

Dr. Perry D. Drake

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Current Responsibilities

University of Missouri – St. Louis

January 2013-Present

*Assistant Teaching Professor and Director of Business Collaboration,
College of Business Administration*

Founder of the “Midwest Digital Marketing Conference” (#MDMC)

- Sixth year
- 1,700+ attendees
- 120+ speakers including Google, Facebook, Instagram, Nielsen, Under Armour, GoDaddy.
- Held in St Louis, Union Station
- www.umsl.digitalconference.com

Created a noncredit digital and social media marketing certification program going into its fifth year and includes the following courses:

- Social media marketing strategy
- Advanced Facebook Advertising
- Strategic search engine marketing (SEO/SEM)
- Web tracking and competitive review
- Email strategies
- Digital strategies (an integrated approach)
- Data Analytics, Interpretation and Dashboarding
- Crowdfunding
- LinkedIn Strategy
- Podcasting
- Livestreaming
- Video Production

Created 6 new credit courses since arriving in January, 2013 including the development of a new certificate in Social and Digital Media Marketing at the Graduate level:

- MKTG3721 (undergraduate): Introduction to Digital Marketing Strategies
- MKTG3722 (undergraduate): Introduction to Social Media Marketing
- MKTG5721 (graduate): Digital Marketing Strategies and Measurement
- MKTG5722 (graduate): Social Media Marketing Strategies
- MKTG5730 (graduate): Clinical Studies in Social and Digital Media Marketing
- MKTG5731 (graduate): Special Seminars in Social and Digital Media Marketing

International MBA Study Abroad Program Lecturer – University of Applied Sciences in Aschaffenburg, Germany and University of Applied Sciences in Seinajoki, Finland

Professional MBA Program Lecturer – An evening intensive program for professional MBA students.

Marketing Club advisor – Responsible for assisting students in guest speaker events, industry visits and job networking opportunities.

Marketing Advisory Board faculty advisor – Responsible for overseeing this board of 25+ executives

***City University of Applied Sciences
Bremen Germany***
Guest Lecturer

July 2017-Present

Teach a month long digital and social media course every July at our sister university in Bremen, Germany.

Prior Responsibilities

Drake Direct, New York, NY
Principal, General Manager

May 1998-December 2012

Partner and co-owner of boutique database marketing consulting firm specializing in strategic integrated marketing analytics including “dashboarding,” web analytics, social media analytics and measurement, response target modeling, customer file segmentation, test design and analysis, database builds and maintenance and corporate training programs.

Client list includes: Facebook, The Direct Marketing Association, Sirius XM Radio, MySpace, American Express, SAP, Deutsch Advertising, Walt Disney Studios Home Entertainment, Lorillard Tobacco, Avenue A Razorfish, Source Interlink Publications, Business Week Magazines, Time Inc. Content Solutions, Altria, The Reader’s Digest Association, and illy caffe to name a few.

New York University, New York, NY
Assistant Professor

September 1998-December 2012

SAS Data Mining for Marketers Certification Program – Developed this program from scratch. Had vision of where industry was moving. Worked closely with SAS and NYU administration to see it through to completion. Taught this program jointly with wife, Rhonda Knehans-Drake. When left NYU, this program was 5 years old. It was comprised of four required courses:

- Introduction to SAS *Programming*
- Data Integration Using SAS
- Introduction to Statistical Analysis Using SAS
- Advanced Data Mining Using SAS

Digital Media Marketing Certification Program - Was involved in this program heavily since its inception in 2006. Approached by NYU administration to create one of the two core foundation courses (Web Analytics). Advised students in career development. Mentored students. In this program I taught four courses:

- Data Analytics, Interpretation and Reporting: Taught this course every semester for the past eight years, including the summer session. Prior to taking over this course, it was under consideration for cancellation from the course listing.
- Web Analytics: This was a core foundation course in the certificate program. Very proud to have successfully created this course in its entirety. I taught all six sections every semester.
- Advance Web Analytics using Omniture Sitecatalyst: A breakthrough course totally created by me and coordinated with Omniture, now a part of Adobe.
- Social Media Analytics: A course created entirely by me. Taught the latest software (both paid and free) for monitoring customers and prospects in the social space. Cutting edge class. Dynamics of industry demanded constant updates of material. Guest speakers from Lithium, Nickelodeon, Pepsico, Nestle and Klout.

