

**Doug Blanchard Jr**  
**Leader / Educator / Administrator / Game Changer**  
New Orleans, LA  
312-520-4670  
[doughblanchard2@yahoo.com](mailto:doughblanchard2@yahoo.com)

### **Executive Summary**

Accomplished academic and business leader with proven success in higher education teaching, administration, and enrollment growth. Skilled in change management, program development, and building high-impact initiatives that advance institutional and organizational goals.

### **Professional Profile**

Accomplished, growth-oriented, and results-driven leader with extensive experience in higher education, organizational leadership, and revenue growth. Proven success in teaching, curriculum development, and academic administration, including oversight of undergraduate, graduate, and executive education programs. Adept at building academic initiatives, driving enrollment strategies, and creating innovative learning experiences that foster student success. Agile and skilled in implementing change and leading business integration across diverse industries, including higher education, aerospace, chemicals, distribution, consulting, manufacturing, real estate, military, and defense. Recognized for advancing institutional goals while cultivating collaborative, high-performance environments for both academic and professional growth.

### **Skills**

Account Management	MS Office	Change Management
Analytics	Negotiations	Entrepreneurship
Budgeting	Fundraising	Conflict Resolution
Business Development	Sales	Program Design
Cold Calling	Salesforce	College Lecturer
Dale Carnegie Sales Instructor Certification	Training	Business Planning

### **Work Experience**

#### **Visiting Instructor – Marketing**

**2025 - present**

#### **Mitchell College of Business**

#### **University of South Alabama, Mobile, AL**

- Teaching and mentoring undergraduates in the Mitchell college of business.
- Develop curriculum and industry partnerships to enhance sales education and student outcomes.
- Create and launch a university Sales Program to expand experiential learning and industry engagement.
- Build a competitive student sales team to represent the university in regional and national competitions.
- Recruit and build a sales advisory board for the Mitchell College of Business.
- Assist students in securing sales internships during their studies and career positions upon graduation.

#### **Vice President, Practice Leader & Partner Development**

**2024 - 2025**

#### **3 Enrollment Marketing LLC (An enrollment management marketing firm focused in higher education)**

- Created, developed, and led the HBCU initiative at 3 Enrollment.
- Collaborated with colleges and universities to develop marketing solutions that address enrollment challenges.
- Managed end-to-end sales cycles, from lead generation to contract execution, maintaining a strong sales pipeline.
- Demonstrated expertise in higher education marketing and consultative sales to achieve sales goals.
- Developed and delivered effective proposals and presentations to prospective clients.

#### **Assistant Dean –**

**2018 to 2023**

#### **Office of Executive & Professional Education (Non-Degree & Certificate Programs)**

#### **Tulane University, A. B. Freeman School of Business - New Orleans, LA**

- Responsible for creating, developing, and implementing an executive and professional education program
- Partnered with key AB Freeman School of Business stakeholders to assess program opportunities.
- Served as the B-School liaison to all University units/schools to collaborate on executive & professional offerings.
- Built a pipeline of target offerings by industry and potential clients.
- Benchmarked executive and professional education of Gulf state institutions and non-academic organizations.

**Assistant Dean –**

**Office of Undergraduate Education, Study Abroad & Intl Programs**

**Tulane University, A. B. Freeman School of Business - New Orleans, LA**

- Managed the Office of Undergraduate Education, Study Abroad & International Exchange.
- Administered assurance of learning instruments required for accreditation.
- Participated in strategic planning and design of international education programs.
- Created, developed, and implemented a comprehensive academic counseling training plan.
- Developed, negotiated, and implemented an international initiative enhancing offerings.

**Business Development Manager - Global Commercial Aftermarket**

**2016 to 2018**

**Kidde Fire Protection Systems (An international aerospace and defense corporation) - Wilson, NC**

- Managed & grew the worldwide commercial aftermarket portfolio of 300+ commercial airlines.
- Contributed to revenue goal of \$400M by creating and implementing sales campaigns.
- Developed pricing and negotiation strategies that supported company profit objectives.
- Increased revenue by over \$10M in less than 12 months through distribution.
- Increased retrofit commitments by over 60%.

**Strategic Account Manager – Energy**

**2013 to 2016**

**Nexeo Solutions, L.L.C. (An international chemical distribution company) - San Antonio, TX**

- Managed ~\$50M of upstream “oil & gas” business comprised of tier 1 growth accounts in North America.
- Advised the business director of “oil & gas” on strategic and tactical solutions to create more customer value.
- Acquired, penetrated, managed, and retained current energy customers.
- Responsible for developing pricing and allocation strategy.
- Designed private label strategy for the upstream oil & gas industry.

**President / Chief Operating Officer**

**2012 to 2013**

**Mays Energy Services, LLC (An international oilfield service chemical distribution company) - San Antonio, TX**

- Established personnel policies, including compensation and employee benefit plans.
- Developed short/long-range plans and budgets based upon organization goals and objectives.
- Developed partnering relationships with suppliers, vendors, and manufacturers.
- Provided strategic financial input on potential alliances, acquisitions, mergers, and banking strategies.
- Optimized the bank relationships and initiated appropriate strategies to enhance the cash position.

