

**JOSEPH P. GRACZYK, JR.**  
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### **EXECUTIVE LEADERSHIP**

Results oriented, relationship centered leader with over 20+ years experience, capitalizing on market opportunities by developing strategies that deliver value. Demonstrated ability to build highly focused teams who solve problems.

- Leadership & Coaching
- Budget, Forecasting & Objective Setting
- Operational Execution
- Teaching & Consulting
- Customer Experience/Voice of Customer
- Revenue Generation

#### **GRAND VALLEY STATE UNIVERSITY/COLLEGE OF BUSINESS, Grand Rapids, MI 2011-Present**

A state university with over 25,000 enrolled, offering 122 degrees across eight different colleges.

[www.gvsu.edu](http://www.gvsu.edu)

#### **Visiting Professor, Retained Consultant & Adjunct** (Report to Department of Management Chair)

Developed and Delivered Graduate & Undergraduate Curriculum, specifically: Business Ethics, Service Management, Team Building, Contemporary Management, Business Sustainability and Diversity in the Workforce. Having taught over 1,000 students and approximately 150 Executives, consistently rated as one of finest in the College of Business.

Beyond Primary Teaching Responsibilities Other Notable Initiatives, Curriculum and Delivery:

- Executive MBA, Change Management
- Accelerated Cohort Program, Contemporary Management & Business Ethics
- Vision, Strategy & Business Plan Development, Small Business Incubator Program
- Center for Leadership, Emerging Leadership and Leading High Performing Teams Workshops (Primary Client: West Michigan's Largest Employer, Spectrum Health System)

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#### **TRENDWAY CORPORATION, Holland, MI 2010-2011**

An established employee owned office furniture manufacturer serving Commercial and Government Markets.

[www.trendway.com](http://www.trendway.com)

#### **Vice President Sales & Marketing** (Reported to President and CEO) Led Team of 25 Professionals.

- Created a web-based CRM tool, modeled after salesforce.com.
- Developed an aggressive top-line growth plan, specifically 15% annual.
- Analyzed dealer performance, identified Top 125 and developed a channel intimacy plan.
- Partnered with The University of Michigan, Hope College and Griffieon Consulting in support of a 3-year Sales & Marketing Plan leveraging; social media, cause marketing and related go-to-market strategies.

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#### **IHS, Southfield, MI 2004-2008**

A leader in market research - - IHS collects, interprets and analyzes data to help customers understand their market position, increase and protect market share while building brand loyalty. With 8,000 employees worldwide and \$1.8B in revenues.

[www.ihs.com](http://www.ihs.com)

#### **Vice President** (Reported to Senior Vice President) Led Team of 94 Professionals (12 Direct Reports/72 Matrix/Support).

- Increased revenues over 4 years, delivering record-breaking sales results.
- Created a global structure designed to transform business, eliminating duplication, saving > \$2M.
- Formed a Customer Advisory Board consisting of former Chrysler, LLC, COO and Chief Economist.
- Secured 80% of business via negotiating long-term contracts, protecting embedded base of revenue.

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**JOHNSON CONTROLS, INCORPORATED, Auburn Hills, MI 2003-2004**

A Tier One supplier who provides innovative products and services that optimize energy use and improve comfort and security. A Fortune 75 Company with \$44B in revenues. [www.jci.com](http://www.jci.com)

**Area Solutions Sales Manager** (Reported to Regional Vice President) Transformed Cross-Functional Sales Team, 33 Professionals (16 Direct Reports/17 Matrix).

- Built focused cohesive team, leveraged CRM tools resulting in aggregated pipeline in excess of \$150M.
- Managed healthcare, automotive, education, life sciences, industrial and state & local government markets.
- Led team that testified before State Legislature w/Senator Kuipers and Governor Granholm endorsement, resulting in Amended State of Michigan Education Energy Legislation.

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**AMERICAN TELEPHONE & TELEGRAPH (AT&T), Southfield, MI 1987-2003**

Helps people connect with advanced mobile services, next-generation TV, high-speed Internet services and smart solutions for businesses. A Fortune 25 Company with \$132B in revenues. [www.att.com](http://www.att.com)

Primary Clients Managed Included: Baskin Robbins, Borders Books, Blue Cross Blue Shield of Michigan, City of Chicago, Compuware, Dominos Pizza, Disney, DTE Energy, Dunkin Donuts, Ford Motor Company, FOX, FTD, Hillenbrand, Kellogg, Kmart, Penske Automotive Group, R. L. Polk & Co. and Visteon.

**AT&T District Manager**, Outsourcing Division (1999-2003)

Business Optimization, Call Center & Consulting

Program Managed 26 Professionals & Partners (Cisco Systems, IBM and Motorola).

- Streamlined processes for Hillenbrand, expense reduction plan of \$10M over 5 years.
- Discovered, qualified and developed outsourcing engagement with Visteon, which led to 5 year, \$81M.
- Led City of Chicago CivicNet process, a \$310M project connecting 2,000 locations via high-speed facilities.

**AT&T Client Business Manager**, Global Accounts Division (1997-1999)

Web Hosting, Disaster Recovery, Call Center, Wireless & Consulting

Managed a combined revenue stream of \$14M, Matrix Managed 20 Professionals.

Gold Club Award Recipient 1997 & 1998 - Representing Region of 17 States and 2,000 Employees.

**AT&T National Account Manager**, Major Accounts Division (1993-1997)

**AT&T Account Executive**, Electronic Messaging/EDI Division (1992-1993)

**AT&T Industry Consultant**, Major Markets Division (1987-1992)

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**EDUCATION**

**M.B.A.** University of Michigan, Flint, MI (2000)

Graduated with Distinction, Overseas Study at Oxford University

**M.A.** College of Education, Wayne State University, Detroit, MI (1996)

PhD Coursework in Statistics and Research

**B.A.** College of Business/Marketing, Michigan State University, Lansing, MI (1986)

Men's Crew Team (1982-1983)

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**VOLUNTEER ACTIVITIES & INTERESTS**

- Our Lady of the Lake, Catholic Church, Capital Campaign-Cabinet, Pastoral Council (2011-Present)
- Holland Professional Club (2013-Present)
- Ottawa County Jail, Ministry Work (2011-2012)
- New York City Marathon Finisher (2011)
- Boston Marathon Finisher (2010)
- Michael Carter Lisnow Respite Center, Community Outreach/Fundraising in Partnership with EMC (2010)
- MICHAuto, Executive Committee/Board (2007-2009)