Integrated Marketing Master's Degree Program – Was with this program since it began in 1998. I played a major role in its transition to the integrated marketing world and developed the curriculum for the new analytics track offered to students. In this program, I taught three classes but helped shape many more:

- Database Management and Modeling
- Advance Database Modeling Using SAS
- Web Analytics

Additional NYU accomplishments include:

- Recipient of the "Award for Outstanding Service" on February 9, 2011 from NYU in appreciation for effective and continuing contributions to the goals and purposes of the School and University.
- "Web Analytics" class taught within NYU's Digital Marketing Certification program was listed in August of 2011 by Time Out Magazine as one of the top four classes to take in the "online learning space."
- Winter 2009 Web Analytics student team placed in the finalist round in the Google Paid Search Challenge (top 50).
- Winter 2010 Web Analytics student team placed in the finalist round in the Google Paid Search Challenge (top 100).
- Fall 2010 Web Analytics Student team placed second in the 2010 Adobe Web Analytics Competition in Utah. Prize was \$7,500.

Reader's Digest Association, Pleasantville, NY

- **Director, Marketing Services** 1996 – 1998
Responsible for a staff of 40. Responsible for the transition to new customer database
- **Associate Marketing Director, Magazine Circulation Marketing** 1994 - 1996
Responsible for acquisition, retention, billing and monitoring the rate base
- **Manager, Quantitative Analysis** 1987 – 1993
Responsible for hard core analytics in support of various marketing functions

Industry Presentations, Events and Television Appearances

- Panelist** April 27, 2018
“Student Media Portfolio Review,” St. Louis Community College Media Portfolio Day, Florissant Valley Campus, St. Louis MO
- Speaker** April 11, 2018
“Social Media 101,” Speaker Breakfast Series, Northwest Library Branch, St. Louis MO
- Conference Architect, Organizer and Host** March 27 & 28 2018
“Midwest Digital Marketing Conference 2018.” MDMC featured guest speakers from Facebook, Instagram, BuzzFeed, Pinterest, Pandora, Eloqua, Google, Yahoo, Microsoft, Adobe, Under Armour, Nielsen, and more. #MDMC17 trended on twitter.
- Panelist** September 14, 2017
“Technology Trends for Nonprofits,” St. Louis Young Professionals Summit, St. Louis MO
- Panelist** August 30, 2017
“Surviving a Crisis: Crisis Communication for your Nonprofit,” Association of Fundraising Professionals Conference, St. Louis MO
- Conference Architect, Organizer and Host** April 12 & 13, 2017
“Midwest Digital Marketing Conference 2017.” MDMC featured guest speakers from Facebook, Instagram, BuzzFeed, Pinterest, Pandora, Eloqua, Google, Yahoo, Microsoft, Adobe, Under Armour, Nielsen, and more. #MDMC17 trended on twitter.
- Panel Moderator** November 11, 2016
“Demonstrating ROI and Quantifying of the Results of Social Media Marketing,” Social Media Club Summit 2016, St. Louis MO
- Discussion Leader (with at risk youth)** November 5, 2016
“The Impact of Social Media and Digital Technologies on Life,” St. Louis Science Community Center at Risk Youth Programs
- Presenter** August 27, 2016
“Effective Digital and Social Media Communication Strategies for University Relations,” UMSL Ignite 2016 Conference, St. Louis MO
- Presenter** July 24, 2016
“Embrace and Understand the Digital Disruption,” Missouri Department of Transportation, St. Louis MO
- Panelist** May 4, 2016 (Air Date)
“Digital, Social, Tech and Entrepreneurship,” Domain Tech Report, Nine Networks Television (Web URL: <http://ninenet.org/archives/32367>)

