

**Professional Biographical Profile**  
**of**  
**Charles W. King**

**Professor of Marketing  
University of Illinois at Chicago  
Department of Managerial Studies  
601 South Morgan Street,  
University Hall 2213  
Chicago, Illinois 60607-7123  
(312) 996-9639**

**Charles W. King and Associates  
Management Consultants  
P. O. Box 4555  
Wheaton, Illinois 60189-4555  
(630) 668-1251  
(312) 613-0030  
(630) 752-1227 FAX  
E-mail: [thekings1976@yahoo.com](mailto:thekings1976@yahoo.com)**

## **PROFESSIONAL BIOGRAPHICAL PROFILE OF**

### **CHARLES W. KING**

#### **EDUCATION**

Charles W. King received his bachelor's and master's degrees from the University of Texas in 1956 and 1957 respectively. From 1957 until 1960, King was a marketing research analyst and section head with Humble Oil and Refining Company (now Exxon). In 1960, King initiated doctoral study and subsequently received his doctorate in business administration from Harvard University in 1964, specializing in marketing management and buyer behavior.

#### **ACADEMIC APPOINTMENTS**

King served on the faculty of the Krannert Graduate School of Management, Purdue University, from 1964 to 1980. In 1974, on leave from Purdue University, King joined the Faculty of Management Studies, the University of Toronto, as a visiting professor and served as an academic researcher and consultant in Canada until 1976. In 1976, King returned from his leave to the Krannert Graduate School at Purdue University.

In September, 1980, King joined the faculty of the University of Illinois at Chicago as Professor of Marketing. In that position, King serves as a senior leader in the academic teaching, research and service functions of the University. King also strives to develop regional and national dialogue and professional visibility across the business community, with particular focus on strategic planning, marketing management, and the network/multi-level marketing industry.

#### **ACADEMIC EDUCATION AND MANAGERIAL DEVELOPMENT**

King has established a 40 year career of University undergraduate and graduate education in marketing. Specific marketing courses have involved marketing management, strategic marketing planning, market positioning, and professional career planning.

King is an active educator in Management Development. He has designed, administered, and taught in literally hundreds of Management Development Seminars tailored to specific firms' and trade associations' educational needs around the world.

For the past nineteen years, King has been an evangelist as an educator in the network marketing field. His mission has focused on increasing the professionalism in the network marketing industry.

As a University educator, King has received numerous "Outstanding Teaching Awards" bestowed by his students and academic colleagues. In the business community, he is widely acclaimed internationally as a business trainer in management development and as a motivating and informative key-note speaker in a variety of marketing topics.

#### **ACADEMIC RESEARCH**

King views the marketing function as the management of social change in a continually changing competitive environment. The process of social change is the central focus of his academic research.

More specifically, King studies the adoption and diffusion of new concepts, particularly new products, in both industrial and consumer product contexts. Representative of his research are empirical studies across a variety of contexts such as new concept adoption among housewives, architectural concept adoption among architects, fashion adoption among male and female consumers, shopper adoption of new retailing concepts, and retail store imagery analysis.

**Charles W. King**  
**Professional Biographical Profile**

King's research focuses on the management of the social change process through strategic planning and strategic management of the marketing function within the firm. King has dealt with the dynamics of competitive market positioning in complex market structures. Research has been directed at monitoring company positions and tracking changes in positions and market structures over time.

**GENERAL CONSULTING ACTIVITIES**

Dr. King maintains an extensive consulting practice in the broad area of strategic planning, strategic marketing and management of the tactical marketing functions across a variety of industrial and consumer goods companies, trade associations, and public sector groups in the United States, Canada, Asia and the Middle East. A list of representative clients is attached.

