

Dr. Richard (Rick) Wolk, BCC, MBA

Rosewood Coaching
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Summary

Board Certified Coach for Executive/Corporate/Business/Leadership, educator, researcher and entrepreneur with experience in all aspects of running organizations that strive for excellence. Successfully managed business development, sales, marketing, international expansion and strategy functions. Experience developing, leading, and growing graduate and undergraduate academic programs in business administration. Capabilities include P&L responsibility, managing outside vendors, joint ventures, new product development, and start-ups. Special interest in entrepreneurship in Alaska. Masters of Business Administration (MBA) from Kellogg School of Management, Northwestern University and PhD from Leeds Beckett University, Leeds, U.K. Research included fast-growth sustainability entrepreneurship in Alaska as well as helping less experienced entrepreneurs to acquire behaviors used by expert entrepreneurs.

Experience

2005-Present **Rosewood Coaching, Anchorage**

Executive Coach & Chief Growth Officer

- Executive coach primarily focused on helping chief executives and their teams to become more effective.
- Manage marketing, strategy, and new business development for firm that specializes in tax preparation, research and executive coaching.
- Certifications include business development, Strategic Doing™, Leadership Circle Profile™, Myers-Briggs Type Indicator® (MBTI®) and the Herrmann Brain Dominance Instrument® (HBDI®), which measures thinking preferences of individuals, teams, and organizations.

2014-Present **Vistage International, San Diego**

Chair, Chief Executive Group, Anchorage

- Since 1957, Vistage has made a difference by bringing together groups of successful executives across a broad array of industries. The goal: more success. Each group is designed to help members help each other improve their businesses and their lives.
- Work one-to-one and chair groups to help Alaska chief executives, business owner/entrepreneurs and managers to grow their businesses more effectively, avoid the 'lonely at the top' syndrome, align strategy to action, and to make better decisions.

2015- Present **University of Alaska Fairbanks, School of Management**

Adjunct Professor, BA 323 Business Ethics

Adjunct Professor, MBA 617 Organizational Theory for Managers

2018- present **University of Alaska Anchorage, College of Business & Public Policy**

Entrepreneurship Adjunct Professor, BA 489 From Startup to Growth and other courses in the Entrepreneurship Minor

2006- 2016 **School of Management, University of Alaska Southeast (UAS), Juneau.**

Adjunct Professor 2016, BA 485 New Business Ventures

Assistant Professor Marketing & Entrepreneurship 2006-2014

Sam Walton Free Enterprise Fellow 2006-2013

MBA Program Director 2008-2010

- Developed and taught MBA marketing, strategy, and entrepreneurship capstone courses.
- Recruited students and organized on-campus MBA orientation for new cohorts.
- Taught undergraduate marketing and entrepreneurship courses online as well as online and classroom-based introduction to business classes.
- Chancellor's Special Project Grant recipient in 2006, 2007, 2008, and 2009.
- Worked with University of Alaska Center for Economic Development, University of Alaska Anchorage, and Alaska Pacific University as co-organizer for Alaska Business Plan Competition and Entrepreneurial Edge Bootcamp and speaker series.
<http://akbizplan.org/> .

2012-2018 **World Trade Center Alaska**

- **Board of Directors**

2012-2017 **University Economic Development Association (UEDA)**

- **President, 2015-2016**
- **Vice-President & President-Elect, President & Past-President 2013- 2017**

2014 **Western Governors University, Salt Lake City**

Subject Matter Expert/ Management

- Worked as independent contractor with instructional designer to review and develop management learning objectives and assessments.

2003- 2006 **Business Administration Department, Alaska Pacific University, Anchorage.**

**Instructor, Management & Entrepreneurship
Sam Walton Free Enterprise Fellow (Now Enactus)**

- Taught graduate level courses in marketing and entrepreneurship in Alaska and Austria.
- Taught an international business course with an emphasis on Canadian-U.S. interests.
- Faculty advisor for SIFE, Students in Free Enterprise. Brought award winning team to Hawaii competition in 2005 and Seattle competition in 2004.
- Organized and hosted 2004 & 2005 Alaska Business Plan Competitions.

1998-2006 **W2 Investments, Ltd., Vancouver, B.C., Canada**

Director

- Expanded markets managed nationally and internationally for monthly outdoor recreation publication. Responsible for all aspects of general management including recruiting, hiring, and training for staff of twenty full-time and part-time employees.
- Grew revenue 1000% to almost \$1 million in two years.
- Co-founded *Alaska Coast*, the outdoor recreation magazine.

