

PAUL ARTHUR BODINE MBA NCARB



Founder

Chicago School of Business Architecture® Institute

DePaul University Business Architecture Program

(see live case engagement – United Airlines: <http://youtu.be/f9smPJd0n1U>)

Business Architects Association® (www.businessarchitects.org)

Education

Master of Management (MBA) 1998, J.L. Kellogg Graduate School of Management, Northwestern University; *majors in Management and Strategy, Marketing, and Information Management; Dean's List;*

Master of Architecture 1985, University of Illinois at Chicago

Completed coursework for Dottori d'Architettura 1981, l'Istituto Universitario d'Architettura di Venezia, Venice, Italy; *Italian state school system. Originator of the Post Modern Movement in architecture. All classes taught in Italian, exams oral. Thesis pending.*

Completed Advanced Design Workshop 1980, Institute for Architecture and Urban Studies, New York; *home of the Post Modern movement in the U.S. Professors include Cesar Pelli, Peter Eisenman, Charles Gwathmey, Aldo Rossi.*

Bachelor of Science in Architecture 1979, University of Southern California; *Dean's List; minors in Computer Science, Economics and Marine Biology*

Home Address

1819 Lincoln Park West
Chicago, Illinois 60614
(312) 649-9176 home
(312) 953-8465 text/cell

Website: www.paularthurbodine.com

Email: pbodine1998@kellogg.northwestern.edu

Licenses and Certifications

Licensed Building Architect, State of Illinois www.idfpr.com/dpr/who/archt.asp

National Council of Architectural Registration Boards certified www.ncarb.org

Licensed Real Estate CE Instructor www.idfpr.com/dpr/re/REALEST.asp

Corporate Consulting and Training

- | | | |
|----------------|--|-------------|
| 2014 - present | U.S. Crisis Group | Chicago, IL |
| | <ul style="list-style-type: none">• Provided business strategy and design services to this entrepreneurial launch of a crisis response company started by Tom Kasza, an ex-Secret Service Agent who protected four Presidents. www.uscrisisgroup.com | |
| 2013 – present | Voices for Illinois Children | Chicago, IL |
| | <ul style="list-style-type: none">• Providing advisory and coaching services to President Gaylord Gieseke in matters of future planning, organizational optimization and strategy development. www.voices4kids.org/about-us/staff/staff-bios | |
| 2012 | University of Chicago | Chicago, IL |
| | <ul style="list-style-type: none">• Designed, implemented, and staffed Annual Giving program designed to rekindle the connection lapsed donors feel for the University. Modeled after the Georgetown Discovery program, it involves student interns hired through the University's Metcalf Program interviewing alumni living in their area and uploading a narrative of their | |

conversation to the University's Griffin alumni database for use by Major Gifts, Reunion, and affinity group officers. <http://alumniandfriends.uchicago.edu>

- 2012 **United Airlines** Chicago, IL
- Led my MBA students in a project to provide;
 - A global scan of United in the context of its industry in 5 years to identify macro improvements necessary for United to compete successfully.
 - Recommendations for the improvement of Airport Operations staffing and service levels at its 150 international destinations.
 - Final presentations to eight representatives of United led by its CIO at United's headquarters. Outcome: Broad-ranging discussions included polling student feedback on current internal initiatives under consideration. Individual follow-up sessions to drill deeper into several areas. United case video: <http://youtu.be/f9smPJd0n1U>
- 2011 **Hard Rock Hotel of Chicago** Chicago, IL
- Led my MBA students in a project to increase profits 20% and market share 20%. Surveyed the market and internal operations, generated and ranked ideas, priced the best and developed implementation roadmap and staffing. Outcome: 49% projected increase in each; several of the recommendations were approved during the presentation and are currently being implemented. www.hardrockhotelchicago.com
- 2011 **TTX Corporation** Chicago, IL
- Taught seminar designed to improve the level of the Business Analysts in this railroad services organization. Excellent feedback acknowledging goals were accomplished. www.ttx.com
- 2010 **Karen Zupko & Associates, Inc. 25th Anniversary Keynote Workshop** Chicago, IL
- Created a future-state vision and delivered full-day keynote workshop for the employees of this leading healthcare consulting and training firm as the centerpiece of their 25th anniversary celebration. Client adopted and implemented the new vision. www.karenzupko.com
- 2009 – 2010 **Junior League of Chicago** Chicago, IL
- Led MBA students in a project to provide this 100-year old nonprofit organization with a roadmap for engaging their members through digital means via social media. Outcome: Organization adopted several recommendations. www.jlchicago.org
- 2007 – 2009 **Bright Promises Foundation** Chicago, IL
- Led the restructuring of a 140-year old nonprofit serving at-risk children. Re-energized fundraising program exceeded goals three years running. www.brightpromises.org
- 2005 **Cars.com** Chicago, IL
- Live client engagement, Business Architecture course, to help their strategy team develop future scenarios and identify opportunities for more engagement by their users. www.cars.com
- 2002 **The Target Group, Inc.** Chicago, IL
- Presented "Principles of Buildings and Construction" 2-day seminar to this minority and women-owned contract-monitoring and compliance verification consulting company working in the construction industry. www.targetgroupinc.com