Consulting engagements have included these broad types of client services:

- General industry structure analysis and trend monitoring, frequently conducted in conjunction with industry trade associations or industry colloquia.
- Keynote speaking to companies and industry groups on strategic planning, response to change, developing adaptive competitive strategies, market positioning, new directions in marketing, and other marketing related topics. Presentations can be tailored to reinforce specific meeting themes or industry situations.
- Management development activities ranging from seminar planning and design through training and program coordination and execution. Participants have included sales persons in sales training exercises through top executives in strategic management seminars.
- Special topic focused marketing research projects.
- Legal research and court testimony as an Expert Witness on marketing related litigation, with particular focus on network/multi-level marketing.
- Organizing, securing capital financing and management of entrepreneurial ventures with a strong marketing focus in Phase I: Company "Start Up" and Phase II: Company "Rapid Growth" stages of company start-up and early growth.
- Strategic and tactical "hands on" management consulting and executive "mentoring" with top management of client organizations on competitive positioning and management of the marketing function.
- Professional association organization and management as Executive Director of the National Independent Contract Dealer Council(NICDC), a \$900 million dollar professional association of leading office furniture dealers, 1995 through 2009.

The "hands on" consulting activities have focused on the general development of marketing strategies and execution of detailed marketing programs and sales plans for new and established firms in both consumer and industrial product contexts. Strategic planning, program development, implementation and performance measurement projects have also been conducted for a range of trade associations and public sector institutions. Illustrative consulting engagements have involved:

- "Mentoring"/Professional Management Consulting with key corporate executives on strategic planning, organizational development, merger and acquisition and new venture evaluations.
- Identification of strategic business units(SBU's), definition of broad company goals and missions, operating objectives and strategies.

## **Charles W. King**

### **Professional Biographical Profile**

- Development of detailed marketing programs and tactical sales and operating plans including specification of measures of effectiveness and monitoring procedures.
- Market potential analysis and research of buyer behavior by end-use market, by geographical area or appropriate target market criteria.
- Distribution channel analysis, evaluation, organization and management.
- Training and executive development directed at sales persons, retailers, industrial dealers and wholesaler operations and middle through upper managers.
- Organization of integrated educational programs tailored to specific companies focusing on specific strategies and company educational goals across marketing sectors, particularly in the direct selling/network marketing industry.
- Market and customer segmentation analysis, market testing, and customer profile analysis.
- Routine market monitoring of organizations' competitive positioning and dynamic tracking of changes in market structures over time.

### **ACADEMIC INVOLVEMENT WITH THE NETWORK MARKETING INDUSTRY**

Since 1990, King has been actively involved in research and management education in network marketing, a rapidly evolving distribution channel growing out of the direct selling process. King is an internationally recognized speaker on network marketing as a legitimate and effective channel of distribution and as an outstanding entrepreneurial business venture.

More specifically, in his network marketing activities, King has made a number of important contributions.

**Network Marketing Education in the University Curriculum.** In 1991, after extensive due diligence research on the network marketing industry, King:

- Introduced network marketing as a major channel of distribution in the marketing discipline into the marketing curriculum at the University of Illinois at Chicago.
- Organized the course content around the conceptual framework of word-of-mouth communication and network marketing. The focus was on the strategies and tactics of managing a network distributor organization as an evolving distribution channel and as an entrepreneurial business opportunity.

**The UIC Seminar in Network Marketing.** In 1994, King, as co-founder, developed and conducted the UIC Seminar in Network Marketing, in conjunction with Mark Yarnell and Rene Reid Yarnell, multi-million dollar sales producers in network marketing, at the University of Illinois at Chicago. The program in network marketing designed for network marketing practitioners is the first ever sponsored by a leading institution of higher education in the history of the industry.

- The seminar applies the concepts of strategic planning and entrepreneurial management to the dynamics of building and managing a network marketing distributor organization.
- To date, the seminar has been held in November, 1994, March, 1995, July, 1995, November, 1995, March, 1996, September, 1996, March, 1997, May, 1997(South Korea), September, 1997(South Korea), May, 1998(University of Houston), February, 1999, December, 1999(Australia), October, 2000, October, 2001and March, 2002(Singapore), June, 2003(Colombia LA), October, 2003, July, 2004,(Colombia LA) and November, 2004.

**Charles W, King**  
**Professional Biographical Profile**

- Consultation as a strategic planner and facilitation in the integration of the buyer-seller management cultures in the early months of the consolidation.

Several consolidation programs are in process for implementation in 2011-2012.

**DUBLI NETWORK AND DUBLI.COM—NETWORK MARKETING ENTRANT INTO THE UNITED STATES--2009**

Dr. King has been retained to serve as program developer and Director of the DubLi Academy, a comprehensive, integrated education program for all DubLi Network distributors worldwide. DubLi Network and DubLi.com represent a European based e-commerce network marketing company that entered the United States In 2009.