2004- 2005 **Alaska InvestNET, Anchorage**

Executive Director

- Accelerated entrepreneurship and private equity investment in Alaska for entrepreneurs and for investors based on Alaskan need and best practices in other jurisdictions.
- Presented \$130 million in business opportunities to investors.
- Rebuilt organization from almost zero funding to \$500,000/year while also rebuilding brand awareness and organizational impact.
- Managed entrepreneur development and outreach in Anchorage, Bethel, Dillingham, Dutch Harbor, Fairbanks, Kodiak, Kotzebue, and Seldovia, Alaska.

2001- 2003 **AVM Software, New York, NY**

Director of Marketing

- Increased distribution through partnership marketing to make PalTalk software the global market leader in category growth; PalTalk became the second most downloaded instant messaging technology (Video, text & voice) in the world.
- Managed all aspects of customer communication including newsletter and creation of new product advertising.
- Facilitated twelve months of record-setting revenue and operating profit.

Waterspout Communications Canada, Vancouver, British Columbia**1996-1998 President & Publisher**

- Re-organized editorial department to regional and international award-winning status for U.S. company's first expansion into Canada.
- Streamlined operations and increased sales in order to reduce corporate losses by 50% in one year.
- Lead human resource enhancement programs which minimized turnover among ten-person staff despite anticipated divestiture.

1995-1996 Sales & Marketing Director**1995 SRDS, Chicago, Illinois,****Publishing Director (Radio, TV & Cable)**

- Turned around declining, mature business by halting sales decline, introducing line extensions and adjusting product mix.
- Accelerated development of new electronic products and distribution channels.

1985-1995 CBS Broadcasting (Formerly Group W Broadcasting) New York and Chicago**Account Executive and Marketing Manager (Television)**

- Launched and managed unwired network sales department while growing revenue from zero to over \$2 Million in two years.
- Developed cross media packages with owned TV stations as well as external national magazine partners after conducting customer needs analysis and research.
- Developed sports and special event marketing department for professional sports and arts properties. Exceeded TV advertising sales budgets by nurturing existing customers and repositioning broadcast sponsorship properties.

1984-1985 Leo Burnett Advertising, Chicago, IL**Media Buyer and Planner**

- Implemented media strategies and tactic across TV, Radio, Print and professional sports sponsorships for clients that included UNOCAL, Maytag, Allstate Insurance and the American Bankers Association.

Education**Leeds Beckett University, Leeds, U.K., Ph.D., 2015**

Research involved working with entrepreneurs off the road system in Alaska to help them achieve significant revenue growth and to significantly improve their business' ecological footprint.

College of Executive Coaching, Santa Barbara, California

Ongoing coursework (2014- Present).

Northwestern University, Kellogg School of Management, MBA, 1995 (Chicago)

Triple major in Marketing, Organizational Behavior, and International Business.

Northwestern University, School of Communications, Bachelor of Science, 1984

Communication Studies major.

Foreign Exchange program in London, England, included international communications practicum for UK National Committee for UNICEF.

Philips Andover Academy, Andover, Massachusetts, graduate, 1979

University classes taught:Graduate

Entrepreneurship
Marketing Seminar
Corporate Strategy
Organizational Theory for Managers
Business Administration Capstone

Undergraduate

From Startup to Growth
New Business Ventures
Introduction to Business
Buyer Behavior
Principles of Management
Principles of Marketing
Services Marketing
Marketing Communications
Marketing and Entrepreneurial Financial Management
Marketing and Strategic Management for Non-Profits
Retailing Management
International Business
Business Foundation Simulation
Business Ethics

Team-Teaching

Ecological Entrepreneurship
Business of Outdoor Recreation

Independent Studies

Entrepreneurial assistance for SBDC in Oregon as well as various other entrepreneurship projects.
Entrepreneurship simulation

Additional Information

Certified Strategic Doing™ Workshop Leader (2019)

Judge, 2019 – present Aleutian Marketplace Competition

Certified as a Board Certified Coach (BCC) for Executive/Corporate/Business/Leadership by the Center for Credentialing and Education. The Board Certified Coach (BCC) credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts. (2018)

University of Alaska Fairbanks Lean Launchpad Workshop/ Steven Weinstein & Nigel Sharpe. March 12-14, 2018

Certified by The Leadership Circle to administer Leadership Circle Profile™ 360 assessment and Leadership Culture Survey™. (2017)

