

Resume of
PATRICE PERRY

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OBJECTIVE: To develop relevant research on ethical business practices, the effect of institutional context on entrepreneurial and corporate strategy, and social entrepreneurship that positively contributes to the strategic management and entrepreneurship fields; and to mentor and educate students to become successful managers and socially responsible business leaders.

EDUCATION

- **Ph.D., Organization Management, Rutgers Business School, Rutgers University**, Newark, NJ. (Fall 2010-Present; Graduation Expected May 2013)
- **M.B.A., Regent University**, Virginia Beach, VA. Focus: Management. (December 2000).
- **B.A., University of Virginia**, Charlottesville, VA. Major: Government. (May 1994).

RESEARCH

Conference Papers/Presentations

- Perry-Rivers, Patrice. *The Effect of Stratification on Entrepreneurial Strategy: An Analysis of Environmentally-Driven Differences in Entrepreneurship Type, Product Selection, and Social Entrepreneurship Emphases*. Paper Presented at New York University, Stern School of Business and Berkeley Center for Entrepreneurship and Innovation, Social Entrepreneurship Conference, November 2011.
- Perry-Rivers, Patrice. *The Influence of Environmental Context on Entrepreneurial Action: Its Influence on the Social Responsibility and Interest Orientation of Entrepreneurial Megachurch Firms*. Paper Presented at United States Association of Small Business Educators (USASBE) Annual Conference, New Orleans, LA, January 2012.
- Perry-Rivers, Patrice. *Contextual Characteristic Differences and Divergent Social Entrepreneurial Strategies*. Paper to be Presented at the Academy of Management Annual Conference, Religion and Entrepreneurship Symposium, Summer 2012.

Working Papers

Entrepreneurship

- Perry-Rivers, Patrice. *Stratification and Entrepreneurial Vulnerability: The Converse Effect of Economic Adversity on the Strategies of High and Low Strata Entrepreneurial Actors*
- Perry-Rivers, Patrice and Jeffrey Robinson. *The Effect of Stratification on Entrepreneurial Strategy: An Analysis of Environmentally-Driven Differences in Entrepreneurship Type, Product Selection, and Social Responsibility Levels of High and Low Strata Megachurch Firms*
- Perry-Rivers, Patrice. *Leap of Faith: The Role of Religious Belief and Entrepreneurship from Dun and Bradstreet to Walmart*
- Perry-Rivers, Patrice. *The Effect of Target Customer Status on Firms' Intrapreneurial Marketing and Customer Service Strategies*

Strategy and Social Issues in Management

- Perry-Rivers, Patrice. *Stratification, Resource Position Barriers and Entrepreneurial Vulnerability: The Converse Effect of Economic Adversity on the Strategies of High and Low Strata Entrepreneurial Actors*
- Perry-Rivers, Patrice. *Doing Good for Whom? An Analysis of the Geographic Contextual Congruence of the CSR Strategies of Fortune 500 Firms*
- Perry-Rivers, Patrice. *Can They Break the Mold? The Role of Gender Norms and Structural Bias in Dictating the Success of Minority Female STEM Practitioners and Academicians*

- Perry-Rivers, Patrice. *Does Poverty Equal Permission to Pollute? The Effect of Regional Income Level Stratification on Corporate Environmental Strategy*
- Perry-Rivers, Patrice. *Social Responsibility and the Movie Industry: The Impact of Popular Media Images on Legitimizing Myths--A Longitudinal Analysis*

