

Robert Kuchta
Professor of Practice
Department of Management
Lehigh University
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Biographical Information

Robert Kuchta
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Educational History

M.S. Management Science
New Jersey Institute of Technology, 1982
B.S. Engineering Technology
New Jersey Institute of Technology, 1975

Employment History

1999-Present

LEHIGH UNIVERSITY
Bethlehem, PA

Faculty member in the Department of Management in the College of Business and Economics responsible for developing and delivering business-focused curriculum to undergraduate and graduate students; Director of the Business Minor Program; Assistant Director of Marketing for The Martindale Center for the Study of Private Enterprise.

- **Professor of Practice:** Create, develop, and deliver core and elective business curriculum courses. Responsible for the curriculum content of the following: Strategic Management, Developing, Producing, and Marketing Products and Services, and Introduction to Business. Daily review, adjust, and modify each course as needed to reflect the ever-changing business landscape. Conduct mid-semester course surveys, review the results with each class, and implement beneficial changes as necessary. Incorporate students into the team concept of learning to experience the business world and the application of project management and problem solving. This environment also adds a cross-functional learning opportunity for students from other educational disciplines.
- **Director – Business Minor Program:** Program director for the College of Business and Economics Business Minor Program. This innovative undergraduate program exposes students of the Arts & Sciences and Engineering colleges to the cross-functional and cross-organizational realities of today's competitive business environment and prepares them to effectively participate in a firm's business-making decisions. Responsible for coordinating all aspects of the program including promotion, student recruiting, admissions process coordination, program monitoring, faculty recruitment, and curriculum review and modification.

1995-1999

AGERE SYSTEMS/LUCENT TECHNOLOGIES INC.

Allentown, PA

Manager in the Marketing Communications organization responsible for developing tactics and strategies to support the sale of networks and communications integrated circuit products.

- **Marketing Communications:** Senior Marketing Communications specialist for the Networks and Communications (NetCom) integrated circuit product line. Responsible for \$500M annual budget supporting \$1.3B+ product sales. Developed and implemented detailed plans, objectives, and strategies for media relations, technical documentation, advertising, direct marketing, Web sites, and trade shows. Interfaced daily with senior product management and corporate executives. Created and directed a unique mix of advertising strategies that enabled the product lines to compete effectively in the marketplace. Directly influenced the development of Web site standards for each of the company's product line offerings.

1970-1995

AT&T

Berkeley Heights, NJ

Joined the company in 1970 as a research technician in the Bell Laboratories group developing innovative digital products and services. Moved to the Marketing Group in 1979 developing software systems for rates and tariffs. Transferred to National Markets in 1980 as a Customer Systems Manager responsible for major business telecommunications solutions. Promoted to Public Relations Manager in 1981 responsible for Executive and Network Operations customer briefings. Promoted to Customer Events Manager in 1986 responsible for creating and delivering the company's customer events program.

- **Customer Events Manager:** Created the company's Customer Events Marketing Program. Developed strategies to select and participate in various cultural and sporting events to position company executives with their counterparts from major corporations. Developed and implemented the annual product training seminars for sales executives and the associated "Achievers Club" for recognizing outstanding sales performers. Directly responsible for protocol issues surrounding all international customer visits to headquarters. Developed and produced individual vice-president sales recognition programs.
- **Manager - Corporate Executive Briefings:** Created customer specific executive briefings to inform and educate influential business, political, regulatory, consumer, and foreign leaders on a wide range of policy issues and procedures. Presented these briefings at headquarters and various locations worldwide. Worked with Bell Laboratories scientists to develop presentations reflective of the current and future communication technology within AT&T. Frequently worked through interpreters to impart complex technical and economic principles to international guests. Produced, trained, and managed the executive visits programs and tours associated with the company's two ocean cable ships.
- **Communications Systems Manager:** Designed and directed the installation of data communications networks for national customers using AT&T products and services. Initiated requests with Bell Laboratories engineers for design changes to meet specific customer needs. Designed a circuit change that resulted in a 20 percent increase in product sales to AT&T customers.
- **Manager - Marketing Rates and Tariffs:** Developed software systems to support the corporation's annual filing to the Federal Communications Commission of AT&T's revenues, expenses, and taxes. Reduced program expenses 40 percent by consolidating programmers and development managers into one central office.