

Lloyd Corder, Ph.D.

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Adjunct Professor | Integrated Innovation Institute | Carnegie Mellon University

Adjunct Professor | Department of Communication | University of Pittsburgh

Dr. Lloyd Corder is a marketing strategist, researcher and professor. He has completed over 2,000 full scale marketing research projects with clients from numerous industry sectors, including:

Education

- Bradford School (multiple surveys to create a strategy for selling “career colleges”)
- California University of Pennsylvania (alumni research to help brand the school)
- Career Connections Charter High School (research to create a strategy for promoting charter schools)
- Carnegie Mellon University (strategic planning to help market integrated programs)
- Chatham University (regional opinions of the school)
- Community College of Beaver County (funding feasibility study of a potential campaign)
- Diocese of Pittsburgh Schools (research to help determine marketing strategy to boost enrollment)
- Duquesne University (numerous studies the help determine the university’s image, alumni perceptions and create departmental marketing plans)
- Grove City College (multiple surveys to track the university’s image and reputation)
- LaRoche College (creation of a strategic plan)
- Peters Township School District (parent survey to determine opinions of school direction and performance)
- Pittsburgh Public Schools (surveys and focus groups to help evaluate the system’s image and reputation)
- Point Park University (multiple studies to evaluate the viability of starting new degree programs)
- St. Vincent College (multiple surveys to track the University’s image and reputation)
- University of Pittsburgh (multiple alumni surveys and perceptions regarding the Peterson Events Center)

Regional Assets/Entertainment

- Allegheny Conference (visitor research and program evaluation for Pittsburgh Roars!, Glass, 250)
- Carnegie Library (numerous surveys, including strategy to successfully pass dedicated funding tax)
- Carnegie Museums (10+ years visitor tracking)
- MEC Pennsylvania Racing (The Meadows) (multiple surveys, including co-locating with Tanger Outlet Malls)
- Milwaukee Public Museum (5+ years visitor surveys)
- National Aviary (multiple studies to help win \$25M theater addition)
- New Orleans Zoo and Aquarium (strategy to become leading destination and attraction)
- Pittsburgh Cultural Trust (15+ years event research to evaluate effectiveness of numerous festivals and events)
- Pittsburgh Pirates (creation of regional renaissance strategy to build baseball-only ballpark and testing team logos and uniforms that become number one seller in all of Major League Baseball)
- Pittsburgh Penguins (logo research that produced current highly popular “retro” logo)
- Pittsburgh Symphony Orchestra (multiple years of visitor satisfaction and attraction research)
- Riverlife Task Force (naming “Three Rivers Park”)
- RMU Island Sports Center (strategy for boosting attendance)
- Sandcastle (strategy for boosting attendance)
- Society of Contemporary Craft (10+ years of visitor research)
- Visit Pittsburgh (strategy to attract regional visitors)

Government/Nonprofit

- Allegheny County (DHS) (client satisfaction)
- Innovation Works/Ben Franklin Technology Partners (PA DCED) (10+ years customer satisfaction)
- Center for American Progress (regional business evaluation for policy positions)
- Employment Policies Institute (6+ years of Fight for \$15, union and other policy research)
- Greater Pittsburgh Chamber of Commerce (member satisfaction)
- Marcellus Shale Coalition (5+ years of consumer message testing and support tracking)
- Pennsylvania Environmental Council (evaluation of River Town project in Southwestern PA)
- Pennsylvania Utility Commission (4+ years to evaluate 711 campaign)
- UPMC (Highmark fight, hospital acquisitions, 20+ years other studies)

He currently serves on the adjunct faculty of Carnegie Mellon University's Integrated Innovation Institute. Prior to that, he spent 21 years as an adjunct professor of marketing at the Tepper School of Business at Carnegie Mellon University where he taught marketing research, international marketing and branding. For the past 35 years, he has served on the adjunct communication faculty at the University of Pittsburgh and previously at the Pennsylvania State University and Chatham University.

Prior to starting CorCom, Inc., Dr. Corder was vice president of marketing research and leadership communications, and a strategic marketing and communications counselor, for Ketchum Public Relations, one of the top-three world-wide public relations firms. From the firm's Pittsburgh office, he oversaw the Ketchum Market Research Center and the Communication Leadership Training programs.

The results from Dr. Corder's studies have been published in over 200 magazines and newspapers. In the same week, the results from three of his studies appeared in USA Today. He has written over 50 articles on various business, marketing and communications topics. He won several industry and professional awards, including the industry's most prestigious awards, the Silver Anvil (six awards) and the Bronze Anvil (for the most innovative research project).

Kaplan published, *The Snapshot Survey: Quick, Affordable Marketing Research for Every Organization* and has numerous other books and training manuals.

For the past 30-years, he has served on numerous committees and ministries for Sacred Heart Emsworth, including a current appointment on the finance council and 15+ years as leading the folk group. He has also served on the stewardship and other committees throughout his tenure, including conducting several parish surveys.

He holds the M.A. and Ph.D. degrees in communication from the University of Pittsburgh. His B.A. is from the University of Kansas. Previously, he served on the Ben Avon Council for 16 years with the last 4 as president, the board of the Heartwood Institute and the North Boroughs YMCA (President, emeritus).