ACADEMIC EXPERIENCE

- **Doctoral Student Researcher. Rutgers Business School Newark-New Brunswick, Newark, NJ. (September 2010-May 2012). Major/Minor: Strategy and Entrepreneurship.** Performed academic research as a Ph.D. student researcher for the Dean of Rutgers Business School, the Director of the Center for Urban Entrepreneurship and Economic Development, and the Research Director/Doctoral Program Dean.
 - **Doctoral Fellowship**, 2010-2011 School Year.
 - **Doctoral Fellowship**, 2011-2012 School Year.
 - **Syracuse University Social Entrepreneurship Seminar, Participant and Scholarship Recipient, June 2011.**
 - **Dean's Summer Research Grant Award Recipient, June-August 2011.** Competed amongst Ph.D. students for summer research awards and received a grant to pursue my research on the effect of environmental context on divergent social entrepreneurial strategies on high and low strata social service and networking organizations.
 - **Human Subject Certification**, Rutgers University Institutional Review Board, December 2010.
- **Instructor of Business. ECPI College of Technology, Newport News, VA (October 2008-July 2010).** At a Southern Association of Colleges and Schools regionally-accredited college, provided advisement, mentorship and instruction in business for students enrolled in the undergraduate programs at the college. Developed curricula, syllabi, examinations, and engaging and relevant course projects and lectures to ensure students' success in business courses and in the business field after their matriculation. **Taught both in-person and online/hybrid formats; proficient in the use of web camera and remote conferencing processes for instruction; proficient with Blackboard and Moodle course information and delivery modules. Courses:** Principles of Management, Principles of Human Resource Management, Principles of Advertising, Principles of Customer Service, Business Applications, Business Applications Lab.

ACADEMIC AWARDS, HONORS & CERTIFICATIONS

- **Doctoral Consortium Student Scholar, United States Association of Small Business Educators (USASBE), New Orleans, LA, Spring 2012.** Selected as one of 17 doctoral students from a pool of applicants throughout the world as a "promising entrepreneurship scholar" to receive a scholarship to and participate in an intensive scholarly training seminar at USASBE's annual conference of entrepreneurship educators from higher education institutions around the world.
- **Scholarship Recipient, Syracuse University, Whitman School of Management, Social Entrepreneurship Seminar, June 2011.**
- **Dean's Summer Research Grant Award Recipient, Rutgers Business School, June-August 2011.** Competed amongst Ph.D. students for summer research awards and received a grant to research the role of social capital and networks in mitigating structural disadvantage in upper-middle class minority social organizations.
- **Human Subject Certification, Rutgers University, Institutional Review Board, December 2010.**
- **First Recipient, Gregory Raven Batipp's Literary Award, Office of African-American Affairs, University of Virginia (May 1994).**
- **Dean's List, University of Virginia (1993).**

PROFESSIONAL EXPERIENCE

- **Real Estate Team Manager/Sr. Realtor (January 2002- June 2008). The Patrice Perry Team, "Your Results Realtor."** (Licensed with William E. Wood and Associates, Realtors, Chesapeake, VA [2002-2005]; Wainwright Real Estate, Virginia Beach, VA [2005-2007]; Remax, Newport News, VA [2007-2008]). Primary real estate sales associate responsible for leading a team generating approx. \$16 million in annual real estate sales in a market with an average sales price of \$200,000. Developed and implemented strategic marketing strategies resulting in becoming one of the top realtors in the Hampton Roads market

based on sales in less than three years of being in the business. Directly oversaw a full time administrative assistant, two full time real estate agents, and a marketing assistant, and worked closely with seven other support staff members and loan officers.