- Conference Architect, Organizer and Host** April 21, 2016
 “Midwest Digital Marketing Conference 2016.” MDMC featured guest speakers from BuzzFeed, Pinterest, Pandora, Eloqua, Google, Yahoo, Microsoft, Adobe, Under Armour, Johnson and Johnson, Nielsen, and more. #MDMC16 trended on twitter for over 8 hours nationally. (Recap video web URL: <https://www.youtube.com/watch?v=xSMmXJKWjjY&feature=youtu.be>)
- Presenter** February 17, 2016
 “Embrace the Disruption,” St. Louis Community College
- Presenter** February 16, 2016
 “The State of Social and Digital Communicatons,” Ritenour School District, St. Louis MO
- Discussion Leader (with at risk youth)** November 7, 2015
 “The Impact of Social Media and Digital Technologies on Life,” St. Louis Science Community Center at Risk Youth Programs
- Panel Moderator** November 5, 2015
 “Breakfast Panel: B2B Social Media Marketing,” Business Marketing Association, St. Louis MO
- Presenter** September 22, 2015
 “Social and Digital Communication Networking Strategies for Professional Use,” Beyond Networking STL. St. Louis MO
- Presenter** August, 20, 2015
 “Effective Networking Strategies for Graduate Students,” UMSL Graduate Student Conference. St. Louis MO
- Presenter** August 11, 2015
 “Using Big Data to Drive and Support Content Strategy,” St. Louis Content Marketers Meetup. St. Louis MO
- Presenter** May 19, 2015
 “How to Avoid Social and Digital Communications Disasters in Today’s Highly Connected World,” Community Service Public Relations Council Annual Conference. St. Louis MO
- Conference Architect, Organizer and Host** April 16-17, 2015
 “Midwest Digital Marketing Conference 2015,” University of Missouri – St. Louis, featuring guest speakers from Google, Yahoo, Microsoft, Adobe, Under Armour, ComScore, Nielsen, Hubspot, Hootsuite and more, St. Louis, MO
- Presenter** April 17, 2015
 “Is Your Use of Social Media in the Classroom FERPA Compliant,” State of Digital Media Marketing Conference 2015, University of Missouri – St. Louis
- Midwest Academic Summit Organizer** April 16, 2015
 “The Reinvention of Marketing, Communications and Advertising,” featuring over 50 educators from the Midwest, University of Missouri – St. Louis.
- Presenter** April 13, 2015
 “Effective Networking Strategies for Students,” UMSL Programming Board, St. Louis MO

Keynote Presenter: March 6, 2015
“The Technological Disruption of Education,” Economic Literacy Conference. March 6, 2015. St. Louis MO

Presenter February 20, 2015
“Social And Digital Communications Strategies for Both Personal and Professional Use,” NACCTFO Conference. February 20, 2015, Washington D.C.

Presenter February 19, 2015
“Social Media in the Workplace – a new age of communications,” Council of Supply Chain Management Professionals Luncheon. February 19, 2015. St. Louis MO

Speaker November 20, 2014
“Embrace the Digital Disruption.” Unidev Monthly Speaker Series. November 20, 2015. St. Louis MO

Round Table Host November 13, 2014
“Let’s Chat Search Engine Marketing,” a panel session. November 13, 2014. Cambridge Innovation Center. St. Louis MO.