Work Experience

- 1984 – Present **Paul Bodine Architects, Inc.** Chicago, IL
CEO
- Business and building architectural services firm.
- Business

- Proving advisory services to company leaders including corporate workshops, facilitated brainstorming sessions, dealing with inflection points, implementing strategy throughout the organization, point training, unraveling and explaining complex problems, assumption validation, cross-organizational impact assessments, implementation management, preparing organizations for change and organizational health assessments.
- Building
 - Serving private residential and commercial clients including several single family homes, additions, bed & breakfast, store for a furniture company, sustainable Caribbean projects in the Dutch and French West Indies.
 - Owner, architect and contractor for three Lincoln Park (Chicago) residential renovation projects.

2002 – 2007

Argend Business Services Inc.

Chicago, IL

President

- Chicago-based integrated business services company.
- Provided strategy crafting, marketing and website design and development services to old-line organizations creating online presences for the first time. Services include market analysis, segmentation and positioning, product attribute data collection, messaging, operations design, website and content manager development, e-commerce, usability, artwork and technology selection.

1998 – 2001

W.W. Grainger, Inc. (\$8 billion per annum; \$3.5 billion online)

Chicago, IL

Auction Manager/Operations Specialist – www.MROverstocks.com Auction Site 7/2000-4/2001

- Responsible for managing 42 supplier accounts and operations process development/documentation for this auction exchange marketplace site specializing in selling surplus maintenance, repair and operations (MRO) equipment. Suppliers included Motorola, Igloo and Ingersoll-Rand.
- Expanded role of MROverstocks.com beyond simple inventory liquidation into brand advertising, new product introduction testing, inventory management, and website sales and dynamic pricing training.
- Developed expert recommendation matrices for targeting business development, sales, marketing, product mix and auction variable values, based on the analysis of the correlation between supplier/product attributes and Sales.
- Results: 340% increase in listings. Created Recommendation Matrices, Auction Operations Manual, Listing Planner and Category Planner. Sales by external suppliers exceeded those of W.W. Grainger, Inc.

Auction Analyst - www.MROverstocks.com Auction Site 1/2000-7/2000

- Provided initial .com expertise to help turn this 3-month old prototype into a fully functional auction exchange website, resulting in 1222% increase in the volume, 667% increase in listings, 1692% increase in registrations, and 2880% increase in suppliers.
- Responsible for administering prime ASP auction platform contract, resulting in 75% reduction in contractual performance issues.

Marketing Analyst – www.Grainger.com B2B E-Commerce Corporate Website 1/1999-1/2000

- Responsible for identifying, analyzing ROI, preparing project specifications, and overseeing the design and coding of top-ten revenue-generating functionality enhancements including establishing new accounts online, online catalog browsing, password reminder service, freight forwarder acceptance, employee purchases and procurement cards acceptance online. Contributed to \$102 million in online sales, a 744% increase over 1998.
- Led the design and implementation of new international marketing strategy, resulting in 850% increase in international sales online. Designed and managed international email marketing campaign.
- Served on core team for design of new site, launched in May 2000, which achieved a 75% preference rating over old site. Responsible for Search and Reporting modules.

- Received restricted stock award in recognition of service.

Systems Project Manager- www.Grainger.com Website 6/1998-12/1998

- Responsible for coordinating the work of 15-person technology team comprised of Business Analysts, Developers, QA, Database and Systems Administrators to implement enhancements to Grainger's original homegrown Internet commerce website. Completed 150 projects, including adding credit card payment method, job posting board, OBI e-procurement connection, and category drilldown search.
- Led implementation of Interwoven Teamsite version control software, resulting in the elimination of code conflicts and enabling site-hosting move to Digex, Inc.
- Restructured and streamlined processes, resulting in an 88% reduction in content publishing cycle.

Teaching Experience

2002 – Present **The Charles H. Kellstadt Graduate School of Business, DePaul University** Chicago, IL
Adjunct Professor

<http://www.newsroom.depaul.edu/DePaulExperts/FindaExpert/findExpertProlndv.aspx?EID=1426&SCID=1386>

Business Architecture MBA Program

- Recruited to create a new program to teach students the role, methodologies and diaspora addressed by the Business Architect.
www.depaulbusinessarchitecture.com
- Pedagogy, course design, learning outcomes, evaluation rubrics, course content, online learning space and exercises.
- Accredited by the Business Architects Association® as their Certified Business Architect® certificate course.
- Taught 28 times to 405 students. (MBA + Non-degree)

Other Courses Taught

- Fundamentals of E-Business
- Management Institute MBA Primer (Business Architecture portion)
- Sustainability Management (Business Architecture guest lecturer)
- Principles Of Buildings And Construction (2-day seminar for Real Estate Center)