The DubLi Academy will be a "state-of-the-art" network marketing educational platform designed for DubLi Network Business Associate(BA) leaders.

It will be delivered in person-to-person educational seminars and through Internet educational programming.

**INTERNATIONAL DIRECT SELLING/NETWORK MARKETING EDUCATIONAL PROGRAM DEVELOPMENT: A SERIES OF INITIATIVES—2009—2013+**

**DIRECT SELLING EDUCATIONAL INSTITUTE INTERNATIONAL(DSEII©)—2007–2013.**

Because of the dramatic growth of the direct selling/network marketing industry worldwide and the demand for professional education for the direct selling/network marketing practitioners, for the broader society and the legislative regulators working with the industry, King organized the Direct Selling Educational Institute International(DSEII©).

The Direct Selling Association(DSA) and the World Federation of Direct Selling Associations(WFDSA), both headquartered in the United States, are recognized as industry leaders representing network marketing company interests and initiatives.

The focus of the Direct Selling Educational Institute International(DSEII©) is on professional education for the direct selling/network marketing distributor practitioner.

**Structure of the Institute.** The Direct Selling Educational Institute International(DSEII©) is organized as a not-for-profit educational foundation headquartered in Chicago, Illinois under the direction of Charles W. King and Sandra E. King, co-founders.

**Mission.** Increase professionalism of the direct selling/network marketing industry across developing international markets focusing on;

- Direct selling/network marketing distributor practitioners.
- Direct selling/network marketing distributor practitioners, company management and legislative regulators working with the industry.

**Specific Strategies:** The Direct Selling Educational Institute International(DSEII©) will:

- Identify or respond to potential direct selling/network marketing practitioners seeking to establish professionalism of the direct selling/network marketing industry in their respective regional markets.
- Qualify the potential sponsors in terms of direct selling/network marketing industry credibility, experience, organizational ability, financial support and legislative regulatory relationships in the

- Broaden Networking University's specialized offerings designed for international markets, the Middle East, India, South East Asia, and Central/Latin America, adapted to developing/third-world countries, based on client demand.

Exploratory trips are now booked for Dubai, UAE, Jakarta, Indonesia, Mexico City, Mexico, Bogota, Colombia(LA), and Bucaramanga, Colombia(LA) with others planned in 2012—2014.

**APPENDIX I**  
**A list of Expert Witness Engagements**  
**1987--2008**

2008	Quixtar, Inc. v. Signature Management Team, LLC Case Consultation
2007	Sharon Brandt v. Via Viente US, Ltd. Case Consultation and Expert Witness Preparation
2006	Carl F. Reardon et al. v. Kalhari Development, LLC et al. Case Consultation and Expert Witness Preparation
2005	Nugenfx Corporation v. Viogenix Corporation, et al. Case Consultation and Expert Witness Preparation
2003	Nikken, Inc Case Consultation and Expert Witness Preparation
2002	State of Kansas v. GasUpUSA Service: Case Consultation and Expert Witness Preparation
2002	Shoen v. Wellness International Network, Ltd.(WIN) Service: Case Consultation and Expert Witness Preparation
2002	Matthews v. Connelly, et. al. Service: Case Consultation and Expert Witness Preparation
2001	Amway Corporation v. Proctor and Gamble Company Service: Case Consultation and Expert Witness Preparation
2001	Abney v. ServiceMaster Corporation, et. al. Service: Case Consultation and Expert Witness Preparation
2001	Steven Little v. I-Link, Inc. Service: Case Consultation and Expert Witness Testimony
2001	State of Kansas, ex rel., v. Renaissance The Tax People Service: Case Consultation and Expert Witness Testimony
1999	Proctor and Gamble Company v. Amway Corporation Service: Case Consultation and Expert Witness Preparation
1998	International Heritage, Inc. Service: Case Consultation and Strategic Planning Toward Compliance with Relevant State and Federal Regulations
1997	Destiny Telecom International. Service: Case Consultation and Strategic Planning Toward Continuing Compliance with Relevant State and Federal Regulations
1997	State of California v. Nu-Concepts in Travel, Inc., Jetaway Travel Corporation Service: Case Consultation and Expert Witness Preparation of Declaration for Court Review
1997	State of California v. Tele-Sales, Inc. Service: Case Consultation and Expert Witness Preparation of Testimony for Court Review
1996	State of Kentucky v. Travelmax International

