

**John E. (Jack) Hopkins, M.B.A.  
Instructor of Marketing and General Business**

**Academic Degrees Earned**

- M.B.A., University of Rhode Island, International Marketing, 1977
- M.A., University of Notre Dame, Government and International Studies, 1974
- B.A., University of Notre Dame, International Relations, 1973

**Academic Experience**

- Instructor in Marketing and Management, Coastal Carolina University, August 2016 – present.
- Lecturer in Management, Clemson University (SC), 2011-2016.
- Executive-in-Residence, University of North Carolina Pembroke, 2010-2011.
- Instructor of Marketing, Cal State University – East Bay, 2002-2005.
- Adjunct Instructor for the University of North Carolina – Fayetteville State, Elon University, University of Washington, California State University, Babson College, Northeastern University, St. Mary's College – Moraga, and Bentley College.

**Non-Academic Experience**

- Principal, Keowee Consulting Group, 2011-present.
- Principal, Hopkins Global Consulting, Southern Pines, NC, 2009-2011.
- Regional Director of Marketing – New Europe, Colliers International, Prague, Czech Republic, 2008-2009.
- Director of Corporate Communications, RF Micro Devices, Inc., Greensboro, NC, 2006-2007
- Director of Marketing Communications, The Fletcher School at Tufts University, Medford, MA, 2005-2006.
- Principal, Hopkins Global Consulting, Orinda, CA, 2002-2005.

- Vice President for Marketing and Corporate Communications, California New-Venture Companies, 1995-2002.
- Director of Marketing, Nokia Mobile Phones, Tampa, FL, 1993-1995.
- Vice President, Product Operations, The Technology Group, Vernon Hills, IL, 1988-1993.
- Marketing Director, Motorola, Inc., Schaumburg, IL, 1977-1988.

### **Teaching Interests**

- International business strategy; Marketing planning; Trade & tourism; Global start-ups.

### **Selected Service Engagements**

- Fulbright Scholar, Copenhagen, Denmark (2004-05)
- Currently a Fulbright Specialist through 2018
- Business Consultant and Trainer
- Calhoun Honors College Dixon Fellow (Clemson University)

### **Professional Memberships (Past and Present)**

- American Management Association
- Fulbright Association
- Greenville, SC Chamber of Commerce
- Delta Sigma Pi business fraternity