

Robert H. Eames
Business Department
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EDUCATION

MBA, Marketing, University of Wisconsin, Madison, Wisconsin, 1980
BBA, Marketing, University of Wisconsin, Madison, Wisconsin, 1978

ACADEMIC POSITIONS

Professor, Department of Business, Calvin College, 2012-present (tenured)

Associate Professor, Department of Business, Calvin College, 2003- 2012 (LOA 2008-2010)

Director, Calvin Center for Innovation in Business, Calvin College, 2010-present

Associate Professor, Department of Economics, Management and Accounting, Hope College, 2008-2010.

Invited Guest Faculty, Russian American Institute, Moscow, 2010.

CORPORATE AND CONSULTING POSITIONS

Director, John A. Van Den Bosch Company. Holland, Michigan. 2012-present.

Consultant, Independent and in partnership "Eames & Jackson" 2002-present

Director of Product Management, Steelcase, Inc., Grand Rapids, MI. 1998-2002

Senior Product Manager, Steelcase, Inc., Grand Rapids, MI. 1996-1998

General Manager, Turnstone, a Steelcase Company, Grand Rapids, MI. Promoted from Marketing Manager. 1994-1996

Marketing Manager, Steelcase, Inc. & Turnstone, Grand Rapids, MI. 1988-1994

Business Planning and Development Manager, Foremost, Inc., Grand Rapids, MI. 1986-1988

Director of Marketing, Paul Deur Creative Group, Grand Rapids, MI. 1984-1986

Director of Marketing Research, Foremost, Inc., Grand Rapids, MI. Promoted from Senior Marketing Research Analyst. 1980-1984

Senior Marketing Research Analyst, Foremost, Inc., Grand Rapids, MI. 1980

AWARDS, HONORS, GRANTS

Calvin Center for Innovation in Business, Common Grace Research Grant. 2014

Christian Business Faculty Association Annual Conference, 2012. Best Presentation Award: (Co-Authored with Tom Betts and Gwen Vryhof-Bultema)

Calvin College Community-Based Teaching Award. 2012

McGregor Fellowship for Research with Students. 2010

Steelcase Student Consulting Grant. 2007

Calvin Research Fellowship-CCEL Business Model (with Stacy Jackson). 2005

RESEARCH

Books, Cases and Other Publications

Common Grace and Price Discrimination: A Motivation toward Authentic Relationship. Jill R. Risner, Robert H. Eames and Thomas A. Betts. Spring, 2015. *Journal of Markets and Morality*, 99-118.

Vequist, David G., Jackson, Stacy L., Teachout, Mark S., VanderVeen, Steve, Eames, Bob, Branch, John and McElroy, Maribel. *Capstone and Experiential Class Workbook*. Kendall Hunt publishing company. (Dubuque, 2009) Co-authored a workbook for use as a companion text in business and management classes that feature experiential and project based learning.

Ward, Dean and Vander Lei, Elizabeth. Editors. *Real Texts: Reading and Writing Across the Disciplines*. Pearson Longman. (New York, 2008) Chapter author on business writing: Marketing the Marketing Plan.

Engaging Ideas: Can Christian business scholarship inform business practice. Stacy Jackson, Robert Eames, Leonard Van Drunen and Julie Voskuil. Fall 2006. *Journal of Biblical Integration in Business.*, 141-162.

Articles, Conference Presentations and Panel Discussions

Business Matters. Tom Betts, Robert Eames and Jill Risner, Article in *The Banner*, September, 2015. Volume 150, Number 08. 18-20.

Common Grace and Price Discrimination: A Motivation Toward Authentic Relationship. Paper presentation with Tom Betts and Jill Risner at the Symposium on Common Grace in Business at Calvin College, Grand Rapids, MI. October, 2014.

Professional Career to College Campus-Challenges and Resources. Invited presenter and panelist at the Marketing Management Association Fall Educator's Conference in New Orleans, LA. September, 2013.

