

**Gregory Maloney**  
Florida International University

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Director, Ryder Center for Supply Chain Management

Doctoral Student

Visiting Instructor

Department of Marketing and Logistics

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**Education**

**Ph.D.**      *Florida International University, College of Business, Miami, Florida.*  
Expected Graduation: 2018.

**M.B.A.**      *University of Miami, College of Business, Coral Gables, FL, 2000*

**B.A.**      *University of Miami, College of Arts & Sciences, Coral Gables, FL, 1997*

**Working Papers**

Maloney, Gregory and Sinha, Jayati, "Music and Impulsivity – How Pleasurable Music Drives Consumers to Purchase."

Turner, Broderick, Richa Sood, Jonathan Hasford, Jaclyn Tanenbaum, and Gregory Maloney, "How Attractiveness, Expertise, and Product Fit Impact Endorser Effectiveness."

**Teaching Experience**

**Fall 2013 - Current:** Visiting Instructor for Florida International University. Designed and implemented Marketing Analytics course, Marketing Channels course, and multiple Intro to Marketing courses including 400+ auditorium class. Designed and implemented Master's level Omnichannel Marketing course.

**Summer 2013:** Instructor for Marketing within Master's program at Miami International University of Art & Design

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**Academic Service**

Course design and implementation of first Marketing Analytics (MAR4674) class at F.I.U.  
Redesigned Marketing Channels (MAR 4203) and created new Omnichannel Marketing (MAR 6936) course for Master's program.

**Industry Experience**

**BACARDI U.S.A., AVP Business Analytics (April 2010 - August 2013)**

*Managed the analytics department within leading spirits company to support and drive fact based decision making within the Marketing and Sales functions. Also worked directly with Operations department to design and implement inventory control and product forecasting systems to help maintain an optimal supply chain process.*

**BACARDI U.S.A., Director (September 2000 - April 2010)**

*Managed various marketing and sales roles within the business including acquisition of multiple key industry brands and the design, implementation and measurement of multiple advertising and marketing campaigns.*

**MOTOROLA, New Business Development Analyst (June 1998 - September 2000)**

*Supported the development of wireless consumer based businesses including the first pre-paid cellular program to be implemented in Latin America and the first satellite based cellular business targeted towards private consumers.*

**References**

Dr. Jayati Sinha  
Professor of Marketing  
Florida International University  
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Julious Grant  
Chief Commercial Officer  
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