- **Top 50 in Sales & President's Club.** During second full year in real estate, became one of the elite top 50 agents, ranking #31, out of 650 full-time professional agents for one of the top 50 real estate firms in the nation, according to Realtor magazine, and the largest real estate company in the Norfolk/Virginia Beach M.S.A., William E. Wood & Associates. Youngest to achieve this level in company's history. (2004)
- **Circle of Excellence Million Dollar Circle Award Winner, Greater Hampton Roads Realtors Association** (2004, 2003, 2002)
- **Sales Rookie of the Year for Greater Hampton Roads Realtors Association**, the regional association governing the over 5000+ realtors in Norfolk-VA Beach metro statistical area (2002)
- **Sr. Sales Executive for Major Real Estate Accounts (July 2001-December 2001).** *The Virginian-Pilot newspaper, Norfolk, VA.* Promoted to one of the three primary account managers on The Virginian-Pilot's real estate advertising team handling the company's largest real estate accounts. Similar responsibilities to that of the Real Estate Strategic Account Executive explained below, but included overseeing an account executive who assisted with post-purchase account management, a market researcher and graphic designers, and developing an overall marketing and financial growth strategy for our team.
 - **2001 Advertising Department Special Section Coordinator & Event Coordinator for Homearama**, which topped 2000's section as the largest Homearama section ever previously published by The Virginian-Pilot.
- **Strategic Marketing Consultant for Real Estate Accounts (January 2000-July 2001).** *The Virginian-Pilot newspaper, Norfolk, VA.* Responsible for managing a \$1.6 million+ account list and partnering with some of the largest real estate companies in the market to develop and implement advertising strategies in The Virginian-Pilot's various newsprint, direct mail, and online products. In a team-based environment, oversaw the work of three graphic designers, a marketing analyst, and a sales assistant.
 - Served on the **Real Estate Weekly Redesign Team** responsible for enhancing the editorial and advertising components of the Pilot's main real estate-targeted section to increase its readership and advertising revenue.
 - Served as **Advertising Department Special Section Coordinator** in 2000 for two company-wide special sections, the *Mid-Atlantic Home and Garden Show* and *Homearama*, one of the company's three largest sections. The 2000 *Homearama* section represented over \$97,000 and was the largest section ever produced by The Pilot with a 65% revenue increase from the previous year. Special section coordination duties included helping to establish editorial content with Special Sections Editor; coordinating promotional events with Promotions department; overseeing the development of sales tools, and guiding the sales efforts of the company's 55+ account executives.
- **Retail Account Executive (June 1998-December 1999).** *The Virginian-Pilot newspaper, Norfolk, VA.* Responsible for managing the Southern Chesapeake/ Northeastern NC territory and generating over \$600,000 annually in advertising sales. Handled the largest client and largest number of active accounts in the office. Developed an account list that billed approximately \$350,000 in 1997 into an account list billing over \$600,000 in 1999. Developed strategic marketing/advertising plans for an account list of 100+ local businesses and franchises of national corporations; coordinated the work of a graphic designer, marketing analyst, and inside sales associate in a team-based environment; performed competitive media analysis using Scarborough, CMR (Competitive Media Reporting), and HROS (Hampton Roads Opinion Survey); provided demographic information and utilized media research tools to assist clients in selecting geographic areas and customer segments to target.
 - **Top sales performance** in several contests, including Most Ads & Inches Sold "Best of Chesapeake" section (July 1999), Most New Business Contracts (December 1998), Most Holiday Promotion Sales (December 1998).
 - Created new restaurant targeted section, *The Chesapeake Dining Room* in zoned edition of newspaper, generating over \$16,000 in incremental annual revenue for newspaper.
 - Coordinated Chesapeake Jubilee and National Spa & Pool Institute special sections for newspaper in 1999, resulting in over \$32,000 in revenue.

- Exceeded revenue goals over the previous year up to 141% for 13-month period from fourth quarter 1998 to fourth quarter 1999. Exceeded active account goal over the previous year every month from fourth quarter 1998 to fourth quarter 1999, resulting in 90 more active accounts.
- **Marketing Analyst (September 1997-May 1998).** *The Virginian Pilot* newspaper, Norfolk, VA. Performed marketing research and competitive media analysis utilizing Scarborough, Hampton Roads Opinion Survey (HROS) software and data, CMR, the Internet and other sources to assist advertising sales representatives in the sales process; developed marketing proposals for large corporations and small businesses to assist them with implementing effective marketing strategies, making the best media buys, and selecting the most appropriate commercial real estate locations based on retail traffic, demographics, and other analysis.
- **Marketing Director**, for the publishing and product development arm for 7000+ member Calvary Revival Church in Norfolk, Virginia, one of the largest churches on the East Coast and in the country. (Dec. 2001-Jan. 2003). Responsible for the marketing and development of products for international television show which airs on the major cable network, the INSP channel; Oversaw the redesign and development of a monthly mass mail communication and marketing campaign to current and prospective donors; Co-developed the concept for and oversaw the creation of initial websites; Helped negotiate book-publishing contract with large national book publisher; Handled distribution of books and other products at local and regional bookstores; Oversaw the development of press kits and other promotional material.
- **Urban Community Development & Outreach Coordinator (May 1994-June 1997).** Manna Christian Fellowship Church, Richmond, VA. Helped initiate a program that provided mentorship, life, and career development skills to formerly incarcerated individuals, recovering addicts, and low-income mothers in the Church Hill community of Richmond, Virginia. In this capacity, was responsible for fundraising, community networking, event coordination, one on one counseling, and family and career intervention services for residents.