The Good, the Bad, and the Ugly: The Benefits and Costs of Leading the Way With Experiential Learning. Peer reviewed poster presentation by Tom Betts & Gwen Bultema & Robert Eames accepted for the Christian Business Faculty Association Annual Conference in Langley, BC. June, 2012

Death by Projects? Surviving and Thriving with Real-World Projects. Peer reviewed best-practices teaching presentation by Tom Betts & Gwen Bultema & Robert Eames accepted for the Christian Business Faculty Association Annual Conference in Langley, BC. June, 2012

The Role of Centers and Institutes in Transforming Christian Colleges and Universities for the Global Economy of the Future. Peer reviewed research study of Christian colleges and universities by Robert Eames, Sherri Geddes and Marty LaBarge accepted for presentation at the Christian Business Faculty Association annual conference in Mount Vernon, OH. June, 2011.

A Tale of Two Cities: A Case Study of Business Centers and Institutes in Christian Higher Education. Peer reviewed case study by Robert Eames, Sherri Geddes and Marty LaBarge presented at the Christian Business Faculty Association annual conference in Lakeland, FL. October, 2010.

Making a Difference Experientially. Research study and joint presentation by Robert Eames and Steve VanderVeen presented at the Christian Business Faculty Association annual conference. Seattle, WA. October, 2007.

Insuring Strategic Values Matter in Organizations: An Applied Framework for Integration of Values. Paper and joint presentation presented by Stacy Jackson, Robert Eames, Todd Steen and Steve VanderVeen presented at CBFA pre-conference session. Seattle, WA. October 2007.

The Painful Task of Value Integration: Firms With Value Driven Strategies. A paper and joint presentation by Stacy Jackson, Robert Eames, Todd Steen and Steve VanderVeen presented at the Christian Business Faculty Association annual conference. Seattle, WA. October, 2007.

What matters in practice: Towards a research agenda that informs business practice. Research study by Stacy Jackson, Robert Eames, Leonard Van Drunen and Julie Voskuil. Paper accepted and presented at Christian Business Faculty Association annual conference. October 27, 2006.

Assessing undergraduate business internships: How do we know they actually deliver faith-learning-living integration? Joint presentation and panel discussion by Robert Eames, Scott Morter, and Steve Vander Veen. Accepted by and delivered at Christian Business Faculty Association annual conference. October 27, 2006.

TEACHING EXPERIENCE

Undergraduate

Business Capstone (Developed and taught this consulting-based BA-Business major requirement, Calvin College) 2010-

Marketing (BA-Business major requirement, Calvin College), 2003-2007

Marketing Management (BA-Management major requirement, Hope College), 2008-2010

Independent studies in marketing—Retail business model audit and recommendations for FrameWorks in Holland, MI. May, 2008.

Internship in Business (BA-Business major elective, Calvin College), 2003-2007

Advanced Topics in Marketing—Research Based Marketing & Branding Strategy (BA-Business major elective, Calvin College), 2005

Globalization and Culture: U.S. and Brazilian Business Practices (Off campus business & economics interim, Calvin College), 2012

Globalization and Culture: The Impact on U.S. and European Business Practice (Off campus interim BA-Business major elective, Calvin College), 2004-2007

Independent studies in marketing—National Account Strategy for a Franchised Retail Store System (BA-Business major elective, Calvin College), 2005

Honors coursework in marketing (BA-honors program, Calvin College), 2004-2005

Consumer Behavior (BA-Business major elective, Calvin College), 2006-2007

Advanced Topics in Marketing—Innovation, Deep Dives, and Rapid Product Development (BA-Business major elective, Calvin College), 2008-

EXECUTIVE EDUCATION EXPERIENCE

Executive Programs

Topics: Leadership, Teamwork, Networking, Career Management, Marketing, Values & Strategy, User-Centered Design, Product Development, Brainstorming

Calvin College, Staff Development Workshops, Making Teams More Successful, 2005

Calvin College, Board of Trustees Teambuilding Session and Leadership Development, 2004

YMCA of the Rockies, International Program, Marketing Plan Workshops, 2005, 2006, 2007

YMCA of the Rockies, International Program, User-Centered Design & Innovation, 2008.

