

ERIC N. FRIDMAN

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SUMMARY

A forward-thinking and results-driven marketing leader and executive coach with a wide range of experience in communications, management consulting, strategic planning, digital/print strategies, branding, and marketing materials and planning/strategy. Additional strengths in revenue growth, portfolio management, talent development, executive coaching, and team facilitation. Possesses extensive higher education administrative experience. Excels at creating and building valued brands as well as accelerating growth through new business development initiatives and strategic partnerships. Recognized for building and leading high-performing teams. Passionate student of how individuals learn, grow, and build expertise.

EXPERIENCE

FRIDMAN ASSOCIATES LLC, Glenview, Illinois

Principal, 2018-Present

Own a consulting firm specializing in executive and leadership coaching, team facilitation, strategic planning and marketing communications serving clients in the higher education and for-profit sectors.

NORTHWESTERN UNIVERSITY, Evanston, Illinois

Assistant Dean, Marketing and Communications, Weinberg College of Arts and Sciences, 2012-2018

Recruited from Kellogg School of Management to build new marketing and communications team for Weinberg College of Arts and Sciences. Directed all marketing and communications initiatives, including web, electronic, and digital/print communications for oldest, largest, and most comprehensive of the 12 schools at the university.

- Increased college's visibility within and beyond university by making compelling case for value of liberal arts and sciences education.
- Launched new branding initiative for college (2016) built around interdisciplinary thinking for the complex world, supported by new anthem video and redesigned website.
- Redesigned college's view book for undergraduate admissions.
- Redesigned and repositioned college's alumni magazine, winning five national/international awards (UCDA Award of Excellence in 2014 and 2015; as well as CASE Award in 2014, CASE Grand Gold Award in 2015, and CASE Gold Medal for Best Specialized or Unit-Level Magazine in 2016).
- Redesigned (2013) college website while transitioning to new content management system and mobile-friendly, responsive design. Rolled out (2018) v2.0 of new design to 60 programs and departmental sites within college.
- Launched network of digital signs across campus, supported by new content development process and management system.

Managing Director, Marketing and Communications, Kellogg School of Management, 2011-2012

Directed marketing planning and strategy for all Kellogg School of Management academic programs, including full-/part-time MBA, executive MBA (EMBA), and non-degree executive education programs. Partnered with CMO to oversee consolidation of two previously independent marketing departments (executive education and marketing and communications) into a new, single, centralized marketing organization charged with integrating all marketing and communications initiatives across school. Managed \$8,000,000 marketing budget.

- Co-chaired launch of new *Think Bravely* brand through \$4,000,000 global print and digital advertising campaign as well as redesigns of MBA program and non-degree view books/brochures, direct marketing collateral, and school website (July 2011).
- Led workgroup tasked with formulating initiatives for ensuring new Kellogg brand values reached administrative operations across all school programs, departments, and campuses.

Assistant Dean, Marketing for Executive Education and EMBA Programs, 2003-2011

Led marketing for Kellogg EMBA and non-degree executive education programs worldwide. Managed portfolio of three domestic EMBA, 35 open enrollment, and 15 custom corporate/government programs representing \$55,000,000 in annual revenue. Hired and retained a team of eight marketing professionals.

- Increased revenue by 19% and net income by 46% while reducing marketing expense as percentage of revenue from 17% to 11% through two recessionary cycles (2002 to 2004 and 2009 to 2011).
- Grew EMBA applications by 48% over first four years of appointment.

- Launched new Kellogg executive education campus in Miami, Florida (2006) and recruited two full-capacity classes of top-tier EMBA students from 17 countries.
- Developed and launched 17 new open enrollment programs (2004 to 2011).
- Placed articles on executive education programs in The Wall Street Journal; Financial Times; Businessweek; America Economia; Chicago Tribune; Crain's Chicago Business; South Florida CEO; Miami Herald; Latin Trade; and other key international, national, regional, and local business publications.

