

Dr. Jay Dittmann

Adjunct Instructor at University of Kansas

Summary

Dr. Jay T. Dittmann is focused on helping companies and organizations achieve their LOYALTY ADVANTAGE -- a strategic approach to building winning relationships with customers, external partners and co-workers. The LOYALTY ADVANTAGE requires consideration of a range of factors to create the kind of relationships that can be sustained over time for business and career growth. Jay approaches business issues in a collaborative style guided by disciplined frameworks to guide the development of solutions. He will be focused on helping you and your team evaluate the factors affecting your business success, and then assist in developing insight-driven strategies to create advantage in meeting the needs of your customer targets. Jay also recognizes the practical realities of today's world from budget challenges to time pressures to scope considerations. He will bring a flexible approach tailored to your business needs and help connect the dots to bring clarity to how you make the right choices to win going forward. If you want to explore a path to your LOYALTY ADVANTAGE, all it takes is an email or a short phone call to get started. Contact Dr. Dittmann at 816-665-4953, coachpp@aol.com, or go to www.advantageparadox.com. Specialties: Consumer insight, thought leadership, strategic planning, business consulting, loyalty marketing, CRM, consumer segmentation and targeting, marketing research, analytics, database development, big data, business transformation, leadership coaching

Experience

Owner, Strategic Business Consulting at ADVANTAGE PARADOX, LLC

September 2013 - Present (2 years 4 months)

Advantage Paradox is a strategic consulting practice focused on helping businesses and organizations engineer a path to sustainable advantage. Using a framework called the Advantage Paradox Profile and a pragmatic 5-step process, business problems are collaboratively assessed leading to actionable strategies and plans to improve performance. See www.advantageparadox.com for more detail.

Adjunct Professor at UNIVERSITY OF KANSAS

August 2013 - Present (2 years 5 months)

Serving as instructor for two courses -- Customer Relationship Management and Survey of Marketing

Hallmark VP & Senior Manager -- Multiple Positions at HALLMARK CARDS, Inc.

August 1980 - February 2013 (32 years 7 months)

32 year career in several senior-level leadership roles highlighted by transformations of the consumer/marketing research function, Hallmark's 1-to-1 marketing and consumer loyalty program, CRM database and information technology architecture, and Hallmark.com. Positions included: * V-P, Marketing

Strategy & Advanced Capabilities * V-P, 1-to-1 Marketing * V-P, Business Research/Consumer Research * President, Hallmark.com * Director and Team Leader, Business Process Reengineering See www.advantageparadox.com/bio for resume and more detail.

Adjunct Professor at UNIVERSITY OF MISSOURI -- COLUMBIA

September 1980 - May 1990 (9 years 9 months)

Served as a Ph.D. faculty level extension of the University of Missouri-Columbia Industrial Engineering Masters degree program conducted at the Kansas City campus. Taught multiple graduate level courses over the 10 year period.

Volunteer Experience

Board Member at U. of Missouri Industrial Engineering Hall of Fame

Skills & Expertise

Loyalty Marketing

Shopper Marketing

Customer Insight

Consumer Products

Segmentation

Database Marketing

Brand Management

Multi-channel Marketing

Customer Acquisition

Analytics

Marketing Research

Cross-functional Team Leadership

Marketing Strategy

Leadership

CRM

Digital Strategy

Brand Development

Customer Loyalty Management

Marketing

Customer Loyalty Measurement

Integrated Marketing

Strategy

Competitive Analysis

Management Consulting

Strategic Planning

Strategic Consulting

P&L Management

Strategic Partnerships
Leadership Development
Direct Marketing
Product Marketing

Education

University of Missouri-Columbia

Ph.D., Industrial Engineering, 1978 - 1980

University of Missouri-Columbia

MBA, Business Administration, 1977 - 1978

University of Missouri-Columbia

Masters, Industrial Engineering, 1976 - 1977

University of Missouri-Columbia

B.S., Industrial Engineering, 1973 - 1976

Interests

Golf, coaching youth sports, soccer, landscaping, fishing, Mizzou sports and Kansas City professional sports

Dr. Jay Dittmann

Adjunct Instructor at University of Kansas



[Contact Dr. Jay on LinkedIn](#)