YMCA of the Rockies, International Program, Dealing with Difficult People, 2009-2015

YMCA of the Rockies, International Program, Value Driven Leadership, 2013

YMCA of the Rockies, Bethany Christian Services, Making Teams More Successful, 2006.

Bethany Christian Services, What's a Good Board Good For? 2006

Herman Miller, Smart Marketing, 2006-2007.

Sound Off Signal, Value Driven Strategies, 2007

YMCA of the Rockies, Estes Park Center, New Staff Service Training, 2015.

CORPORATE AND CONSULTING EXPERIENCE

Management, Marketing, Business Planning and Business Development

Experience in planning, developing, launching and managing profitable new products, programs and services and in hiring, managing and coaching professionals and cross-functional teams.

Responsibilities have included managing people, budgets, sales and profit performance for \$200 - \$750 million product portfolios and companies. Also responsible for new product development projects and for managing existing product line consolidations with capital budgets of \$5 million - \$28 million producing EVA of \$6 million - \$38 million.

Business development responsibilities included developing and implementing plans for acquisitions, new divisions, and product categories with start up revenues of up to \$130 million in the second year of operations.

Selected consulting and executive education clients:

Bethany Christian Services
Inrad, Inc.
Tarlton, Inc.
Creative Dining Services, Inc.
Herman Miller, Inc.

Holland Hospital
Windquest, Inc.
Sound Off Signal, Inc.
Wedgwood Christian Services
YMCA of the Rockies

ADMINISTRATIVE RESPONSIBILITIES

Faculty Advisor, Calvin College Board of Trustees, Administration & Finance Committee 2013-

Founding Director, Calvin Center for Innovation in Business 2010-

Calvin College representative on West Michigan Colleges and Universities Group (WMCUG) 2010-

Integrated Marketing Committee-Hope College 2008-2009

Director, Calvin College Business Internship Program 2003-2008

Calvin Business Partners—Faculty Coordinator/Liaison 2004-2008

Calvin College Business Subgroup—Chair/Convener 2006-2007

COLLEGE SERVICE

Campus Book Discussion Leader—*All the Places To Go. How Will You Know?* By John Ortberg. Spring, 2016.

Calvin College Vocation and Life Skills Task Force. 2015-16

Host and moderator “*Business of Sport and Future Growth in the Sport Industry.*” Interviewed Jeff Bower, GM and Dennis Mannion, President, Detroit Pistons and Palace Sports Entertainment. Co-sponsored by CCIB and Calvin Sports Management Program. 2015

Calvin College Campus Store Task Force. 2014-15

Spoelhof Family Institute for Christian Leadership in Business. Governing Board Chair. 2014-

Calvin College Spoelhof Addition Planning Committee. Business Department Representative. 2011-13

Calvin Institute for Christian Worship, Governing Board Member, 2010-2011. Governing Board Chair, 2011-13

Developed the Business Capstone course (BUS 397) as a consulting based experiential course offering for Calvin College's new business major. Spring 2010.

Calvin Center for Innovation in Business—developed and refined the proposal for the center and guided it through the governance and approval process. Approved by Faculty Senate Spring 2010.

Student Consulting and Project Based Learning—Developed and directed over 150 projects for West Michigan businesses and organizations using Calvin business students in Marketing, Advanced Marketing, and Capstone courses. 2004-present.

Co-developed and led training for new admissions tour guides “Interpersonal Communications”. August, 2011.

Invited presenter/discussant to new student workers (by Karen Hollebeek) on the topic of professionalism at work. February, 2011.

McGregor Scholars-Supervised a student researcher (Chelsea Cok) on a summer research project funded by McGregor. Summer, 2010.

Guest lecturer—Japanese students from Meiji Gakuin University (Tokyo) at Hope College. Summer, 2009.

Student Consulting & Project Based Learning—Developed and directed over thirty projects for Holland-area businesses and organizations using Hope College student teams. 2008-2009.