Public Speaking and Conferences

2014	University of Illinois	Urbana-Champaign, IL
	<ul style="list-style-type: none"> • Guest lecturer in the LIS590BGL Business and Government: Literacy and Practice course within the Graduate School of Library and Information Science, ranked #1 by U.S. News & World Report. 	
2012-13	Collegiate DECA	Chicago, IL
	<ul style="list-style-type: none"> • Served as a judge for regional contest of this national business case competition for university students sponsored by DePaul University and Ernst & Young. 	
2010	DePaul Graduate Women in Business	Chicago, IL
	<ul style="list-style-type: none"> • Served on panel entitled, "Lessons from Careers in Business" 	
2009	DePaul University Career Week	Chicago, IL
	<ul style="list-style-type: none"> • Served on panel entitled, "Is a Degree Enough?" 	
2008	Business Process Management Institute Brainstorm Convention	Chicago, IL
	<ul style="list-style-type: none"> • Served on panel entitled, "Business Architecture: Who Owns it? Who Delivers it? Who Benefits from it?" Moderated by William Ulrich, President, Tactical Strategy Group 	
2006	SmithBucklin Corporation All Company Manager's Retreat	Chicago, IL

- Created and presented talk to SmithBucklin's managers entitled, "The World Around Us: The Impact and Role of Associations."

- 2005 **Ninth Annual Faculty Conference on Teaching, Learning and Technology** Chicago, IL
- DePaul University
 - Chosen by a panel to present the website developed for my course, Business Architecture, as a model for all other DePaul courses.
- 2004 **Eighth Annual Faculty Conference on Teaching, Learning and Technology** Chicago, IL
- DePaul University
 - Chosen by a panel to present the Blackboard online collaborative learning website developed for my course, Business Architecture.

Research

Working Papers <http://paularthurbodine.com/papers/>

- Bodine, Paul Arthur and Jack Hilty. "Business Architecture: An Emerging Profession." *Business Architects Association Institute*, April 7, 2009. (42 pgs)
- Bodine, Paul Arthur. "Googlenauts Are Turning the University Inside Out: Implications for Education, the University Library and Library Development." Chicago 2008. (15 pgs)
- Bodine, Paul Arthur. "The 21st Century Agora: A Vision for the University Library As Viewed from Across the Front Counter." Chicago 2005. (15 pgs)
- Leust, Keith, Paul Arthur Bodine, Tom Clancy, Jack Hilty, Tom Caprel. "Business Architecture Competency Model." Chicago 2009. (4 pgs)
- Various Business Architecture group case statements.

Community Service

- 2013 – Present **Chicago School of Business Architecture® Institute™** Chicago, IL
Founder and Director
- 2012 – Present **Sustainable Management Subcommittee, DePaul University** Chicago, IL
Affiliate Member <http://mission.depaul.edu/Programs/Sustainability/Pages/default.aspx>
- 2006 – Present **Chicago Cultural Mile Association** Chicago, IL
Founding Member www.chicagoculturalmile.com
- 1992 – 2013 **Bright Promises Foundation** (formerly Illinois Humane Society since 1869) Chicago, IL
Board of Directors, President www.brightpromises.org
- 2004 – Present **Board of Governors of the Northwestern University Library** Evanston, IL
Governor
- 2003 – 2010 **Business Architects Association®** Chicago, IL
Founder www.businessarchitects.org
- *Wrote the Standards of Practice for the profession*
http://www.businessarchitectsassociation.org/baa_standardspractice
- 2007 – 2010 **Business Architects Association Institute™** Chicago, IL
Executive Director; Chair of Peer Review Council

- | | | |
|-------------|--|-------------|
| 1993 | City of Chicago Building Code Guideline Task Force
<i>Member</i> | Chicago, IL |
| 1988 – 1990 | American Institute of Architects – Chicago Chapter
<i>Board of Directors; Chairman – Young Architects Committee</i> www.aiachicago.org | Chicago, IL |
| 1985 – 1988 | Construction Specifications Institute – Chicago Chapter
<i>Board of Directors; Chair of various committees</i> www.csichicago.org | Chicago, IL |

Other

Domain expertise includes e-commerce, web-based catalog, maintenance, repair and operations (MRO) distribution, consulting, real estate, construction, architecture, International, Caribbean, hospitality, residential, commercial, nonprofit and corporate governance. Experienced working in large corporate and high-change environments: start-ups, mid-size scale-ups, and spin-offs.

Competencies in B2B & auction platform & hosted site architectures, website design, navigation & usability, Adobe Premier, Project, Basecamp, Visio, Wordpress, HTML, MS Office, Adobe Premier Pro, Adobe Photoshop..

Exposure to homegrown, platform & components and outsourced ASP technical site architectures in the B2B and dynamic pricing (auction) webspaces. Business experience with connection to legacy systems and overseeing team working with BroadVision one-to-one personalization e-commerce platform, Verity K2 indexing search engine, Macromedia Aria clickstream reporting application, Interwoven TeamSite site publishing tool, Fortran, Solaris UNIX, Oracle, Exchange/Outlook, Notes, Java, Perl, Dreamweaver, FrontPage, and C++ IT developers using OO, Rational Rose and UML methodologies.

Featured in “Faculty and Course Profile,” *Kellstadt Chronicle* Chicago, Vol 1, Issue 4, 2002.

October 1014