- 1996      Service: Case Consultation and Expert Witness Testimony in Court  
Federal Trade Commission v. Fortuna Alliance, LLC, et al.  
Service: Case Consultation
- 1996      Byrd et al v. Sprint  
Service: Case Consultation and Expert Witness Testimony in Court
- 1995      State of Iowa v. Fortune in Motion  
Service: Case Consultation and Expert Witness Testimony in Court
- 1995      Earth Science v. Breaking Thru.  
Service: Case Consultation
- 1993      FemCare, Inc. v. Schering-Plough Health Care Products, Inc.  
Service: Case Consultation
- 1987      Facit, Inc. v. Krueger, Inc.  
Service: Case Consultation, Depositions, Expert Witness Testimony in Court



## APPENDIX II

### Representative Consulting Clients

Acme Office Group  
Aerospace Corporation  
AL Global  
AM International, Inc.  
American Can Company  
American Management Association (AMA)  
American Marketing Association (AMA)  
Amkey Corporation  
Amway Corporation  
Analysts, Inc.  
Arthur D. Little, Inc.  
Avon Corporation  
Babener and Associates, Attorneys  
Barter Corporation  
Bel'Air  
Blue Cross/Blue Shield Associations of America  
Blue Cross/Blue Shield Association of Illinois  
Blue Cross/Blue Shield Association of Indiana  
Booz Allen & Hamilton  
Borg Warner, Inc.  
Bow Lane Capital Corporation  
Breaking Thru  
Breedon Company  
Business and Institutional Furniture Manufacturers Association (BIFMA)  
Cambridge Clothes (Canada)  
CAMCO, INC.  
Canadian Business Equipment Manufacturers Association (CBEMA)  
Canadian Department of Industry Trade and Commerce  
Canadian Department of Regional Industrial Expansion (DRIE)  
Canadian Department of External Affairs  
Canadian Pharmaceutical Marketing Association (CPMA)  
Casual and Summer Furniture Manufacturers Association (CSFMA)  
Cell Tech  
Center for Enterprise Development  
Chicago Convention and Tourism Bureau  
**CHICAGO SUN TIMES**  
Cincinnati Bell Information Systems (CBIS)  
Columbia Communications, Inc., CASUAL LIVING Magazine  
Commercial Solvents Corporation  
Computer land, Inc.  
Co-op Implements, Ltd. (Canada)  
Corning Glass Works  
Creative Impressions, Inc.  
Credit Card Software Systems Group (CSS)  
Cyclean, Inc.  
Engineering Enterprises, Inc.  
Excel Communications/TeleGlobe  
Dailies, Ltd. (Canada)  
Dart Industries  
Destiny Telecom International  
**DIRECT SELLING Magazine--Korea**  
R.R. Donnelly, Inc.

## **APPENDIX II**

### **Representative Consulting Clients**

**(Continued)**

DrinkACT.com  
DubLi Network.com  
DubLi.com  
E.I. Dupont de Numbers  
Dwight's Energy Data, Inc.  
E-Income Center  
Eaton (Canada)  
S. J. Elector Systems, Inc.  
Elks Stores (Canada)  
Engineering Enterprises, Inc.  
EXHIBITOR Magazine, The Exhibitor's Show  
Faber, Inc.  
Fortuna Alliances, LLC  
Fortune in Motion(Canada)  
M. B. Foster & Associates (Canada)  
FemCare, Inc.  
GasUpUSA  
General Electric Corporation  
General Foods (Canada)  
General Motors, Inc.  
Genesco  
Glaven Security Hardware Specialists  
Godfrey & Kahn, S. A., Attorneys  
B. F. Goodrich Aerospace  
Government Financial Officers Association (GFOA)  
Great Lakes Chemical Corporation  
Gypsum Drywall Contractors of Northern Illinois  
Hall Erickson, Inc.  
Hamilton Gray, Inc.  
Hanover Consumer Cooperative Society  
Health Care Convention and Exhibitors Association(HCEA)  
Herman Miller, Inc.  
Hitchcock Publishing Company, OFFICE PRODUCTS DEALER Magazine  
Honeywell-Bull Ltd., Information Systems (Canada)  
IBM  
Independent Order of the Foresters(IOF)  
Indianapolis Power and Light Company  
Inland Container Corporation  
Institute of Association Management Companies (IAMC)  
Integris, Inc.  
Interior Design Nutritionals (IDN)  
International Heritage, Inc.  
International Institute for Management (Yugoslavia)  
International Systems Dealers Association (ISDA)  
Interstate Insurance Group of the Fireman's Fund  
ip20 Furniture Company (West Germany)  
Jetaway Travel Corporation  
A.T. Kearney Management Consultants  
Kaire Neutraceuticals, Inc.  
Krueger, Inc.  
Label Graphics, Inc.  
Labor Management Cooperative Committee (LMCC)  
Lakewood Publications. High Performance Marketing Seminar Program  
Lear Siegler