Presenter & Conference Host November 7, 2014
“How to Avoid Social and Digital Communications Disasters in Today’s Highly Connected World” Public Relations Society of America, Digital Communications Summit, St. Louis, MO

Workshop Instructor September 15, 2014
“Building and Effective Social Media Program”
Airport Ground Transportation Association Conference, Phoenix Arizona

Presenter September 15, 2014
“Embrace the Disruption”
Airport Ground Transportation Association Conference, Phoenix Arizona

Presenter September 13, 2014
“Using Social Media on Campus Responsibly and For Member Engagement”
Student Organization Leadership Education, University of Missouri – St. Louis

Presenter September 11, 2014
“Embrace the Disruption”
Social @ Scale Summit, University of Missouri – St. Louis

Conference Co Host and Organizer September 11, 2014
“Social @ Scale Summit”
University of Missouri, St. Louis. Guest speakers included Boeing, Purina, Sprinklr, Brown Shoe, Lockerdome, Monsanto

Panelist September 3, 2014
Cyber Security Panel Session, Federal Executive Board Forum. Scott Air Force Base, Illinois.

- Television Interview** July 23, 2014
Interview by the *Associated Press* regarding the viral appeal of cat videos on social media, 7/23/14
- Keynote Speaker** June 8, 2014
“Social Media: Owing Your Own Identity,” UMSL Xtreme IT Camp, St. Louis
- Panelist** May 21, 2014
“Convergent Media: What Does it all Mean,” Public Relations Society of America, St. Louis
- Presenter** April 28, 2014
“Uses of Social Media in Transportation,” Airport Ground Transportations Association Conference, Clearwater Florida
- Panelist** April 24, 2014
Writing and Publishing Workshop, Confluence Scholars Strategy Network, University of Missouri – St. Louis
- Conference Architect, Organizer and Host** April 2, 2014
“Midwest Digital Marketing Conference 2014,” University of Missouri - St. Louis, featuring guest speakers from Google, Yahoo, Twitter, Foresee, IBM, Nielsen, Adblock Plus, CNN and more, St. Louis, MO
- Presenter** March 20, 2014
“Emerging Technologies and Trends,” American Marketing Association Luncheon Series, St. Louis
- Presenter** March 7, 2014
“Trends in the Applications of Big Data, Discovery and Technology” Data Warehouse Institute Chapter Meeting (TDWI), St. Louis
- Presenter** January 23, 2014
“Extending Your Reach and Building a community with the use of Social Media,” AAIM Employers Association Breakfast Series, St. Louis
- Presenter** October 23, 2013
“*Is your usage of social media in the classroom FERPA Compliant,*” *Focus on Teaching and Technology Conference, University of Missouri – St. Louis*
- Keynote Speakers** September 21, 2013
“And then there was Vine – Social Media Trends and Applications,” St. Louis Archdiocese Youth Ministry Workshop
- Speaker** September 12, 2013
“State of Digital Media Marketing 2014,” Business and Breakfast Seminar Series, University of Missouri – St. Louis
- Television Interview** July 16, 2013
Interviewed about “Protecting Your Online Profile,” KMOV News 4, St. Louis

- Presenter** April 2013
 “Social Media for both Personal and Professional Usage” with Jonathon Distad, Perficient. 48th
 Annual Midwest Regional Nursing Conference. April 2013. St. Louis, MO.
- Conference Architect, Organizer and Host** April 2, 2013
 “State of Digital Media Marketing 2013,” University of Missouri - St. Louis, featuring guest speakers
 from Google, Yahoo, Foresee, IBM, Nielsen, Evidon and more, St. Louis.
- DMA Trainer** November 2013-Present
 Created and teach twice per year “*Integrated Campaign Analytics, Testing & ROI,*” New York, NY
 and soon to be Chicago, IL
- Presenter/Host**
 “*The Data Revolution and the Impact on Higher Education*” April 5, 2012
 An Adobe Education Webinar to enlighten and educate other academics how the data revolution is
 impacting marketing roles and responsibilities.
- Presenter** June 2010
 “The Nuts and Bolts of Database Marketing -- What Every Marketer Needs to Know to be Successful
 in this New Digital Era” Presented at the Direct Marketing Association Luncheon, June 17, 2010,
 Long Island, NY
- DMA Guru** October 2010
 Held special Q&A sessions jointly with Rhonda Drake at the annual Direct Marketing Conference, San
 Francisco, CA
- CNBC Interview** October 23, 2009
 Discusses Facebook and Google traffic patterns based on blog post. CNBC "Street Signs" moderated
 by Melissa Fances.
- Co-Presenter** March 2007
 “The Data Warehouse: Your Key to More Profitable Customer Data”
 Presented jointly with Rhonda Drake at the Annual Business Publishing Conference and Expo, New
 York, NY.
- Co-Presenter** October 2006
 “The Secrets of Test Design and Analysis”
 Presented jointly with Rhonda Drake at the Annual DMA Conference, San Francisco.
- Co-Presenter** June 2006
 “Building a Profit Producing Database”
 Presented jointly with Rhonda Drake at the Annual Circulation Management Conference, Chicago.
- Presenter** August 2005
 “Demystifying the Modeling Process”
 Presented at the Annual Non-Profit Conference, Waldorf-Astoria, New York, NY.
- Presenter** May 2005
 “The Secrets of Test Design Strategies”
 Presented at the Annual DMAW Conference and Expo, Washington, DC.