DEMA Space Planning Committee, Hope College 2008-2009

Integrated Marketing Committee, Hope College 2008-2009

Calvin College Presidential Task Force on Business Department. 2007-2008

North Hall 162 Renovation-Raised funds for and led the redesign and renovation of classroom to “state-of-the-art” learning environment design. 2007-2008

Gainey Institute for Faith and Communication—Governing Board Member. 2006-2008

Comenius Scholars Student/Intern Mentor. 2007

Calvin College Strategic Planning Task Force, 2006-2008.

Calvin College, Celebrating Strengths Advisory Committee. 2007

Calvin College, Director of Communications and Marketing Search Committee. 2006

Christian Classics Ethereal Library (CCEL) strategic planning and advising. 2006.

Center for Social Research—Governing Board Member; Secretary. 2004-2006, Chair 2006-2007.

Calvin College Public Relations Committee, 2004-2006.

Department of Economics and Business--Marketing and Community Relations Committee, Chairperson, 2005-2007.

Department of Economics and Business—Business Subgroup Chairperson/Convener, 2006-2007.

Presidential Task Force on the Calvin College Business Department 2007-2008.

Business Curriculum Revision Task Force, 2003-2005.

Presenter and panelist/discussant at 2007 Fall Conference for Calvin College Faculty and Staff, “Hard Conversations Made Easy: Helping Students Identify a Better Major/Career fit from a Strengths Based Approach.” August, 2007.

Faculty advisor, Faith and International Development Conference, Calvin College, 2006 & 2007.

Invited speaker at the Hekman library staff retreat—Branding. June 2006.

Guest lecture in BUS 160 Introduction to Business--“My So-Called Life in Marketing—An Introduction to Marketing”. 2003-2005.

Invited Speaker, Calvin College Student Leadership Club, “Leadership, Strengths and Finding your Best-Self” February 2004.

Workshop at Calvin College Student Leadership Day, “Leadership: Discovering Your Strengths and Your Best-Self”. 2004 & 2005.

Invited Speaker, Chapel--Dutton Christian Middle School. “Caring for God’s World”. May, 2004.

Invited guest faculty--Calvin College Leadership Challenge Institute at Snow Mountain Ranch. Presentations on leadership development and relationships made to students, staff and guests. 2004-2009.

Presenter and panelist/discussant at 2004 Fall Conference for Calvin College Faculty and Staff, “Effective use of student oral presentations.” September 2004.

Leadership and team building presentation and workshop conducted for the Board of Trustees of Calvin College at Perry, Iowa. “Three Leaders” and “Best Team Experience.” October, 2004.

Executive development for the staff of Calvin College, “Making Teams More Successful (and less stressful)”. August 16 – 17, 2005.

Invited speaker-- Calvin Business Alliance, “The Five Temptations of a Small Christian Liberal Arts College Business Professor.” September 20, 2005.

Invited speaker, Calvin Parents Council, October 20, 2006.

Small Group Leader—Calvin College student books study, “Life in Christ,” 2004-2005.

CURRENT AND PAST COMMUNITY SERVICE AND PROFESSIONAL ACTIVITIES

Vice President, Shady Shores Association Board of Directors. 2015-2018.

Financial Review Committee for emerge Xcelerate 2015, 2016

Business Plan Reviewer—Mwest Challenge. 2014, 2015

Invited Guest Speaker, Faith @ Work, Monroe Community Church, 2012

Invited Guest Speaker, Theology on Tap, 2013

Steering Committee Member, West Michigan Regional Business Plan Competition (WMCUG), 2013.

Chair of Council (Vision Team) at Monroe Community Church, Grand Rapids, MI. 2012-14

Invited judge: West Michigan Hispanic Center Design Camp. 2012

Invited guest faculty: “Dealing with Difficult People.” Workshop for international trainees and staff of YMCA of the Rockies at Snow Mountain Ranch and Estes Park Center. 2011-

Invited guest speaker: “Learning Innovation.” Lakeshore Leadership Association, Holland, Michigan. December, 2008.