## **APPENDIX II**

### **Representative Consulting Clients**

#### **(Continued)**

Liquidity International, Inc.  
Lyon Metal Furniture Corporation  
Management Analysis Center, Inc. (M.A.C.)  
Maritz, Inc.  
Mazda Motor Corporation (Japan)  
McCormick Place  
Mannatech, Inc.  
Merchandise Mart  
MIDCON Marketing Corporation  
Mortgage Banking Center.com  
MPI Label Systems  
National Association of Casual Furniture Retailers (NACFR)  
National Association of Quality Assurance Professionals (NAQAP)  
National Association of Quality Assurance Professionals (NAQAP)  
Educational Foundation  
National Association of Realtors (NAR)  
National Council of Independent Contract Dealers (NCICD)  
National Furniture Retail Merchants Association (NFRMA)  
National Independent Contract Dealer Council(NICDC)  
National Office Products Association (NOPA)  
John Nuveen & Co., Incorporated  
Nikken  
Nu-Concepts in Travel, Inc.  
Nu Skin International, Inc.  
Nutrition for Life International(NFLI)  
OAO Corporation  
Office Furniture Dealer Alliance(OFDA)  
Olympic Pant and Sportswear Company, Ltd. (Canada)  
Parkway Transportation, Inc.  
Personal Creations  
PLAYBOY Enterprises  
Premark Corporation(Tupperware)  
Pressure Sensitive Tape Council  
Prima Publishing Company  
Purdue University  
Realtors National Marketing Institute (RNMI)  
E.S. & A. Robinson (Canada)  
Renaissance The Tax People  
Retail Floorcovering Institute (RFI)  
Rollins College, Grummel Graduate School  
Saint Fencing Company  
Sears Roebuck and Company  
Selz, Siebolt & Associates, Inc.  
Service Electrohome, Ltd. (Canada)  
ServiceMaster, Inc.  
Sharon Brandt, Via Viente US, Ltd.  
Sonnenshein Nath & Rosenthal, Attorneys  
Southern Furniture Manufacturers Association (SFMA)  
Sprint  
Stow Davis Furniture Company  
Strategic Telecom Systems(S.T.S.)  
Stylette Plastics, Casual Furniture Division

## **APPENDIX II**

### **Representative Consulting Clients (Continued)**

**SUCCESS Magazine**, United States  
Syconex Corporation  
Tag and Label Manufacturers Institute (TLMI)  
Tandem Productions, Inc.  
Tele-Sales, Inc.  
Texas Instruments, Inc.  
Tenneco  
The Geneva Group  
The TITANS  
TimeMed Labeling Systems, Inc.  
Together for Kids(TFK)  
Travelmax International  
UIP Engineered Products  
United States Department of Energy  
University of Illinois  
University of South Florida  
University of Toronto  
University of Wisconsin at Madison  
Wallace Computer Services  
Waste-To-Energy Associates  
Weber, Hilmer and Johnson  
M. G. West Company  
Wellness International Network, Ltd.(WIN)  
Westinghouse Electric Corporation, Architectural Systems Division  
White Furniture Company  
Willson Office Specialty (Canada)  
Winstead Schrest & Minick, Attorneys  
WorldVentures  
YOR Health