

## **DENNIS J. CERU, Ph.D.**

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### **SUMMARY OF QUALIFICATIONS:**

- Business Executive and Clinical Professor with extensive proven experience delivering successful business and technology solutions through leadership and management positions in the high-tech, financial services, and healthcare fields. Recognized speaker and author on key topics in strategy and technology for the financial services industry, quoted extensively online and in print periodicals.

### **EXPERIENCE:**

#### **BABSON COLLEGE**, Wellesley, Massachusetts

Senior Lecturer, 2006 – Present

(Senior Lecturer 2012-Present; Lecturer 2008-2012; Adjunct Faculty 2006-2008)

- Full Time Senior Lecturer teaching core entrepreneurship and field based experiential learning courses across the Blended Learning, Full Time and Part Time MBA Programs.
- Co-Faculty Director, Experiential Learning (focused on MCFE – Management Consulting Field Experience).
- Coordinator, Blended Learning MBA Program Entrepreneurship Courses.
- Designed, developed and delivered entrepreneurship and business strategy modules for Global Programs and Partner Colleges and Universities.
- Designed and developed new courses, programs, modules and teaching tools.
- Wrote teaching cases and joint authored research.

#### **STRATEGIC MANAGEMENT ASSOCIATES, LLC**, Wellesley, Massachusetts

President & CEO, 2000 – Present

- Founded this firm to providing business leaders of middle market and emerging growth companies with the tools necessary to expand and manage growth.
- Focus centers on developing and implementing tactical action plans to achieve strategic goals, designing work flows to reduce inefficiency and optimize performance, aligning business operations and people for optimum effectiveness, and change management.

#### **TOWERGROUP, INC.**, Needham, Massachusetts

Director, Retail Brokerage and Investing, 2000 – 2004

- Launched and directed a strategic advisory service to the securities industry.
- Created a wealth management practice specialty, resulting in keynote speaking engagements, and assignments in strategy, market assessment and product positioning.

#### **WINDSOR SYSTEMS**, Wellesley, Massachusetts & Chatsworth, California

President & Executive Director, 1991 - 2000

- Executive manager of a custom software development and technology consulting company delivering solutions to financial services, manufacturing and technology clients.
- Turned the company around in less than 18 months, doubling annual revenues and enabling staff to be billable 95% of available time with less than 10% employee turnover.

**FIRST INTERSTATE BANK, LTD.**, Los Angeles, California

Vice President & Manager Product Development, 1986 - 1991

- Led product development team creating pioneering cash management services for a super regional financial institution including 27 banks in 14 states with multiple franchisees.
- Implemented, over 5 years, a strategic electronic window platform for ongoing product development and delivery of corporate banking products to premier clients.

**HEALTHWEST CORPORATION**, Van Nuys, California

Department Director, 1981 - 1986

- Created and launched a product delivery model to package, brand, market, and provide ancillary health service programs throughout a multi hospital network.
- Managed a psychological services provider group across two hospitals to expand the base of revenue-producing services 50% within two years.

**CERU & COMPANY**, Los Angeles, California

Founding Partner, 1980 - 1986

- Established and managed a 6 member organizational consulting practice.
- Formulated the business and organizational strategy for a multi-disciplinary holistic health center, and institution based physician group practices.

**FACULTY APPOINTMENTS**

- Graduate School of Management, Boston University, Boston, Massachusetts, 2001
  - Institute for Technology Entrepreneurship and Commercialization
- Graduate School of Education, University of Southern California, Los Angeles, California, 1978

**EDUCATION:**

**UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles, California

Ph.D., Psychology & Education, 1974 - 1979

**BOSTON UNIVERSITY**, Boston, Massachusetts

B.A., Psychology; Minor in Biology, 1969 – 1973

**BOOK CHAPTERS, TEACHING CASES & TEACHING NOTES:*****Teaching Entrepreneurship: A Practice-Based Approach***

Ceru, D. 2020. Exercise: Geometric Thinking Challenge. In Heidi Neck, Patricia Greene, and Candida Brush, Teaching Entrepreneurship: A Practice-Based Approach, Northampton, MA: Edward Elgar, (forthcoming)

***Entrepreneurship and Small Business Management: The Essential Guide to Building the 21st Century Company***

Ceru, D. 2015. “Business Vision, Values, Mission and Strategy” in Daniels, C.N. & Brush, C.G. 2015 Entrepreneurship and Small Business Management: The Essential Guide to Building the 21st Century Company, John Wiley Publishing, (postponed).

