
Gerald R. Goldstein, M.B.A.
Instructor-Visiting
Management & Management Information Systems
College of Business
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Academic Background

M.B.A. University of West Florida, Business Administration, 2015

B.S.B.A. University of Florida, Gainesville, Florida, Finance, 1975

Work Experience

Academic Experience

Adjunct Instructor, University of West Florida, College of Business (August, 2015 - Present), Pensacola, Florida. Adjunct Professor, MBA program teaching course content for GEB 5878, Business Process Integration and GEB 5930, Information Resources and Industry Analysis. Directly responsible for introducing new pedagogical techniques for synthesizing financial data, increasing learning outcomes necessary for writing portfolio papers. Produced a series of recorded slides focusing on financial ratios, DuPont Formula, and Synthesizing Data to develop critical thinking, assessment and presentation skills required for effective case and industry analysis. Used statistical methods to directly measure effectiveness in curriculum change, concluding the positive results used for AACSB accreditation.

Non-Academic Experience

National

Associate Director, Florida Small Business Development Center, State Network Office (September, 2015 - August, 2017), Pensacola, Florida. Directly responsible for developing the Veterans Entrepreneurship Training Program for five universities. Through extensive research, designed the program using existing curriculum that is well known in the field of Entrepreneurship by focusing on Lean Startup, Business Model Canvas, Launch Plan, and Nanu Challenge software. Each Network Partner uses an asynchronous course hosted by the university's Learning Management Systems. Program initial enrollment contained more than 400 students delivered in three phases, to include on line training, in class instruction and finally direct consulting using the SDBC network offices.

Responsible for developing a Standard Operating Procedures manual implementing the Florida Emergency Bridge Loan Program and standardizing the decision process for approving applicant loans. Developed spreadsheet analysis for 10 regional offices to advise bank committees to apply standards for small businesses that have made application for emergency loans through the Department of Economic Opportunity.

Graduate Assistant, Small Business Development Center - Regional Office (Pensacola) (June, 2014 - May, 2015), Pensacola, Florida. Provides practicing and prospective small business owners with one-on-one consulting including: business and strategic plan development, financial analysis and planning, marketing research and plan development business management and operations, basic legal issues. Educates and advises clients how to start and operate successful business ventures through following network consulting policies and procedures; uses interview technique to gather information about business operations and conducts independent research to supplement the information gathered. Analyzes information gathered to formulate specific recommendations that will enhance

client's success in business; conducts assessments, follow up and gathers impact and feedback from clients; and reports activities per FSBDC requirement into the Statewide Center IC System. Lead author of a paper that was submitted to North American Case Research Association for publication and won first place at the Small Business Institute conference in 2016.

CEO, Salomon-Goldstein Properties LLC (January, 2007 - Present), Pensacola, Florida. Specializing in commercial real estate, REO and bank note acquisition, 1031 exchanges and investment properties.

CEO, International Bid Service (November, 1999 - December, 2002), Pensacola, Florida. Designed on line computer system to electronically deliver contracts via the web. Hired in house computer programmers to build electronic processes to subdivide contractual components to match manufacturing processes. Developed short-term and advanced promotional planning processes.

There was only one competitor in the market place that had been in business more than 20 years, within six months IBS owned 50% of the market. Developed all accounting procedures, to include income/balance sheet statements and profitability reports. Offices in Pensacola and Washington DC

CEO, New South Press (June, 1985 - June, 1999), Pensacola, Florida. Brought a printing company out of receivership into a multi-million dollar company in less than three years. One of the largest suppliers of print contracts to US Government in the southeast. Accomplishments: Designed a computer model for budgeted hourly rates to compare actual manufacturing cost to match government-bidding process.

Securities Broker, White Weld, Merrill Lynch (April, 1977 - June, 1985), New York City, New York.

Responsibilities: Short Term Money Trader, BA's, CD's, US Treasury Bills, Euro dollar futures to hedge cash position. Institutional Sales/Money Market Instruments: major accounts included money center banks, short-term money funds, insurance companies and mutual funds. Help build two government-trading operations for Cralin Capital Markets and Matthews and Wright, a leading underwriter for tax-exempt securities.

Consulting

2017-2018: Defensewrex Doolittle Institute, Key note speaker and panel judge

2016-2017: Harima, Problem Identification, Harima is headquartered in Japan with a manufacturing plant in Bay Minette, Alabama. Chemical engineers developed an innovative chemical agent used in the paper mill manufacturing process, producing marginal faster drying times for paper production. Parnet company rejected a request to fund the new process which would cost approximately \$10M. Division managers could not understand why the parent company would reject this valuable product innovation.

Intellectual Contributions:

Refereed Articles

Goldstein, G. & Wei, J. (in press, 2016). Development of an Electronic Homebuilding Standardized Method. International Journal of Services and Standards.

Presentation of Non-Refereed Papers

National

Goldstein, G. R. (2015-2016, February). Why Small Business Matters. Small Business Institute, New Orleans, Louisiana.

Research Reports

2015-2016: Goldstein, G. R., Enhancing Effectiveness in Curriculum: Necessary Innovative Changes., submitted to North American Case Research Association (NACRA).

Service:

Honors-Awards-Grants

2015-2016: , Small Business Institute.

Faculty Development

Certificates - Instruction Related

2015-2016: International Business Conference, Orlando, Florida. International Business Innovation Association: Certified for Business Model Canvas, and Lean Start-Up Customer Development

Courses Taught

Courses from the Teaching Schedule: Business Process Integration, Info Sources/Bus Dec, MBA Foundation: Information Resources and Industry Analysis

Other Teaching Activities

Course (Existing) - Compensated Redesign

2017-2018 - Instructor.

Student Assign-Supervised Research (GRAD)

2017-2018 - Instructor/Advisor. 6 students. MBA Program , Sep 05, 2017 - Oct 25, 2017. (Fall)

Innovations in Course Content / Presentation

2017-2018 - Instructor.

Quality Matters Course Certification-Internal UWF

2016-2017 - Course certification.

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