MEDIA EXPERIENCE

- **Freelance Journalist (1998-2003),** *The Virginian-Pilot* newspaper, Norfolk, VA. Performed journalistic research, conducted interviews, and authored several articles for various sections of the largest daily newspaper in the state of Virginia, including a cover story for the main Features section, *the Daily Break*, and two other front page regional section articles.
- **Editor and Publisher (1994-1996).** *The Richmond Awakening*, Richmond, VA, a citywide newspaper published bi-monthly. Oversaw budgeting, advertising, reporting, graphic design, and distribution. Partnered with local and national organizations to promote Christian and family oriented events, including the annually held *March for Jesus*, which attracted several thousand participants. In 1995, the publication served as the major media vehicle promoting the event. Managed volunteer/paid staff of 30.
- **Editor-In-Chief and Co-founder, Skandaline, (January 1993-May 1994),** Charlottesville, VA. *Monthly student newspaper at the University of Virginia. Recognized as the first African-American student newspaper at the University.* Met regularly with President John Casteen and student council members to discuss newsworthy issues relevant to students for publication; developed newspaper's budget; established advertising rates; garnered all initial advertisers; recruited staff and developed all job responsibilities and policy manuals; initiated successful alumni fund raising opportunities; oversaw all editorial and ad content. Managed and developed a staff of over 40.
- **Senior News Staff Writer/ Associate Editor for Administration, University Journal Newspaper, (January 1992 to February 1993),** Charlottesville, VA. A daily student newspaper at the University of Virginia. Served as liaison between newspaper, University President and other administration, oversaw news staff one night per week, edited news stories, determined headlines, and captions, and served as senior writer on administrative/budgetary issues.
- **TV Assignment Desk Intern (March 1993).** WAVY-TV, Channel 10, NBC Affiliate, Portsmouth, Virginia. Assisted assignment desk editor with incoming news tips; helped morning news anchor edit his script; interviewed spectators and involved parties for three evening news stories.
- **TV Public Relations Intern (March 1992).** *Black Entertainment Television (BET)*, Arlington, VA. Composed press releases and biographies; contacted features editors of 14 major U.S. newspapers; edited television programming listings.

- **Radio News Reporter, WUVA Radio Station, 92.7 FM (January-December 1992).** Wednesday afternoon and Tuesday morning newscaster reporting national and state news.

COMMUNITY SERVICE

- **Co-founder and Board Member,** Association for Increasing Minorities in Higher Education (AIM-HIGHER), 2009-Present.
- **Chamber Ambassador,** Hampton Roads Chamber of Commerce, Norfolk, VA (1998-2000). Served as the primary representative for the Virginian-Pilot newspaper and its subsidiary publications to the Chamber and as a liaison between the Chamber and the public.
- **Choir Member/Praise Worship and Arts Vocalist,** Calvary Revival Church, Norfolk, VA. (2001-2005); Manna Christian Fellowship Churches in Richmond, Charlottesville, and Williamsburg, VA (1993-2000).
- **Urban Outreach Coordinator,** Manna Christian Fellowship Church, Richmond, VA. (1994-1997).
- **Founder,** Koinonia Kids, an outreach program to inner-city youth in the Church Hill community of Richmond, Virginia. (1995-1997).
- **Mentor,** Madison House Big Sibling Program, University of Virginia (1991-1994).

