

# Peter F. Methot

17 Round Top Rd • Tewksbury, NJ 08858

Phone: (908) 205-3664 • E-Mail: peter.methot@gmail.com

## Professional Summary - Executive Education

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Entrepreneur | Marketer | Leadership | Business Development | Sales

Dynamic executive education professional and agile entrepreneur with expertise in emerging technologies, marketing and business development. Motivational leader known for clearly defining goals, aligning people and resources, and consistently delivering results that exceed expectations. Grew both open enrollment and customized corporate business portfolios with minimal resources and creativity due to entrepreneurial thinking and customer-focused relationship building.

## Executive Education Achievements

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- Analytics driven marketing – with the utilization of online marketing analytics, I was able to track effectiveness and improve efficiency of spend by 200%
- CRM implementation – facilitating more efficient capture and communication with potential enabled with a system and process that tracks accountability
- Tablet enabled program delivery – became the first executive education department in the country to leverage mobile tablet technology to enhance the in-class learning experience
- Online program creation – agile online deployment of program offerings has led to open enrollment portfolio growth far beyond expectations, both in terms of time to market and profitability
- Customized Portfolio growth – successful engagements with several new Fortune 100 customized clients has the potential of adding over a million dollars a year in revenue
- Curriculum creation – with a focus on the future of business and the skills to achieve success, many of our greatest programs lie at this intersection
- Faculty recruitment – leveraging personal networks and the Rutgers brand as a way to attract and engage some of the top thought-leaders globally

## Business Ownership

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An ambitious restaurateur since age of 21. Responsible for managing finance, marketing, operations and human resources. Acquired restaurants on an annual basis, requiring delegation, personnel, and time management. Ability to recognize opportunity paired with the vision and planning required to correct the shortcomings, and the leadership skills to mobilize change and the resolve to execute the plan.

### **Gator-Q Barbeque and Wings**

**Owner/Operator**

**Jan 2006 - Nov 2009**

### **Pepperoni's Pizzeria**

**Owner/Operator**

**Jan 2005 – Jan 2017**

### **The Brick Oven Pizza and Pasta**

**Owner/Operator**

**Jan 2004 - Jan 2007**

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## Professional Work Experience

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Focused on creating and translating value for the betterment of the organization, with a spotlight on the customer and making their consumer journey better, faster or easier, resulting in outstanding experience and satisfaction.

**Rutgers University – Rutgers Business School Executive Education**  
**Executive Director of Executive Education** July 2017 – Present

**Rutgers University – Rutgers Business School – Marketing Department**  
**Instructor of Professional Practice** July 2014 – Present

**Rutgers University – Rutgers Business School Executive Education**  
**Managing Director of Executive Education** July 2014 – June 2017

**Rutgers University - Center for Management Development**  
**Director of Marketing and Program Development** July 2013 – June 2014

**Rutgers University - Center for Management Development**  
**Program Manager** June 2011 – June 2013

## Education & Affiliations

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**Executive Masters in Business Administration** May 2017  
Rutgers University, Rutgers Business School

**Bachelor of Science in Business Administration** May 2005  
University of Florida  
Concentrations in Management and Strategy

**UNICON – Board of Directors** July 2017 - Present

**UNICON – Co-Chair Communications Committee** July 2012 – Present  
Global consortium of university-based executive education organizations

## Teaching Experience

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### Rutgers Business School – Executive Education

Target audience is senior leaders of global and domestic companies who have engaged RBS for training in digital business enablement. I have led sessions to CEOs, VPs, Directors and managers at organizations such Sodexo, Motorola, Verizon Wireless, Johnson & Johnson, Wyndham, and Prudential in the following topics:

- Digital and Social Media Marketing Strategy
- Digital Leadership and Transformation
- Personal Branding

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## Presentations

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Methot, P. F., *Digital Marketing in Executive Education*. Presented at UNICON Team Development Conference at University of North Carolina, December 2015.

Methot, P. F., *Personal Branding in the Digital Age*. Presented at RBS Staff Conference, May, 2015.

Methot, P. F., *Executive Education in BioPharma Industry*. Presented at Lee Hecht Harrison May, 2015.

Methot, P. F., *Customer Relationship Management*. Presented at Right Management in Parsippany, April 2015.

Methot, P. F., *The Transition to Paperless*. Presented at UNICON Team Development Conference at Notre Dame, December 2014

Methot, P. F., *Building Meaningful Connections*. Presented at Right Management New York City, December 2014.

Methot, P.F. and Methot, J.R., *Navigating and Leveraging your Social Networks for Job Growth*. Presented at PSGCNJ, May 2013.

## Media Mentions

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- "Notre Dame offers Digital Marketing program" The Observer, September 17, 2015.
- "Rutgers Business School and Notre Dame collaborate on Digital Marketing Certificate Program in Chicago, IL" Bloomberg Business, September 2, 2015
- "3 Ways to Expand Your Content's Reach" Entrepreneur, August 18, 2015.
- "Top 50 Twitter #EmployeeSEAL 2015 Award #Leadership" BlueFocus Marketing, June 2015
- "Growth in Part-Time MBA Programs Driven By Innovation in Learning Technology" Business Because, January 1, 2015
- "Social Media Law for Business: How to Avoid Pitfalls on Social Media" McGraw-Hill, December 2014.
- "MBA Candidates Go The Distance with Online Programs and MOOCs" Business Because, November 19, 2014
- "Time-Starved Managers Turn To Innovative Mini-MBAs Online" Business Because, November 16, 2014.
- "Boosting Buzz, Brand and Web Traffic with New Search Engine Marketing Tips" NewsMedia, July 14, 2014
- "Maximize Your Social" John Wiley & Sons, June 2014
- "12 Myths vs. Reality about SEO" BarnRaisers, March 25, 2013.

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## **Awards**

Top 50 Twitter #EmployeeSEAL 2015 Award – recognizes business leaders who inspire the Social Employee philosophy and engage regularly.