Certified by The Myers & Briggs Foundation to professionally and ethically administer and interpret the Myers-Briggs® MBTI assessments. (2016)

Certified by Herrmann International in applying and interpreting the Herrmann Brain Dominance Instrument (HBDI®) and utilizing the Whole Brain® Thinking System – the premier thinking preferences assessment tool used around the world – with individuals, teams or groups of any size. The HBDI® assessment, an integral part of the GrowBIG® Integrated System, helps people to better understand the thinking preferences of themselves and others so they can better execute, collaborate and communicate. (2016)

Certified by the Bunnell Idea Group as a GrowBIG® facilitator (2016). The GrowBIG® Integrated System is efficient, effective, and highly successful for professionals who have a limited amount of time to devote to business development. This comprehensive training and coaching system is based on behavioral science, designed to inspire real behavioral change, and deliver real results. GrowBIG® builds a culture of business development success, so any firm that adopts GrowBIG® for business development will be more competitive and successful over the long-term.

Club Leader, Kellogg Alumni Association of Alaska, Kellogg Graduate School of Management (Northwestern University) 2003-Present.

Path to Prosperity entrepreneurship competition for Southeast Alaska. Steering Committee member and judge. 2012-2013.

International Economic Development Council (IEDC) business retention and expansion training. May 2013, Anchorage, Alaska.

Facilitator training and certification, Kauffman Foundation's Ice House Entrepreneurship Program. March 2012, Kansas City, Missouri.

University of Alaska Southeast Research & Creative Expression Committee, 2011- 2013

University of Alaska Southeast Chancellor's Advisory Council (Juneau), 2009-2012

University of Alaska Southeast Alumni Association, Board of Directors, 2008-2012

The Entrepreneurs and Mentors Network (TEAM) Advisory Board, 2008-Present.

Completed University of Alaska iTeach program for online teaching and learning. June 2008 and June 2011.

University of Alaska Southeast Faculty Senate representative for School of Management, 2007-2011

Alaska InvestNet, Advisory Board, 2005- 2008 (Governance Board, 2003-2004).

Visiting Professor, Danube University, Krems, Austria, October, 2005 & November, 2004
- Taught MBA Entrepreneurship/Venture Management class to European and Alaskan executives.

Fellow, International Canadian Summer Institute, July, 2004
- Foreign Affairs Canada and the Canadian Consulate General's educational and networking mission in British Columbia and the Yukon.

Director, Food Bank of Alaska, 2003-2004.

Ph.D. dissertation

Green Gazelles in Rural Alaska: Effectuation and Interventions for Sustainability Microenterprise Entrepreneurs (2015)

Conference papers

Wolk, R., Petersen-Frey, A., & Speece, M. (2013). *Effectuation and interventions for novice entrepreneurs in rural Alaska*. Paper presented at the 2nd Global Innovation and Knowledge Academy (GIKA), Valencia, Spain. <http://www.uv.es/gika/>

Published Articles

“With the World Warming, Consider a Higher Degree”, Alaska Journal of Commerce, Vol. 31, No. 11, 3/18/07

“Alaskan MBA’s Worth their Weight in Gold”, Alaska Journal of Commerce, Vol. 30, No. 31, 7/30/06

“SIFE Members Take the 2006 Mildred Hirsh Wealthbuilder Awards”, Alaska Journal of Commerce, Vol. 30, No. 18, 4/30/06

“Ecological Economics Class Prepares State’s Future leaders”, Alaska Journal of Commerce, Vol. 30, No. 5, 1/29/06

“Taste-Test Strategies Before You Dive In”, Alaska Journal of Commerce, Vol. 29, No. 31, 7/31/05

“Building the Nest for Entrepreneurs’ Success”, Alaska Journal of Commerce, Vol. 29, No. 5, 1/30/05

“The Mildred Hirsh Wealthbuilder Awards”, Alaska Journal of Commerce, Vol. 28, No. 44, 10/31/04

“Alaska's Entrepreneurs Deserve Some Applause”, Alaska Journal of Commerce, Vol. 28, No. 30, 7/26/04

“Growing and Exporting Alaska Entrepreneurs”, Alaska Journal of Commerce, Vol. 28, No. 18, 5/03/04

Speaking Engagements and Conferences

Panelist, Vitalize Alaska (Alaska’s Premier Business Conference), June 2018.

Judge, Alaska Business Plan Competition, April 2018.

Presenter, AK SourceLink Webinar, “Green Gazelles in Rural Alaska”, Anchorage, Alaska, September 2014.