***Teaching Entrepreneurship: A Practice-Based Approach***

Neck, H. & Ceru, D. 2014. Exercise: Mind Dumping for Ideation. In Heidi Neck, Patricia Greene, and Candida Brush, Teaching Entrepreneurship: A Practice-Based Approach, pp. 194-199. Northampton, MA: Edward Elgar.

Ceru, D. 2014. Exercise: Plotting the Growth of Your Business. In Heidi Neck, Patricia Greene, and Candida Brush, Teaching Entrepreneurship: A Practice-Based Approach, pp. 295-298. Northampton, MA: Edward Elgar.

**BABSON COLLEGE, ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP**

“Chocolate Remedies”, 2017, Ceru, D.J. & Goldstein, Beth L.:

Researched and wrote this teaching case and corresponding teaching note to be taught throughout the Graduate School and Executive Education Programs. It focuses on an African-American husband and wife team as entrepreneurs and business owner/managers and was written as part of the diversity initiative for the Teaching Innovation Fund.

“EarCheck”, 2008

Researched, designed and wrote this teaching case and corresponding teaching note to be taught as part of the core curriculum for the Blended Learning MBA program and throughout the Graduate School. This case highlights theoretical and practical aspects of opportunity identification and assessment as well as barriers to implementation and real world obstacles that entrepreneurs encounter within new ventures as well as within existing corporate environments.

**ORIGINAL COURSE CURRICULUM DEVELOPED:****BABSON COLLEGE, ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP**  
**“BL Babson Consulting Experience (BCE”)**, 2019

Designed, developed and implemented a new course titled The Babson Consulting Experience for ‘working professionals’ (BL & Part-Time students) for the re-imagined MBA. This course provides students with a field based understanding of the strategic consulting process and its practical application as a solutions oriented approach to develop new competitive advantage through innovative business models within existing enterprises.

**BABSON COLLEGE, ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP**  
**“BL New Venture Creation (NVC”)**, 2019

Designed, developed and implemented a new course titled New Venture Creation adopted from the full-time New Venture Creation Course developed by Zach Zackarakis and Andrew Corbet. for the re-imagined MBA. This course provides students with an overview of the New Venture Creation Process and to apply that process along with the learning gained throughout the MBA Core to develop an innovative solution for a potential new business opportunity.

**BABSON COLLEGE, ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP**  
**“BL Entrepreneurship”**, 2019

In coordination with the BL Faculty Director, designed, developed and implemented a new course – EPS 7800 Entrepreneurship - for the re-imagined MBA curriculum to replace BL EPS 7200 Entrepreneurship & Opportunity. This course provides students with an understanding of entrepreneurship, entrepreneurial thinking, and the elements of the entrepreneurial process and the ability to replicate the ET&A method with future opportunities.

**BABSON COLLEGE – BabsonX &EdX**  
**“Entrepreneurial Thinking and Acting.”** 2016

Developed new online MOOC course which garnered over 5,000 participants.

**BABSON COLLEGE & GOLDMAN SACHS 10,000 SMALL BUSINESS INITIATIVE**  
**“10,000 Small Business Initiative”**, 2010

Developed new entrepreneurship curriculum and faculty training materials for the Goldman Sachs 10,000 Small Business Initiative (in conjunction with Patti Greene and Michael Fetters). Created 5 entire new modules, course materials, assignments and supporting documentation to cover core topics in an integrated program.

**BABSON COLLEGE, ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP**  
**“Developing Entrepreneurial Opportunities”**, 2006

Designed, developed and implemented this course to satisfy core curriculum requirements for the part-time evening MBA program. This course provides students an overview of the entrepreneurial process and a model for opportunity assessment to develop innovative initiatives either through the creation of a new venture or within the corporate environment.

“Management Consulting Field Experience”, 2006

Designed, developed and implemented a syllabus and formal curriculum to provide program structure and guidance to the Management Consulting Field Experience. This course provides students with a field based understanding of the consultative process and its practical application as a solutions oriented approach to strategic and tactical business issues.