ADDITIONAL EXPERIENCE

3COM CORPORATION, Rolling Meadows, Illinois, **Director, Strategic Planning and Development**, 1998-2002. Fueled 80% revenue growth over two years (\$92,000,000 to \$167,000,000), gross margins of up to 60%, and return to profitability (-\$10,000,000 to \$21,000,000) through implementation of best-in-class performance reporting and customer relationship management programs.

USN COMMUNICATIONS, INC., Chicago, Illinois, **Senior Director, Marketing Strategy**, 1998. Led company's strategic planning process.

MAXWELL PARTNERS, Elgin, Illinois, **Vice President and Partner**, 1993-1998. Consulted on marketing strategy planning and implementation.

EXECUTIVE COMMUNICATIONS STRATEGIES, INC., Evanston, Illinois, **Speechwriter**, 1992-1993. Wrote speeches for portfolio of corporate clients.

ITEC, Northbrook, Illinois, **Director, Marketing**, 1991-1992. Oversaw all marketing activities.

TELESPHERE COMMUNICATIONS, INC., Oakbrook Terrace, Illinois, **Director, Marketing Services**, 1989-1991. Led all marketing communications activities.

EXECUTIVE COMMUNICATIONS STRATEGIES, INC., Evanston, Illinois, **Speechwriter**, 1987-1988. Wrote speeches for portfolio of corporate clients.

SPRINT CORPORATION, Kansas City, Missouri, **Planning Analyst; Manager, Advertising; Account Executive; Manager, Market Development**, 1982-1987. Served in sales, marketing, and strategic planning.

CONSULTING EXPERIENCE

ERIC FRIDMAN EXECUTIVE COACHING, Glenview, Illinois, **Executive Coach**, 2014-Present. Coaches individuals on successful skills and behaviors.

Leadership Coach and Team Facilitator, Kellogg School of Management Executive MBA Program, 2017-Present.

TEACHING EXPERIENCE

NORTHWESTERN UNIVERSITY, Evanston, Illinois, **Adjunct Instructor, School of Education and Social Policy**, 2018-Present. Teach courses in individual and organizational learning theory and building transformative client relationships for master's program in learning and organizational change. **Adjunct Instructor, School of Professional Studies**, 2004-2007. Taught two courses in leadership development each academic year.

DEPAUL UNIVERSITY, Chicago, Illinois, **Adjunct Instructor, School for New Learning**, 1997-2003. Taught graduate-level courses in leadership development, leading effective teams, and organizational change.

SUNSET HILL SCHOOL, Kansas City, Missouri, **High School Humanities Instructor**, 1978-1982

EDUCATION

NORTHWESTERN UNIVERSITY, KELLOGG SCHOOL OF MANAGEMENT, Evanston, Illinois, **M.B.A.**, 1997

THE UNIVERSITY OF CHICAGO, Chicago, Illinois, **M.A., Humanities**, 1979

DENISON UNIVERSITY, Granville, Ohio, **B.A., European History**, 1976

CERTIFICATIONS

Organizational and Leadership Coaching

Hogan Leadership Profile Certified Administrator and Coach

Perceptive Communications Style Assessment

BOARD MEMBERSHIPS

Advisory Board Member, id8TE, Since 2016

Board Member, The Chasing Hope Foundation, Since 2015

COMPUTER SKILLS

Microsoft Office and Windows; G Suite; Apple iWork and MacOS; Smartsheet; Zoom; Adobe Connect; Salesforce

AWARDS AND PUBLICATIONS

Excellence in Teaching Award, DePaul University, 2002

Haircut, *The American Scholar*, Fall 1999

Phi Beta Kappa, Denison University, 1976

VOLUNTEER ACTIVITIES

President, Chasing Hope Foundation, 2019-Present

Scholar Coach, One Million Degrees, 2016-Present

Member and President, School Advisory Board, Our Lady of Perpetual Help School, 2002-2005