

ROLAND LAMONT LEAK

4612 Katies Trail
Winston-Salem, NC 27101

336-721-0103 (H)/336-407-2975 (C)
roland_leak@moore.sc.edu

EDUCATION

Ph.D., Marketing, UNIVERSITY OF SOUTH CAROLINA, Columbia, SC, expected 2009
M.B.A., Marketing, WAKE FOREST UNIVERSITY, Winston-Salem, NC, 1998
B.S., Marketing, NORTH CAROLINA A&T STATE UNIVERSITY, Greensboro, NC, 1996
B.S., Management, NORTH CAROLINA A&T STATE UNIVERSITY, Greensboro, NC, 1996

RESEARCH INTEREST

- Determinants of Ethnic Salience and how these predictors affect brand/product evaluations
- Effects of corporate actions on various aspects of consumer brand/product perceptions

CONFERENCE PRESENTATIONS

Craig, Adam, **Roland Leak** and Catherine Poyner (2007), "The Second Wind Phenomenon: Recovery from Cognitive Fatigue with Sensory Arousal," in *Advances in Consumer Research*, Vol. 34, eds. Gavan J. Fitzsimons and Vicki G. Morwitz, Duluth, MN: Association for Consumer Research, 344-345.

MANUSCRIPTS IN PREPARATION

Experimentation Complete:

Leak, Roland (in preparation), "All in the Family: The Effect of Product Platform Presence on Consumer Perceptions of Price Fairness"

Conceptualization Phase:

Leak, Roland (in preparation), "Corporate Advertising During Product Shortage: The Detrimental Effect on Consumer Brand Attitude"

Leak, Roland (in preparation), "Consumer Perceived Price Fairness During Times of Distress"

Leak, Roland (in preparation), "Consumer Willingness to Buy after Exposure to Perceived Corporate Ethical (Mis)Conduct: Does Closeness to the Transaction Matter?"

Leak, Roland (in preparation), "Extending Prior Advertising Research and Tests of Distinctiveness Theory: The Effects of Stereotyping on Advertisement Effectiveness"

Leak, Roland (in preparation), "The Interactive Role of Performer Authenticity and Subject Contents on Individual Perceptions of Offensiveness"

Leak, Roland (in preparation), "The Role of Homophily in Predicting Ethnic Salience and Subsequent Evaluations of Advertisement Effectiveness"

Leak, Roland (in preparation), "The Interplay of Individual Mere Social Presence and Perceived Congruency of Beliefs in Product Evaluation"

PROFESSIONAL ASSOCIATIONS

Member, Association for Consumer Research (ACR)

2006 – Present

COURSES TAUGHT

Marketing Strategy – a senior level capstone course that incorporates all aspects of a student's business school education by encouraging the student to think like a marketing manager in staged business situations

- Summer II 2006 – Instructor Evaluation 4.6/5
- Summer II 2007

PROFESSIONAL EXPERIENCE

KIDDE PLC

Mebane, NC

August 2004 – July 2005

CHANNEL MARKETING MANAGER (MASS CHANNEL)

Developed marketing activities surrounding fire safety product for \$35 million mass channel segment of Residential and Commercial Division business.

- Eliminated instances of channel conflict through coordination of product mix with other channel managers.
- Validated pricing consistency across mass channel accounts and ensure program margins are acceptable when compared to corporate goals.
- Implemented corporate pull strategy by developing and executing in-store educational events at accounts. Events lift comparative year over year sales for stores by approximately 20% for the time frame that event occurs.

SARA LEE CORP.

Winston-Salem, NC

1997-2004

MARKETING MANAGER

May 2001 – March 2004

Ran \$60 million Hanes and Hanes Her Way girls' and infant/toddler business with full profit/loss control and responsibility for developing strategies behind in-store signage, packaging, sell-in materials, and promotions.

