**Bonita Austin**

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**Career Highlights**

**Sigma Chi Fraternity Outstanding Professor Award 2018**

**Marvin J. Ashton Award for Excellence in Teaching 2015**

**Brady Award for Superior Teaching 2014**

**Silver & Bronze Daniels Leadership in Ethics Education Awards 2013**

**Prudential Securities Investment Committee 1994-1996**

**Wall Street Journal All-Star Analyst Most Accurate Earnings Estimates Household Products Group 1994**

**Special Guest Wall $treet Week with Louis Rukeyser 1994**

**Institutional Investor All-America Research Team All-Star Analyst Cosmetics & Household Products Groups 1993**

**Institutional Investor All-America Research Team All-Star Analyst Cosmetics Group 1992**

**Wall Street Transcript Annual Roundtable Cosmetics & Household Products Groups 1989-1995**

**Experience**

**August 2008 – present** **Professor (Lecturer) Eccles School of Business, University of Utah, Salt Lake City, Utah.**

Taught both graduate and undergraduate core strategy courses as well as strategy and general management electives. My courses included BUS 3910 Business Scholars, STRAT 5700 Strategic Management, STRAT 5701 Advanced Strategic Management (Honors), ENTP 5765 Leading the Entrepreneurial Firm (online), STRAT 5850 Strategic Leadership, STRAT 6070 Competitive Strategy, STRAT 6071 Strategic Management, STRAT 6750 Business Turnarounds, MGT 5710 Managing Organizational Change, STRAT/MGT 4900 International Management, and MGT 3000 Principles of Management. I developed STRAT 5850 Strategic Leadership an interdisciplinary course for exceptional undergraduates of all majors, STRAT 6750 Business Turnarounds course for PMBA students, MGT 5710 Managing Organizational Change, and STRAT 5701 Honors Advanced Strategic Management. Received three awards for teaching excellence (2018, 2014 and 2015) and two awards for Leadership in Ethics Education. Earned consistently outstanding marks from students on course evaluations. Adviser – MBA teams ACG Utah Cup. Organizer and host – DESB Daniels Ethics Case Competition. Served on multiple University and Eccles School committees. Wrote and published 7 strategy cases with teaching notes. All cases appeared in Strategic Management and Competitive Advantage Barney & Hesterly (Pearson). Promoted from Instructor (Lecturer) to Assistant Professor (Lecturer) in 2012, Associate Professor (Lecturer) in 2015 and Professor in 2017. Considered both academically and professionally qualified. Lead 2 to 4 Executive Education Seminars on Business Turnarounds and Change Management annually as well as custom seminars for specific clients.

**November 2013- December 2018 Assistant Department Chair Entrepreneurship & Strategy, Eccles School of Business, University of Utah, Salt Lake City, Utah**.

Redesigned the Entrepreneurship Major and Minor programs for undergraduate students. Wrote course descriptions, revised admission standards to the programs, and gained approval from the Department and College for the revisions in 2014 and 2015. Scheduled courses, represented the department on college committees, and advised the department on undergraduate curriculum and program matters.

**January 2011- July 2013 Director/Co-Director Management Undergraduate Studies, Eccles School of Business, University of Utah, Salt Lake City, Utah.**

Director 2012-2013, Co-Director 2011-2012. Represented the Management

Department in many aspects of undergraduate studies including Upper Division Orientations, and setting admission standards to the Management and Entrepreneurship Majors. Established the Top Management Student Awards for Management and Entrepreneurship Majors. Redesigned, with Dr. Harris Sondak, the Management Major and helped establish a Human Resources track for undergraduates. Organized and fielded the first annual David Eccles School of Business Daniels Ethics Case Competition.

**January 1998- 2008 President, Bella Research Inc., Southern Pines, NC**

Independent analyst for Cedar Creek Partners (2002-2008), and Ridgecrest Partners (2001). Forecast earnings, analyzed financial statements, prepared detailed operating models, conducted store checks of product availability and shelf space allocation, wrote reports, and evaluated investment prospects and valuation for a wide range of companies in the specialty retailing, toy, shoe, household products, and discount retailing industries as well as some special situations. In 1999 and 2000, designed and

fielded a consumer survey on soft drinks, analyzed the survey data, and wrote an investment report on the industry for Wertheim Schroder. Provided an industry and company analysis on a privately held skin care company for a potential private equity investor in the company. Covered more than 65 stocks.

**April 1994-April 1996 1st Vice President - Cosmetics & Household Products Analyst Prudential Securities NY, NY.**

Sell-sidecosmetics and household products analyst. Made investment recommendations on both industries to institutional and private investors, forecast earnings, analyzed financial statements, evaluated competitive conditions in thesector, and supported both the institutional salesforce and the retail salesforce with written reports and personal marketing efforts to clients. Marketing efforts included frequent presentations to the institutional salesforce at morning meetings, 135-150 telephone calls per month to institutional clients, personal visits to clients all over the US and in Europe, branch visits and special seminars for retail brokers and investors. Conducted an investment seminar for about 300 retail investors in Cincinnati on the household products industry and Procter & Gamble. Maintained a high profile in the media through relationships with reporters and generally was regarded as an industry expert. Actively participated in the IPO of USA Detergents and assisted the investment banking group by making presentations to prospective clients. As a member of the Investment Committee helped determine the stocks named to the Prudential Securities Recommended List.

