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## Strategic Marketing

*Recent Participants*

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**CARLSON**  
SCHOOL OF MANAGEMENT  
UNIVERSITY OF MINNESOTA

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### **3M**

Marketing Operations Manager  
Marketing Manager  
Market Development Manager  
Supervisor, Market Development

### **Andersen Corporation**

Channel Marketing Manager

### **Bergquist Company Inc.**

Director of Sales & Strategic Accounts

### **Boston Scientific**

Vice President of Global Business Planning  
Group Marketing Manager

### **BrightKEYS Development Corp.**

Director of Land Development

### **C.H. Robinson Worldwide Inc.**

Senior Editor

### **Cargill**

Director of Marketing & Technology

### **Clinicare**

Vice President

### **Coca-Cola Company**

Senior Customer Marketing Manager

### **Ecolab, Inc.**

Corporate Account Manager,  
Food & Beverage

### **Fisher Controls International**

Marketing Manager

### **GMAC-RFC**

Marketing Programs Specialist  
Managing Director, Residential Capital Group

### **Hewlett Packard**

Director, Global Business Development

### **Hormel Foods Corporation**

Product Manager

### **Kern International, Inc.**

U.S. Operation Manager

### **Lakewood Health System**

Product & Service Development Director

### **Lifetouch, Inc.**

Marketing Manager

### **Little & Company**

Business Development & Marketing Manager

### **Loram Maintenance of Way Inc.**

Vice President of Marketing

### **Maurices Inc.**

Marketing Director

### **McNeilus Truck & Manufacturing**

Director of Advertising

### **MedPlans Partners**

Chief Marketing Officer

### **MEDTOX Laboratories, Inc.**

Marketing Manager

### **Medtronic, Inc.**

Marketing Manager

### **Metris Companies, Inc.**

Director  
Manager  
Director, Marketing

### **Onvoy, Inc.**

Marketing & Sales Manager

*Continued*

**Rosemount, Inc.**

Marketing Communications Manager

**SAGE Electrochromics, Inc.**

President & Chief Executive Officer

**Skyline Exhibits**

Product Marketing Manager

**Sparboe Companies**

Marketing Manager

**The Toro Company**

Marketing Manager

**Thomson West**

Director of Strategic Marketing

**Three Rivers Park District**

Marketing Manager

**Truth Hardware**

Vice President, Product R&D

**U.S. Bancorp**

Vice President of Product, Marketing, Training

**Unitron Hearing**

Marketing Director

**University of Wisconsin**

Professor, Business

**Urethane Soy Systems Company**

Director of Market. Development & Sales  
President

**Wells Fargo**

Vice President & Territory Manager

**Woodcraft Industries Inc.**

Vice President, Operations

**Xcel Energy**

Managing Director, Retail Sales

**Zimmer Spine, Inc.**

Global Brand Manager