- Increased revenue from \$45 million to \$60 million through door growth and new product introduction. New products included higher value and priced non-core items designed to increase profits and market share by expanding brand presence on the floor.
- Defined trade communications marketing strategy related to the introduction of girls' and infant/toddler product innovations. Trade communications assisted in successful sell in of each innovation.
- Researched and sold in a \$100,000 Hanes Sport cheer test which grew to \$8 million annual sales in 2 years. Disposed of excess jersey inventory in creation of test by converting finished goods.

- Negotiated royalty rates on girls' Hanes Sport licensed business to save a minimum \$200,000 annual revenue stream from moving away from Sara Lee's brand and into a private label program.
- Planned and executed seasonal floor analysis/market shopping trips for all merchandising and marketing managers to better understand the current market landscape and start to predict future trends.
- Led inclusion evaluation task force which developed a measurement tool which allowed management to assess employee awareness of diversity programs being initiated in Fall 2002 and Spring 2003 and establish a baseline to compare against in future years.
- Summarized the results of an employee opinion survey and recommended corporate diversity improvements to management.

ASSISTANT MARKETING MANAGER

November 1999 – May 2001

Managed \$40 million Hanes boys' jersey and fleece businesses with responsibilities including packaging generation, pricing recommendations, and finished goods inventory control. Also briefly oversaw Hanes Men's jersey and fleece businesses along with Starter (athletic apparel) licensed business.

- Introduced annual cost avoidance of \$300,000 by redesigning all packaging for each of the Sara Lee Casualwear product lines while maintaining communication integrity.
- Proposed and sold in wholesale increase for introduction of pockets in boys' fleece pants. Price increases in the mass market are the exception to the rule as there is a constant downward pricing pressure from mass market buying groups and fleece is generally considered a commodity product.
- Designed packaging for the introduction of pockets in boys' fleece pants to mass market consumers which led to a gain in market share over previous fleece seasons.
- Investigated price elasticity of Hanes men's pocket tee business to help properly forecast the results of a retail price decrease and avoid production of excess inventory.

MARKETING ASSISTANT

July 1998 – November 1999

Controlled daily tasks associated with Hanes Her Way women's fleece program sold in mass retail channels.

- Monitored production of fashion fleece garments to ensure on-time delivery of a product line of a program that has grown every year since its inception.
- Implemented communications message for JC Penney Olympic Ring private label program.
- Developed budgeting system that reduced creation and tracking time of marketing budgets by 50%.

BRAND MANAGEMENT INTERN

May 1997 – April 1998

Supported the introduction of Top-Flite golf apparel into the mid-tier and sporting goods retail channels.

- Created consumer communications strategy for in-store signage and product packaging allowing product attributes to be clearly explained to end users.
- Wrote graphic standards manual for brand enabling licensor to have a consistent communications look across all of its licensees.
- Instituted seasonal employee sale to cut excess inventory exposure by 5% to 10% per season.

- Tracked work in progress and finished goods inventory to project delivery compliance.

NATIONSBANK CORP. Charlotte, NC Summer 1996
BUSINESS PROCESS ARCHITECTURE INTERN

Performed critical analyses on 18 financial services products in order to streamline processes.

- Mapped the core processes of each product and recommended how company could improve efficiency and reduce operations costs through elimination of excess steps.

CARGILL, INC. Wichita, KS Summer 1995
COMMODITIES MERCHANDISING INTERN

Managed current and future regional positions of millfeed by evaluating market conditions, inventory, and conducting competitive analyses.

- Generated \$50,000 of daily revenue through trades and consumer sales.
 - Traded with other commodities firms to manage future positions of millfeed.
 - Sold millfeed on a direct-to-customer basis.

BURLINGTON INDUSTRIES, INC. Matkins, NC Summer 1994
PRODUCTION MANAGEMENT INTERN

Supervised production of mattress ticking in a plant section of 19 people and 40 machines.

- Maintained a consistent 90% to 95% efficiency rating for months under control.