**Director of Business Development – Energy**

**2007 to 2012**

**Mays Chemical Company (An international chemical distribution company) - Indianapolis, IN**

- Developed key clients within the energy sector, resulting in growth rates of over 200% per year.
- Created a new business unit growing from \$0 to over \$20M in revenue in less than 18 months.
- Secured new suppliers to support new business models in the upstream “oil & gas” industry.
- Regional Sales Manager of the Year Award - 2010
- Salesperson of the Year Award – 2009

**Managing Broker**

**2004 to 2007**

**KDG Consulting, L.L.C. (An independently owned real estate brokerage firm) - Chicago, IL**

- Sold & marketed real estate in the state of Illinois.
- Built productive sales teams for independently owned brokerage firms.
- Designed "a la carte" sales training programs to fit independent sales offices.
- Created incentive plans that fostered and improved business productivity.
- Conducted real estate seminars to educate buyers, sellers, and agents on property values.

**Director, Sales & Marketing**

**2002 to 2004**

**Amerigroup Corporation (A national managed care insurance provider) - Chicago, IL**

- Created strategic partnerships with the City of Chicago and the Chicago Public School System.
- Managed community relations in diverse communities to maximize exposure to the masses.
- Developed a neighborhood store marketing program that increased monthly revenue by over 50%.
- Recruited, hired, trained, and managed a professional Managed Care sales force in Chicago.
- Awarded "Top Sales Director"

**Owner** **2001 to 2003**

**Kedoga Sports (An independently owned and contract manufacturer's representative) - Chicago, IL**

- Sold & marketed custom high school letterman jackets in Illinois.
- Designed sales and marketing programs geared toward inner-city Chicago schools.
- Supported high school and non-profit programs through fundraising programs (i.e., golf outings, cookouts, etc.)
- Recognized as top jacket sales producer for Holloway Sportswear 2 years in a row.
- Worked with schools to improve school spirit and positive learning environments through community service.

**Vice President / Executive Benefit Consultant** **1998 to 2001**

**Clark/Bardes Consulting (An executive benefit company) - Chicago, IL**

- Consulted on all matters regarding executive compensation, benefits, and retirement.
- Focused on assessing, designing, and implementing executive benefit programs.
- Provided advice on matters of retirement, tax issues, and investment options.
- Published articles on executive benefits and compensation in various HR organization publications.

**Regional Sales Manager** **1997 to 1998**

**WB Saunders (A medical book and periodical publishing company) - Philadelphia, PA**

- Recruited, hired, and trained commission sales professionals in the central US.
- Managed a 15-state region totaling over \$5 million in sales.
- Worked as a liaison between hospitals, medical associations, and the publisher.

**District Sales Manager / National Sales Trainer** **1994 to 1997**

**Allyn & Bacon Publishing (A college and university textbook publisher) – Needham Heights, MA**

- Duties included sales and marketing of college and university textbooks.
- Developed and implemented an "off the shelf" company-wide training program.
- Leaders Club Recipient #1 in sales in the company.
- Pinnacle Club award recipient - Top 5% sales performers within Simon & Schuster.

**Commissioned Officer / Pilot** **1989 to 1994**

**United States Army - Fort Carson, CO**

- Rated Army Aviator (Pilot) - AH64A, OH58A/C, and UH1
- Brigade Aviation Liaison Officer (LNO) to Division
- Aviation Air Movement Officer responsible for the deployment of aviation assets at a moment's notice
- Attack & Scout Platoon Leader in an Attack Battalion - Managed 35 soldiers and \$60M in equipment.

**Courses Taught:**

**University of South Alabama – Mitchell College of Business**

**Visiting Instructor – Marketing**

**Professional Selling & Sales Management, B2B Marketing, and Marketing Analytics (Fall 2025)**

- Focus on professional sales, sales management, marketing analytics, and B2B marketing concepts

**Adjunct Lecturer – Finance**

**Corporate Finance (Fall 2024)**

- Achieved a student survey rating of 4.57, exceeding the university average of 4.19

- Focused on financial analysis, valuation, and capital structure concepts

**Tulane University – School of Professional Advancement**

**Adjunct Lecturer – Marketing**

**Consumer Behavior (Summer & Fall 2020)**

- Received highly positive student evaluations

- Emphasized real-world applications and market engagement strategies

**Conference Presentations:**

**Blanchard, D. (2025, March).** *Enrollment growth opportunities for HBCUs amid changing demographics and market challenges.* Paper presented at the Academy of Business Research Conference (peer-reviewed), New Orleans, LA.

**Education**

**PhD in Business Analytics (ABD)**

University of South Alabama – Mobile, AL

Expected completion 2026

**MS Finance**

Tulane University – New Orleans, LA

**MBA**

Tulane University – New Orleans, LA

**Bachelor of Science in Biology**

Jackson State University - Jackson, MS