PROFESSIONAL LICENSES

- **Real Estate Salesperson License,** New Jersey Department of Banking and Insurance (2011).
- **Real Estate Salesperson License,** Virginia Department of Professional and Occupational Regulation (2002-Present).

SPECIAL SKILLS

- **Computer/Software Experience: 20 undergraduate and 3 graduate credits in Computer Information Technology.** Highly proficient in all Microsoft word processing and publishing applications, including Word, Works, Publisher, Excel, Access, and Power Point; Plesk Server Management software; Word Perfect and other Corel word processing, publishing, and spreadsheet software; multiple Mac and PC based photographic and design software programs, including Adobe Acrobat Reader, Page Maker, Photoshop, Quark Express, Adobe Flash and Dreamweaver. Also proficient in use of online communication software, including Skype and Adobe Connect for teaching/collaboration purposes, online marketing tools, C++ and Html programming languages, Internet research, and graphic and web design, including Adobe Flash and Dreamweaver sites.
- **Languages:** English (fluent); French (conversational)

HONORS & ACCOMPLISHMENTS

- **Ph.D. Project Conference Invitee.** Selected to attend an elite minority Ph.D. student recruitment conference sponsored by several major corporations and top universities committed to increasing higher education faculty diversity with qualified minority candidates. Chicago, IL (2009).
- **Recommendation letter from President John T. Casteen, University of Virginia, for Ph.D. in Management Program at Rutgers University (2010)**
- **Circle of Excellence Million Dollar Circle Award Winner, Greater Hampton Roads Realtor Association (2005, 2004, 2003, 2002)**
- **Top 50 in Sales & President's Club, William E. Wood and Associates Realtors,** largest real estate company in Southeastern Virginia. (2004)
- **Sales Rookie of the Year for Greater Hampton Roads Realtor Association,** the regional association governing the over 5000+ realtors in the five cities of southeastern Virginia. (2002)
- **Sales Rookie of the Year, William E. Wood and Associates Realtors.** (2002) Top new sales agent.
- **Top Sales Performer,** Six Step Sales Contest, The Virginian-Pilot (Aug.-Sept. 1999). First-place in contest among all company's retail account executives that focused on quantity and quality of long-term sales over a two-month period. Had an 84% increase in revenue, resulting in over \$200,000 in new long-term revenue.
- **Second place, Song of the Year Competition** (2002), Gospel Music Association (GMA) Eastern Region
- **Front page article, The Virginian-Pilot newspaper Daily Break (Features section).** (2001).

REFERENCES

- **Dr. dt Ogilvie**, Professor, Director of the Center for Urban Entrepreneurship and Economic Development, Rutgers Business School, Department of Management and Global Business, 1 Washington Park, 10th Floor, Newark, NJ 07102; (973) 353-1288, dt@business.rutgers.edu
- **Dr. Jerome Williams**, Professor, Chair for the Ph.D. in Organization Management Program, Research Director for the Center for Urban Entrepreneurship and Economic Development, Prudential Chair, Rutgers Business School, Department of Management and Global Business, 1 Washington Park, 10th Floor, Newark, NJ 07102; (973) 353-1621, jrobinson@business.rutgers.edu
- **Dr. Jeffrey Robinson**, Assistant Professor, Assistant Director of the Center for Urban Entrepreneurship and Economic Development, Rutgers Business School, Department of Management and Global Business, 94 Rockafeller Road, Piscataway, NJ 08855; (973) 353-3682, jeromew@business.rutgers.edu
- **Attorney Doris L. Edmonds**, Former Senior Managing Director, Tidewater Legal Aid Society, Assistant Professor, Department of Sociology and Criminal Justice, Norfolk State University, 700 Park Avenue, Norfolk, VA 23504; (757) 289-6731, dedmonds@nsu.edu