Invited guest faculty: “Marketing for Hospitality and Tourism.” Workshop for international program participants of YMCA of the Rockies--Snow Mountain Ranch. 2006-2007.

Invited guest faculty: Marketing plan; User-Centered Design; Branding workshops for international program participants of YMCA of the Rockies--Snow Mountain Ranch. 2005-present.

Member-Marketing Management Association

Past Member, Past Chapter President & Director-American Marketing Association

Fellow; Society for Values in Higher Education 2003-2005

Member-Christian Business Faculty Association 2004-present

Director and Committee Chair, Safe Haven Ministries, Grand Rapids, MI. (Fund Development & Executive Committees) 2003-2006

Classis Grand Rapids East, CRC, Classical Church Visitor 2004-2008.

Member-Society of Insurance Research 1981-1985

Past Board Member, Shady Shores Association

Junior Achievement Advisor/ Project Business Consultant 1980-1987

Recent Interviews

“Calvin College Center for Innovation in Business” Michigan Business Network live broadcast with Chris Holman, aired September 20th, 2011.

“Engaging Businesses In Innovative Ways” Michigan Business Network live broadcast with Chris Holman, September 21st, 2011.

“Calvin revamps business program, launches Center for Innovation” Grand Rapids Business Journal, February 14th, 2011.

“Calvin College’s new Center for Innovation in Business a home for research, business outreach and student development” MiBiz, Andy Domino, March 31, 2011.

“Office Furniture Studies Designing for Gen Y” West Michigan Business Review. Placed in October, 2008 in statewide journals.

“Rating the Super Bowl XL Commercials” WZZM TV-13. Aired February 5, 2006.

“Rating the Super Bowl XL Commercials” WXMI TV-17. Aired February 5, 2006.

“Black Friday, Cyber Monday-Changing Retail Trends” WOOD Radio. Aired November 29, 2005.

“Promotional pricing programs: Employee Pricing for Everyone?” WZZM TV-13. Aired September 4, 2005.

“The Increasing Use of Alternative Marketing Strategies” Seyferth Spaulding Tennyson, Inc. For placement in September, 2005.

“Staples Branded Money—Guerilla Marketing Tactics” Grand Rapids Business Journal. September, 2005.

“Career Track,” Videotaped training tools for students to use in career searches, evaluating job offers and conducting negotiations. . Produced by iTrain Learning Systems. February, 2006.

SELECTED ACADEMIC DEVELOPMENT

University of Michigan, Annual Business Conference. 2001, 2002, 2003, 2004, 2005

Society for Values in Higher Education: New College Teachers Workshop. Farmington, Maine. 2003.

Wheaton College, Center for Applied Christian Ethics Conference, 2004.

Calvin College Faculty Fellows. 2003-2004

Christian Business Faculty Association Annual Conferences and Workshops. 2004-2008.

Calvin College Faculty Development Workshops:

Models of Collaborative Research: A Tool for Building a Research Program April, 2005

A Five-Year Plan for Scholarship. May, 2005

What the Best College Teachers Do. Weekly Book Discussion. June, 2005

Hope College Faculty Development Workshops

Teaching Enhancement Workshop. May, 2009

SELECTED PROFESSIONAL DEVELOPMENT, TRAINING & EDUCATION

Introduction to Finance, Ross School of Business (Coursera)

Designing Artifacts, University of Pennsylvania (Coursera) Strategic Innovation:

The Power of Design Thinking in Business (Stanford)

Creating Superior Performance at Work (University of Michigan)

Managing Marketing Research (University of Michigan)

Situational Leadership

Robust Design

Team Effectiveness--Playing to Win (Pecos River Learning)

Product Management
User-Observation & User-Centered Design
Planned Innovation/Product Development (E. Jerome McCarthy, Frank Bacon)
Pricing Essentials (Nagle)
Economic Value Added (Stern Stewart)
Financial Management

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