**January 1992- April 1994** **Senior Vice President - Cosmetics & Household Products Analyst Lehman Brothers NY, NY**

Sell-side cosmetics and household products analyst. Performed the same tasks as when at Prudential Securities. Promoted to Senior Vice President in 1993. Selected as an Institutional Investors All-American All-Star Analyst in 1992 and 1993. Received industry recognition for successful “sell rating” on Tambrands supported by proprietary research and analysis consisting of a consumer telephone survey of women on product pricing. Collaborated with retail and drug industry analysts on written reports offering investors a unique view of competitive conditions in the household products and cosmetics sectors. Actively participated in the first IPO attempt for Revlon. Supported the investment banking and fixed income departments with special presentations on the household products industry to the firmʼs clients. Gave presentations to institutional investors in the US, Europe, Japan, Hong Kong,

and Singapore. Appeared as a special guest analyst on Wall $treet Week with Louis Rukeyser.

**May 1987-January 1992 Senior Cosmetics & Household Products Analyst Wertheim Schroder NY, NY**

Sell-side cosmetics and household products analyst. Joined firm as a Junior Analyst in May 1987 working with triple-team I.I. All-Star Analyst, Emma Hill, on the cosmetics, household products, and advertising groups. Promoted to Senior Analyst, cosmetics and household products in August 1987. Gained industry recognition as the first sell-side consumer products analyst to cover Kimberly-Clark Corporation. Built relationships with institutional investors, developed relationships with companies under coverage and reporters at the important publications like the Wall Street Journal. Established reputation as an industry expert.

**May 1986-May 1987 Cost Analyst Kimberly-Clark Corp. Beech Island, SC**

Wrote manufacturing accounting standards for tissue and sanitary napkin departments at the Beech Island mill. Conducted monthly inventories, reconciled actual costs to standard, helped transition the mill from an antiquated accounting system to a more efficient central accounting system.

**Publications**

**Activision-Blizzard’s Crush on King Entertainment** Case Study: Barney & Hesterly Strategic Management and Competitive Advantage 6ed Pearson 2017.

**Starbucks: An Alex Poole Strategy Case.** Case study: Barney & Hesterly Strategic Management and

Competitive Advantage 5ed. Pearson 2014. Reprinted 6ed 2017.

**“True Religion Jeans: Flash in the Pants or Lasting Brand?”** Case Study: Barney & Hesterly Strategic Management and Competitive Advantage 6ed Pearson 2017.

**True Religion Jeans: Will Going Private Help It Regain Its Congregation?”** Case study: Barney & Hesterly Strategic Management and Competitive Advantage 5ed. Pearson 2014.

**You Say You Want a Revolution: Sodastream International.** Case study: Barney & Hesterly Strategic

Management and Competitive Advantage 5ed. Pearson 2014.

**Reviewer: Gulati, Mayo, Nohria Management 1st ed. Cengage 2013**

**True Religion Brand Jeans and the Premium Jeans Industry: Cyclical Downturn or Secular Slowdown** Case Study: Barney & Hesterly Strategic Management and Competitive Advantage Concepts and Cases 4ed. Pearson 2011.

**True Religion Brand Jeans and the Premium Jeans Industry** Case Study: Barney & Hesterly Strategic

Management and Competitive Advantage Concepts and Cases 3ed. Pearson 2009.

**Education**

M.B.A. Finance Specialty University of Alabama, Tuscaloosa, Alabama

B.S. Troy University Economics & Mathematics majors, Troy, Alabama

**References**

Abe Bakhsheshy – Professor David Eccles School of Business, University of Utah

Steve Balog – Partner (Retired), Cedar Creek Partners

John Casesa – Group Vice President, Global Strategy Ford Motor Company

Reuben Mark - Chairman & CEO (retired), Colgate-Palmolive

Terry OʼConnor – Partner (Retired), Cedar Creek Partners LP

Kimberly Retrievi – Co-Director Equity Research (retired) Goldman Sachs, Trustee (retired)

Princeton University

**Selected Stocks Followed**

99 Cents Only (NDN), Abercrombie & Fitch (ANF), Arbitron (ARB), Alberto-Culver (ACV), Avon Products (AVP), Bed, Bath and Beyond (BBBY), BJʼs Wholesale Club (BJ), Carmax (KMX), Clorox (CLX), Charming Shoppes (CHRS), Coca-Cola (KO), Colgate-Palmolive (CL), Crocs (CROX), Darden (DRI), Deckers (DECK), Dial, Dollar Tree (DLTR), Earthlink (ELNK), Elizabeth Arden (RDEN), Gap Inc. (GPS), Gemstar (GMST), Helene-Curtis, International Flavors & Fragrances (IFF), Joseph Banks (JOSB), Kimberly-Clark (KMB), Kimberly-Clark de Mexico (KIMBER), Lance (LNCE), Leap Frog (LF), The Limited (LTD), Maybelline, Mega Brands (MB.TO), Monster.com (MNST), Noxell, Nike (NKE); NutriSystem (NTRI), Office Depot (ODP), Party City, Procter & Gamble, Pep Boys, Manny Moe, & Jack (PBY), Nike (NKE), Premark International, Restoration Hardware (RSTO), Revlon (REV), Rubbermaid, Scholastic (SCHL), Sodastream Int’l. (SODA); Starbucks (SBUX); TJ Maxx (TJX), Toys R Us, True Religion Jeans (TRLG), Unilever (UN), USA Detergents; Walmart (WMT).

**Other**

Field Trial Secretary National Vizsla Assoc. Western Shooting Dog Championship 2010-present

President Vizsla Club of Utah 2008-present

Board Member National Vizsla Association 2015- present, 2011-2013

President Sandhills Pointing Breeds Club 2006-2007

Board Member and Treasurer Vizsla Club of the Carolinas 2002-2007

National Finance Chair for Vizsla Club of America National Specialty & Field

Trial Championship. 2003