

EDUCATION

Master of Science in Business Administration, San Francisco State University, 1990
Emphasis in Business Analysis/Operations Research

Bachelor of Science, Statistics, cum laude, San Francisco State University, 1988

TEACHING EXPERIENCE

Continuing Lecturer, Marketing and Management, Richard Doermer School of Business
Indiana University Purdue University Fort Wayne
August 2010-Present

Teach undergraduate sections of W100 Principles of Business Administration (Introduction to Business) in classroom, videoconference, and online formats, M426 Sales Management, and D490 Special Study in International Business. Serve on the department Assessment Committee. Supervise Collegiate Connection high school instructors teaching college level business courses.

Visiting Lecturer, Marketing and Management, Richard Doermer School of Business
Indiana University Purdue University Fort Wayne
January 2005-2010

Taught undergraduate sections of W100 Principles of Business Administration (Introduction to Business) in classroom, videoconference, and online formats. Taught upper division section of M426 Sales Management in Spring 2010.

Visiting Lecturer

School of Business Administration, Al Akhawayn University, Ifrane, Morocco
June 2007-December 2007

Taught graduate level Marketing Research. Taught undergraduate Business Statistics, Management, and Marketing. Served on masters thesis committees. Served on a committee investigating accreditation options for the School of Business Administration.

Adjunct Lecturer, College of Professional Studies

Indiana Tech, Fort Wayne, IN
2005-2006

Taught undergraduate sections of Business Statistics. Taught graduate sections of Quantitative Business Analysis and International Marketing.

Adjunct Lecturer in Business

University of St. Francis

Fort Wayne, IN

January 2005-May 2005

Taught undergraduate sections of Introduction to Marketing and International Marketing.

Senior Lecturer

School of Business Administration, Al Akhawayn University, Ifrane, Morocco

January 2001-December 2004

Designed and taught undergraduate and graduate courses in Marketing, Marketing Research, International Marketing, Marketing Management, Consumer Behavior, Management, and Business Statistics. Taught Marketing and Management courses in the Executive MBA Program. Supervised Masters theses. Carried student advising load. Designed and implemented the Internship program and served as the Internship Coordinator. Participated in graduation exit interview process twice per semester. Served on the Certification & Accreditation Committee and on the Undergraduate Studies Committee. Served on AUI *Perspectives* editorial staff.

Math & Statistics Tutor

School of Business/Student Association

San Francisco State University, San Francisco, CA

1986-1988

Econometrics/Statistics Lab Instructor

Department of Economics, San Francisco State University, San Francisco, CA

1987-88

PUBLICATIONS

Rachdi, A., Khamalah, J., and Rathbun, G. (2011). *Business Basics & Perspectives*. Dubuque, IA: Kendall Hunt.

Rachdi, A., Khamalah, J., and Rathbun, G. (2010). *My Business Plan Workbook*. Dubuque, IA: Kendall Hunt.

PROFESSIONAL EXPERIENCE

Division Manager

Progressive Merchandising, Santa Cruz, CA

May 1999-December 2000

Primary responsibility for Northern and Southern California sales and merchandising of 700 domestic and international beverage product lines to over 900 chain supermarkets. Chains included Safeway, Albertsons, Beverages & More, Nob Hill, Petrini's, Cost Plus, and others.

Accomplishments:

- Assisted in the acquisition of new brands to represent.
- Progressive Merchandising netted over \$2 million in sales in 1999, twice the amount projected at the beginning of the year
- Expanded operations into Southern California, representing a gain of more than 400

stores Expanded operations into Italy, Morocco, Australasia, France, Germany, Spain, Portugal Supervised and trained sales force and merchandisers

District Manager for Retail Sales, Northern California

Crown Sales and Marketing (subsidiary of Advantage/Crown), San Ramon, CA
May 1997-May 1999

Responsible for managing the Beverage Division in Northern California and Southern California. Tracked and recorded all merchandising and sales activities by brand and priority. Created sales materials for the department. Acted as point of contact within the organization across divisions.

Accomplishments:

- Quadrupled Beverage Division's income over a two-year period
- Increased the sales of one brand by 48% in March 1998
- Helped make Black Mountain Spring Water the best-selling product in the chains
- Helped expand product lines, territories, and the sales force

Supervisor of Retail Services

Crown Sales and Marketing, San Ramon, CA
January 1997-May 1997

Increased division's sales in the East Bay by 85%.

Territory Manager

Crown/Redwood Vintners, Novato, CA (A division of Crown/BBK, Cerritos, CA)
November 1991-January 1997

Responsible for sales and merchandising of over 50 beverage brands in 100 retail outlets in Alameda and Contra Costa Counties. In first six months reversed extremely poor client relations caused by poor service. Increased size of orders, obtained better shelf positions and display space.

OTHER EXPERIENCE

Marketing Research

Decision Development Corporation, San Ramon, CA
August-December 1987

Conducted marketing research in connection with expanding the marketing of the Ellen Nelson Learning Library product line of educational software. Designed and conducted focus groups and surveys of elementary school students and their parents. Analyzed data and presented recommendations.

Personnel Director

City Hall of Meknes, Morocco
February 1978- December 1980

Cabinet Assistant and Personnel Director

Moroccan Ministry of the Interior
Province of Laayoune, Western Sahara
November 1975-January 1978

Was part of a special task force to build an infrastructure in the newly integrated territory of Western Sahara. Taking direction from the Governor of Western Sahara, responsible for communications with the Cabinet in Rabat and organizing celebrations of national holidays. Traveling to various locations in the territory, informed indigenous people of their rights as citizens of Morocco. Organized and ran the Personnel office for the City of Laayoune.

1970-1975

Held various government positions, such as Division Director of the Office of Passports and Payroll Master in the City of Meknes.

AWARDS & HONORS

- Black Mountain Spring Water, Excellence in Salesmanship and Outstanding
- Departmental Performance, 1997 and 1998
- Top Sales Performer, Crown/Redwood Vintners, 1996
- Ranked 2nd in California on Research Analyst (Statistician) exam 1988

OTHER SKILLS & INTERESTS

- Experience with both Blackboard Vista and Blackboard course management systems
- Familiar with Windows OS and Microsoft Office applications
- Languages: English, Arabic, French, some Spanish
- Enjoy making gourmet food
- Avid soccer fan