- Presenter** November 2004
 “Maximizing ROI through Proper Testing Techniques”
 Presented at a Yale Club Luncheon Sponsored by the Direct Marketing Idea Exchange, New York, NY
- Co-Presenter** August 2004
 “Data Mining a Non-Profit File for High Value Donors and Planned Givers”
 Presented jointly with Rhonda Drake at the SAS Data Mining Technology Conference, Las Vegas.
- Presenter/Panelist** April 2003
 “The Best Marketing Strategies to Survive in Today’s Economy”
 Sponsored by Mercy College, Westchester Chamber of Commerce, Hudson Valley DMA, the Westchester Hispanic Chamber of Commerce, & the USPS.
- Co-Presenter** December 2002
 “How to Move Beyond Exhaustion of Your Outside List Options”
 Presented jointly with Rhonda Drake at the annual NCDM conference in Orlando, Florida
- Presenter** November 2002
 “Practical Database Marketing Applications 101”
 Presented at Direct Marketers on Call annual “Learning Forum,” Time Life Building, New York, NY
- Co-Presenter** September 2002
 “Maximizing ROI Through Proper Testing and Targeting”
 Presented jointly with Rhonda Drake at the Women In Direct Marketing “In the Know Forum”
 coordinated and sponsored by New York University, New York, NY
- Panelist** January 2002
 “Direct Mail – Where the Future Lies”
 Presented jointly with four other industry professionals at the DMA Circulation Days, New York, NY
- Presenter/Panelist** August 2000
 “Predicting a Profitable Future Through Outside List Modeling”
 Presented jointly with four other industry professionals at the DMA List Vision, New York, NY.
- Co-Presenter** December 1999
 “The Art and Science of Constructing Powerful Predictors”
 Presented jointly with Rhonda Drake at the NCDM conference in Orlando, Florida.

Industry Publications

Article: “Is Your Use of Social Media in the Classroom FERPA Compliant,” *Educause Review Online, February 2014*

Whitepaper: “The Force that Facebook is – Contemplating the Monetization of Facebook,”
Published May 2012

Interview: “Big Data Explained” ClickZ Columnist, Heidi Cohen (named one of the top 10 social bloggers of 2011). March 7, 2012.

Interview: “Key Social Media Metrics” ClickZ columnist, Heidi Cohen, November 26, 2011.

