

Andrew P. Yap

Experience

2005 - Present LEASA Industries Co., Inc. Miami, FL

CEO & President

- Designed and implemented the company's strategic plan which resulted in the creation of a new supply chain management program that led to a 20% revenue and profitability growth of key customers and product categories.
- Manage and direct company operations to insure production efficiency, quality, service, and cost-effective management of resources.
- Evaluate activity reports and financial statements to determine progress and design tactical and operational plans to attain objectives based on current competitive conditions.
- Create and foster a corporate value system of competitiveness while enduring the synergy and cohesiveness of a family oriented business.

2018 - Present Florida International University Miami, FL

Instructor, Department of Marketing and Logistics

- Utilize lectures, case studies, integrative projects, computer simulations and innovative learning techniques to educate both undergraduate and graduate business students in the theories and applications of Marketing Strategy, Logistics Strategy and Supply Chain Management.

1997 - 2018 Florida International University Miami, FL

Adjunct Professor of Marketing, Management and International Business

- Utilize lectures, case studies and computer simulations to educate undergraduate business students in the theories and applications of Marketing, Management, and International Business concepts.

1997 – 2005 LEASA Industries Co., Inc. Miami, FL

Executive Vice President

- Designed and implemented a computerized costing system that resulted in a 20% return on investment and increased productivity among employees.
- Created new business opportunities and strategic alliances with key companies and organizations in the food processing industry.

1994 – 1997 LEASA Industries Co., Inc. Miami, FL

Marketing Director

- Developed reliable sales forecasts that utilized historical data and future trends allowing the organization to stay ahead of the competition.
- Analyzed competitive trends and designed marketing campaigns to increase market share in the industry

1991 - 1994 Strategy Research Corporation/Market Facts Coral Gables, FL

Project Director

- Managed market research project teams on focus groups, advertising tracking studies, demographic profile studies, and awareness, trial and usage studies for clients in both the manufacturing and service industries.
- Analyzed survey data to investigate the findings necessary to address market research problems and presented the results to clients in both written report and oral presentation formats.

2010 - present Wessex Press Publishing

Textbook Supplements Author

- Authored test banks, instructor manuals, and student study guides for use with Marketing, Management, and International Business textbooks

1999 - 2010 Prentice Hall Publishers

Textbook Supplements Author

- Authored test banks and student study guides for use with Marketing, Management, and International Business textbooks by Prentice Hall.

2001 - 2010 McGraw-Hill/Irwin Publishers

Textbook Supplements Author

- Authored and published test banks and PowerPoint slides for use with International Business textbooks by McGraw-Hill/Irwin Publishers.

Education

Florida International University

Miami, FL

- Ph.D. Candidate in Management/Entrepreneurship (2006-2007)
- Master of Business Administration (May 1997)
- Bachelor of Business Administration (December 1991)

Awards

- **Award Recipient**, FIU Global Entrepreneurship Hall of Fame (2004)
- **Award Recipient**, Best Instructor in the WBBA Program (2002-2005)
- **Award Recipient**, FIU Adjunct Faculty Excellence in Teaching (2002-2003)
- **Award Recipient**, Best Marketing Instructor selected by students in FIU American Marketing Association (2002-2003)

Activities

- President, LEASA New Markets Real Estate Holdings

References

Available Upon Request