Presenter, Entrepreneurship Friendly Communities Workshop, Community Development Extension Institute/ Western Rural Development Center Conference, Boise, Idaho, February 27, 2014.

Moderator, Sustainability Entrepreneurship in Alaska, Path to Prosperity workshop for entrepreneurs, October 12, 2013, Juneau, Alaska.

Co-presenter, “Entrepreneurial & Small Business Development”, International Economic Development Council, Basic Economic Development workshop, December 3, 2012, Anchorage, Alaska.

Co-presenter and co-organizer, 2011 and 2012 Alaska Bootcamp for Entrepreneurs. Anchorage, Alaska.

Presenter, “Entrepreneurship and Economic Development”, International Economic Development Council (IEDC), December 1, 2010. Anchorage, Alaska.

Presenter, “Triple Helix: Partnering in Economic Development”, Alaska Municipal League, November 18, 2010. Juneau, Alaska.

Presenter, “Social media and the diffusion of innovation”, Alaska State Chamber of Conference annual meeting, September 20, 2010. Juneau, Alaska.

Presenter and workshop facilitator, “The entrepreneurial ecosystem in Alaska”, Southeast Conference annual meeting, September 14, 2010. Petersburg, Alaska.

Moderator, Joint Faculty Senate & Administrative Leadership Retreat. FY 2012 Budget Overview. University of Alaska Southeast, Juneau, Alaska, August 30, 2010

Presenter, Wrangell Alaska Business Expo, Marketing workshop, May 6, 2010.

Presenter, Petersburg Alaska Business Expo, Marketing workshop, May 8, 2010.

Co-Presenter, Entrepreneurship Bootcamp, University of Alaska Anchorage, April 30-May 1, 2010.

Northwest Commission on Colleges and Universities (NWCCU), Year One Report Workshop, Seattle, Washington, February 17, 2010.

International Economic Development Council (IEDC) Entrepreneurship & Small Business Conference, Anchorage, Alaska, February 1-2, 2010. Workshop presenter: "Small Business Development" and "Financing and Equity Options for Entrepreneurs and Small Businesses."

Juneau Economic Development Council, Business Resource Expo, Juneau, Alaska, February 3, 2010. Workshop presenter: "Juneau Marketing Smorgasbord."

Alaska North Slope Marketplace, "How to Market Your Business" workshop, Ilisagvik College, Barrow, Alaska, April 16-17, 2009

Rural Outreach Program for Entrepreneurs: Sustainable business in Southeast Alaska, Wrangell, Alaska, January 28, 2009

State of Alaska, Tourism Mentorship Assistance Program: Marketing 101- Who are your customers and your target audience? Anchorage, Alaska, January 20, 2009

Rural Outreach Program for Entrepreneurs: Sustainable business in Southeast Alaska, Prince of Wales Island (Klawock), Alaska, January 13, 2009

Alaskan entrepreneurship presentation, University of Alaska Center for Economic Development, Anchorage, Alaska, October 2008

Alaskan entrepreneurship presentation, Southeast Conference annual meeting, Prince Rupert, British Columbia, Canada, September 2008

UAS Staff Development Day "Organizational Sustainability" presenter, May 2008

Sustainable Development Research Centre 4th Annual International Conference, October 31- November 1st, 2007, Inverness, Scotland. Presented research paper on social and ecological entrepreneurship in rural Alaska.

First World Symposium on Sustainable Entrepreneurship, July 15-17, 2007, Leeds, U.K. Presenter and panelist.

1st Juneau Roundtable on Climate Change, Juneau, Alaska, April 21, 2007, Organizer and moderator.

KTOO Radio interview, Juneau, Alaska, April 18, 2005, "1st Juneau Business Roundtable on Climate Change"

University of Alaska Southeast Faculty Development Seminar, "Incorporating SIFE (Students in Free Enterprise) into Online Marketing Classes", April 6, 2007

University of Alaska Southeast (UAS) Spring Forum on Sustaining Culture, Community & Environment, March, 2007, "Eco-Entrepreneurship"

Business Without Borders, Whitehorse, Yukon (Canada), February, 2005, Speaker "A Checklist for Investors Making Sound Investments in Early Stage Businesses"

Awards, recognitions and other positions

Chancellor's Special Project Grant recipient in 2006, 2007, 2008, and 2009.

Sigma Beta Delta society. Selected for membership in recognition of high scholastic achievement on April 8, 2006 and appointed President of the Alaska Pacific University chapter. Sigma Beta Delta is an international honor society in business, management and administration.