Interview: “The Future of Direct Marketing” The Direct Marketing Association (DMA), January 2009

Interview: “Current State of SEM Education in the Universities” Search Engine Standard, Summer, 2007

Article; “Demystifying Databases – Why and How to Build a Profit Producing Data Warehouse” Publishing Executive Magazine, May, 2007

Article: “Conducting Data Audits to Ensure Integrity” DM News, February, 2006

Article: “Time to Check Your Assists” Target Marketing Tipline, January, 2006

Article: “Target Practice – The Science of Sample Sizes” Target Marketing Tipline, July, 2005

Article: “The Importance of List Placement in the Merge/Purge Process” Target Marketing Tipline, August, 2004

Article: “Best Practices: Your Path to World-Class Direct Marketing” Target Marketing Magazine, September, 2003

Article: “To Build or Not To Build a Marketing Database” Circulation Management Magazine, November, 2002

Article: “Top 10 Mistakes Made by Marketers Regarding the Use of a Customer Database,” DM News, July 22, 2002

Article: “Modeling with MUSCLE” Inside Direct Mail, May 2000

Article: “Did your Marketing Test Really Beat the Control?” Inside Direct Mail, January 2000

Article: “Finding Your Confidence Interval” Inside Direct Mail, September 1999

Article: “The Importance of Proper Test Planning” DM News, August 16, 1999

Book Publications

Book: “Optimal Database Marketing” Sage Publications, April 2002

Co-authored with Dr. Ronald Drozdenko, Chairman, Marketing Department, Western Connecticut State University. A text and industry reference book on database marketing principles, practices and techniques including case studies.

Personal Blog

At www.drakedirect.blogspot.com you will find various industry posts regarding digital and integrated marketing concepts and applications written by Perry Drake, some of which were co-authored with his wife Rhonda Knehans-Drake.

Research and Other Industry Efforts

DMA 2001 Statistical Fact Book

Coordinated and fully sponsored industry research in an effort to better understand techniques currently being employed by marketers in leveraging the customer information contained on their marketing database. The survey was designed and analyzed by Drake and published in the annual statistical fact book published by the DMA.

The Plan-alyzer

Developed software to assist marketers in the design and analysis of marketing tests. It is offered free to those in the industry. Since its initial release in 1999, it has been used by over 10,000 industry professionals. Visit: www.confidenttest.com

Education

University of Missouri, St. Louis, MO
Doctor of Philosophy, Education

September 2013-August 2017

University of Iowa, Iowa City, IA
Master of Science, Statistics

January 1984-December 1985

University of Missouri, St. Louis, MO

Bachelor of Science, Economics. Minors: Mathematics, Statistics, Computer Science

September 1979-December 1983

Awards and Honors

Recipient of the "**Last Lecture**" award May 2014 from UMSL in recognition of my teaching and mentoring contributions since arriving on campus

Recipient of the "**Award for Outstanding Service**" on February 9, 2011 from NYU in appreciation for effective and continuing contributions to the goals and purposes of the School and University.

Recipient of the 1999-2000 "**Outstanding Master's Faculty Award**," New York University, Center for Direct Marketing. Awarded in recognition of performing at a level above and beyond NYU's standard of quality by providing exceptional academic services to both students and the program.

Professional Affiliations

- Direct Marketing Association
- Direct Marketing Educational Foundation – Volunteer
- American Marketing Association

Personal Affiliations and Activities

- Member, New York Road Runners
- Member, St. Louis Track Club

Social & Digital Professional Connections

- Twitter Handle: <http://www.twitter.com/pddrake>
- UMSL|Digital on Twitter: <http://www.tiwttter.com/umsldigital>
- Facebook Handle: <http://www.facebook.com/perry.drake>
- Personal Blog: <http://www.drakedirect.blogspot.com>
- LinkedIn Profile: <http://www.linkedin.com/pub/perry-drake/40/47/936>
- YouTube Channel: <http://www.youtube.com/user/profpddrake>
- Instagram Handle: www.instagram.com/pddrake
- About.me Profile: <http://about.me/perrydrake>
- Professional Appearances/Publicatons: <http://bit.ly/UnlJTq>
- UMSL Digital MindShare Blog: <http://www.umsldigitalmindshare.com>
- All about UMSL| Digital Press: <http://professordrake.wordpress.com>
- Drake Company Website: www.drakedirect.com
- Book Website: www.optimaldm.com