

DR. GLENN A. PITMAN NAMED  
DEAN OF USI SCHOOL OF BUSINESS



## NEWS RELEASE

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A Connecticut educator who has had 15 years of experience in varied business education and Master of Business Administration programs has been appointed dean of the University of Southern Indiana School of Business, a position created by USI's July 1 reorganization from academic divisions to schools structured to accommodate future institutional progress.

Dr. Glenn A. Pitman, assistant dean for graduate programs since 1984 in the University of Connecticut School of Business Administration at Storrs, will assume duties at USI in late August. His immediate past responsibilities included managing a traditional public-supported MBA program with 200 full-time students and a nontraditional fee-supported program with 1,100 students at satellite locations, as well as serving as chair of the Masters Program (curriculum) and Admissions committees.

Under Dr. Pitman's leadership, a five-year decline in enrollment at the scattered sites was reversed, Graduate Management Admission Test (GMAT) scores were increased up to 10 percentiles, and new placement programs were introduced, with the main campus in Storrs experiencing a 600 percent increase in student interviews and a 50 percent increase in starting salaries.

Dr. Pitman's career has placed him in three institutions that have provided insight into the differing roles and missions that institutions can follow -- Pennsylvania State University College of Business Administration, which is a highly theoretical, research-oriented institution; West Virginia University, which is oriented to applied research and service to the state; and the Connecticut institution, which combines the two approaches.

Dr. Pitman has been involved with MBA curriculum reorganization at each institution and participated in American Assembly of Collegiate Schools of Business accreditation, which eventually will be sought for the the southern Indiana program. He has worked with planning and design of executive programs and seeking research grants from federal agencies, has had faculty leadership roles, and has been active within the university and the business communities. He also has received recognition as an outstanding teacher at each university.

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Dr. Pitman has been a trustee (1987-88) of the Graduate Management Admission Council (GMAC), member (1985-86) and chair (1986-87) of the GMAC Committee on the Test (managing a \$6-million testing program administered by the Educational Testing Service); and member of the GMAC Selection Committee (1976-79) which developed the GMAC test and laid the groundwork for the GMAT. He serves as a faculty member of the Pennsylvania State University Executive Management Industrial Sales Management Program.

Dr. Pitman received his B.A. in history from Pennsylvania State, his MBA in marketing from the University of Miami, and his Ph.D. in business administration from Pennsylvania State. Prior to his Connecticut position, he was assistant professor of marketing at West Virginia University and research associate with the National Transportation Institute (1979-84); instructor in marketing (1977-79), administrative director of the MBA program (1975-77), and assistant director of executive programs (1974-75) at Penn State. He has had numerous articles published, with two now in progress for the Journal of Marketing Research and the Journal of Macromarketing.

Dr. Pitman serves as a consultant to large multi-national organizations such as Barclay's Bank (English) North America, CIGNA, GTE, and Kodak, as well as medium and smaller companies such as Micromedic Systems, Immunar, Sparkomatic, and others. His presentations and lectures have taken him throughout the United States, Europe, Asia, and Australia. Dr. Pitman and his wife Judie, have three children.