returns and a parts department consisting of over 800 line items valued in excess of \$1 million.
- In a 3 year period doubled the manufacturing and sales of refurbished products to \$5 million, by reducing employee absenteeism and increasing productivity through cross training, resulting in annual savings of \$175,000.
- Implemented innovative logistical program reducing valuable plant storage space by 40%.
- Successfully implemented ISO 9000.
- Reduced warranty repair time of a sole repair center servicing the entire continental United States to less than 48 hours, a reduction of over ten days.

1972–1992 - United States Army Career Infantry/Human Resources Officer

- Commanding of three companies to include the Commanding General's Headquarters Company (responsible for the health, welfare and management of 220 soldiers and over \$100 million dollars of equipment) in Europe.
- Performing all Battalion/Brigade level staff assignments to include being the Operations Officer for one of the Army's first Light Infantry Battalion's. Selected to be the author of the first Light Infantry Battalion Operations Manual.
- Personnel Director and Officer Manager for the assignment and monitoring of key personnel at Fort Benning, Georgia.
- Human Resources Officer for the Combined Forces Command in Korea, a joint U.S. and Korean headquarters.
- During Desert Storm operations served as FORCES COMMAND, Enlisted Personnel Strength Manager for the XVIII Airborne Corps.

Publications

Field Manual Number 7-72; *Light Infantry Battalion*, Headquarters, Department of the Army, Washington, DC, 16 March 1987

"Toughening Up the Light Infantry – A Fitness Program to Prepare Today's Light Fighter," *Army Trainer*, Volume 6, Number 2 1986 pages 53-55.

"You can teach a young dog an old trick," *Athletics Administration Magazine*, Volume 43, Number 7 December 2008 pages 24-27.

Education, Honors and Athletics

University of Southern Mississippi, Hattiesburg, Mississippi
M.S., Exercise Science, 1983

Virginia Military Institute, Lexington, Virginia
B.A. History, 1972.

Air Force Command and Staff College Top 10% graduate
Maxwell Air Force Base, 1989

All-American Football Foundation
Outstanding Executive Director, 2006

Chair, Conference – USA Development Directors 2005-2008

Adjunct Instructor, University of Southern Mississippi, area of expertise,
Relationship Selling

References

Available upon request