“Full Time MBA Capstone”, 2008

Developed Syllabus/Methodology for Full Time MBA Capstone Course (in conjunction with Anirudh Dhebar, Patricia Guinan, Sam Harrihan, and James Hoopes / Sp 2008)

“Full Time MBA MOD 1: Creating & Managing Dynamic Organizations”, 2008

Revised Syllabus/Methodology Full Time MBA MOD 1: Creating & Managing Dynamic Organizations (in conjunction with Heidi Neck / F 2008)

**BOSTON UNIVERSITY, THE ENTREPRENURIAL MANAGEMENT INSTITUTE**“Strategy & Entrepreneurship (online course)”, 2005

Designed, developed and implemented an online course and integrated curriculum for the online Certificate in Entrepreneurship program, Graduate School of Management.

“Entrepreneurial Strategy”, 2005

Designed, developed and implemented this course as part of an integrated curriculum for the Graduate Diploma in Global Entrepreneurship program, Graduate School of Management.

“The Strategic Consulting Process”, 2000

Designed, developed and implemented this course as an elective for the Graduate School of Management.

**COURSES TAUGHT:****BABSON COLLEGE, GRADUATE SCHOOL OF MANAGEMENT**

“Entrepreneurship Kick-Off, Blended Learning MBA Program”, 2007 (twice yearly)  
“Corporate Entrepreneurship Capstone, Blended Learning MBA Program, 2008 (twice yearly)”  
“Entrepreneurship & Opportunity”, Blended Learning MBA Program”, 2007 (twice yearly)  
“Management Consulting Field Experience”, 2006 (twice yearly)  
“Entrepreneurial Renewal (MOD IV)”, 2007 - 2008  
“Managing Growing Businesses”, 2007 - 2008  
“Creative Management in Dynamic Organizations (MOD 1)”, 2006 - 2008  
“Developing Entrepreneurial Opportunities”, 2006 -2008

**BOSTON UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT**

“Strategy & Entrepreneurship (online course)”, Twice Yearly, 2005 - 2006  
“Entrepreneurial Strategy”, Yearly, 2005 - 2006  
“The Strategic Consulting Process”, Yearly, 2000 - 2007

**EXECUTIVE EDUCATION PROGRAMS:****Babson Executive Education Center:**

“Blue Ocean Strategy” – United Cultures Program, 2013, 2014  
“Enhancing Business Growth Through Operations & Processes – Penn Mutual, Institute for entrepreneurial leadership & Advancement - 2013”  
“Emerging Industry Analysis” – Bulgarian Young Leaders Program, 2013

**Strategic Management Associates, LLC & The SBANE Educational Center:**

“The CEOs Group”, 2004 - 2016

Designed, developed and delivered, in partnership with The SBANE Educational Center, The CEOs Group, an innovative ongoing executive leadership program for growing entrepreneurial companies. The group targets chief executives of \$6M to \$30M companies across industries.

**MULTIPLE PRESS CITATIONS, PRESENTATIONS, ARTICLES & PUBLISHED RESEARCH: Entrepreneurship / Innovation / Technology / Financial Services**Selected Presentations:

United States House of Representatives- Committee on Small Business  
“Testimony on Entrepreneurship & GEM Data”, Washington DC, April 2008  
<http://www.youtube.com/watch?v=6Cqs3tGIM0E&feature=PlayList&p=B2420E343249720F&index=4>

Keynote Address: “Family Enterprising”  
Technologica de Monterrey, Guadalajara, Mexico, April 2008

“Social Entrepreneurship” (w/Brush/Greene/Neck/Schiffman)  
USASBE San Antonio Texas, (won Best Presentation Award),

Keynote Address: Innovation, Entrepreneurship & Strategy  
Valparaiso, Chile – Chamber of Commerce + U. Catholica, July 2007

Selected Published Business Cases (Babson College):

“Chocolate Remedies”, (co-authored with Beth Goldstein)      January 2017  
“EarCheck”      January 2009

Selected Published Research (Babson College):

“Pathways To Growth: The Role of Marketing, Management and Money” - Business  
Horizons, (co-authored with Candy Brush)      August 2009

Selected Published Research (TowerGroup):

“The Magnificent Seven Business & Technology Drivers  
Facing the Retail Brokerage Industry”      January 2004

“Demystifying Wealth Management: Relationships Rule”      September 2002  
(Chaired and Edited Comprehensive Cross-Industry Review)

“Who’s Trading Now?”      September 2003  
(A Fresh Look at Active Retail Trading)

“Wireless Brokerage: A Technology in Search of a Strategy”      May 2001

“Trade Like the Pros: High-Powered Analytic Software  
Enables Active Retail Traders”      March 2001

“e-401(k): Upsetting the Status Quo by Using the Internet  
to Provide Defined Contribution Plans to Small Business”      December 2000

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