

## Nick Arena, MBA

Adjunct Instructor, School of Business  
Department of Management, Marketing and International  
Business  
Revised: November 16, 2012



### Education and Certifications

MBA, GPA 4.0/4.0, MBA Student of the Year – 2003  
University of North Carolina, Pembroke, NC

BA, Social Sciences  
Villanova University, Villanova, PA

### Professional Experience

**Gabrian International LTD., Hong Kong, January 2011**

Contract Consulting

- Responsible for acquiring largest customer contract in history of the firm.
- Coordinate manufacturing ramp-up in China.

**The Carolina Commerce and Technology Center, Inc, Pembroke, NC, 2010 - 2011**

Chief Executive Officer

**The University of North Carolina at Pembroke, Pembroke, NC, 2008 - 2010**

Executive in Residence, School of Business & UNCP @ Sandhills Community College,  
Pinehurst, NC

- Responsible for developing and implementing a marketing plan to grow the base of non-traditional students and support for the University in Pinehurst, NC and the surrounding region with the goal of establishing a satellite campus in Pinehurst.
- Teach one class per semester in Department of Management, Marketing and International Business.

**Actuant Corporation, Milwaukee, WI, 2005 – 2008**

Diversified manufacturing company comprised of over 20 business units.

Sales, Marketing and Business Development Leader, Acme Electric, 2007-2008

Led the team responsible for all customer interfaces, product development and M&A activity.

- Reorganized Sales Team from brand orientation to geographic orientation, resulting in 13% productivity improvement.

- Started China sales department with two people, resulting in successful transition of major account from production in Indiana to production in China and platform for future sales growth.

**Professional Electrical, Lumberton, NC, 2005 – 2007**

Business Leader

Professional Electrical is a \$120 million business unit comprised of Acme Electric Corp., Lumberton, NC; Actown-Electocoil, Inc., Spring Grove, IL; and Amveco Magnetics, Inc., Houston, TX. Additional facilities are located in Monterrey and Juarez, Mexico with Strategic Partners in Shenzhen, Dongguan and Cixi, PRC and Bangalore, India.

- Managed the integration of the business into Actuant using the Actuant Integration Model establishing a base to grow internally and through acquisition.
- Led the leadership team in strategic acquisition of Actown-Electrocoil, which increased the size of the business by 60%, added to the technology mix and took the business into the residential construction products market.
- Led the management team implementing LEAN throughout the business, resulting in \$200,000 in savings the first year.

**Key Components, Inc (KCI), Tarrytown, NY, 2001 – 2006**

Business President, Acme Electric, PDPD Lumberton, NC

- Initiated Six Sigma continuous improvement process, training 4 Black-Belts and 12 Greenbelts and led steering team managing projects netting over \$500,000 in savings.
- Led the leadership team in strategic acquisition of Amveco Magnetics, Inc which increased revenue 25%, supported the OEM sales channel and added new technology.
- Led the team that established supply chain partners in China, providing cost reduction in excess of 20%.
- Participated as a member of the management team that sold the company to a growing public company, Actuant Corporation

**Acme Electric Corporation, East Aurora, NY, 1996 – 2000**

Vice President and General Manager, Power Distribution Products Div., Lumberton, NC

Joined the business when it was a \$40 million division of an \$80 million public company under severe financial pressure. Business was focused on selling standard products through electrical distribution channel and doing business with Affiliated Distributors, I Mark, Sonopar, WESCO and other premier names in the channel.

- Installed modern manufacturing system resulting in 25% improvement in on time delivery and 20% reduction of inventory.
- Implemented sales strategy to focus on OEM direct channels in addition to electrical distributor channel, resulting in largest customer in the business with over \$10 million sales and adding GE, Eaton, Schneider Electric, Rockwell and others to customer list.
- Established a manufacturing and sales subsidiary in Mexico resulting in 10% cost reduction for products manufactured in Mexico.
- Replaced proprietary legacy IT system with Oracle DB and Applications allowing transition beyond year 2000 and improving communications and decision making throughout supply chain.
- Led the team that turned the division around and participated in the leadership team that sold the company to a private equity group in 1999 for \$47 million.

## **Aeroquip Corporation (now Eaton Corp.), Maumee, OH, 1981 – 1996**

Progressed through a variety of sales and marketing positions, including Product Manager, Group Product Manager, Marine/Military Sales Manager, Marketing Services Manager, National Sales Manager and Manager of Distributor Development.

- Reorganized sales team along market channels, resulting in above market growth.
- Combined two Sales Management and Customer Service locations, moving from Jackson, MI and Van Wert, OH to Maumee, OH, strengthening coordination and teamwork that contributed to above market sales increases.
- Implemented Functional Pricing model with channel partners, resulting in improved margins.
- Used principles of LEAN manufacturing to restructure work in Sales and Marketing departments and improve productivity by over ten percent.

## **Intellectual Contributions**

- 1. Peer Reviewed Journal Articles - PRJs**
- 2. Research Monographs**
- 3. Books**
- 4. Chapters**
- 5. Peer Reviewed Proceedings**
- 6. Peer Reviewed Presentations**
- 7. Faculty Research Seminars**
- 8. Non-Peer Reviewed Journals**
- 9. Others**

## **Professional Development**

1. Creating a Writing-Intensive Course Oct. 2012  
Chris M. Anson  
North Carolina State University
2. When Less Is More: Responding to Student Writing Across the Disciplines  
Dr. Ronald F. Lunsford  
Professor of English and Director of Graduate Programs in English  
UNC Charlotte.
3. Responding to Student Writing Nov. 2012  
Dr. Susan Miller Cochran  
Associate Professor of English  
Director, First-Year Writing Program

4. Writing in the Disciplines: How to Teach Disciplinary ‘Ways of Knowing’ and Writing Conventions Sep. 2012  
 Dr. Michael Carter  
 Professor of English  
 Associate Director of the Campus Writing and Speaking Program  
 Associate Dean of the Graduate School  
 NC State University
5. Creating Effective Writing Assignments Oct. 2012  
 Dr. Kelly Ritter  
 Associate Professor of English  
 Director of Composition  
 University of North Carolina at Greensboro
6. Waypoint Outcomes: Rubric & Grading Within Blackboard Training Oct. 2012
7. Andrew McCann, CEO and Founder of the Waypoint Outcomes software we will be using to assess the effectiveness of the QEP, will offer hands-on training in the use of the WayPoint Outcomes software. In the afternoon he will present “QEP Writing Assessment and Waypoint Hands-On Training,” primarily for faculty offering Writing Intensive courses.
8. Quality Matters Workshop, Online Course Development Dec. 2012  
 Ed Damman, Ball State University
9. Science, Technology, and society in China I, Basic Concepts May 2013  
 The Hong Kong University of Science and Technology (Coursera)  
 Course applies to teaching International Management, International Marketing and Small Business Management.
10. Faculty Boot Camp  
 “The Entrepreneurial Mindset – Maximizing Faculty Impact” May 2013  
 UNC-Chapel Hill Institute for Arts and Humanities led workshop concerning entrepreneurship for faculty in the UNC System Schools.
11. Developing New Ideas for New Companies: June 2013  
 The 1<sup>st</sup> Step in Entrepreneurship  
 University of Maryland, College Park (Coursera)  
 Course applies to teaching Small Business Management

### **Other Professional Activities**

Vice-Chair Sandhills SCORE. Local chapter of national organization sponsored by Small Business Administration. Counsel clients starting/improving small business in a four county area. Opened Robeson County office in Lumberton, NC.

### **Honors/Awards**

MBA Student of the Year, UNCP 2003