

DAVID GORDON BARR, MA

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OVERVIEW

Writer/editor (corporate, creative, and technical)	17 years
Instructor	12 years
Marketing communications	10 years
Curriculum and training development	5 years
Innovation consultant/creativity facilitator	5 years

PROFESSIONAL EXPERIENCE

President

CMP Services, LLC (www.cmp-services.com)
April 2002—Present

Founded CMP Services as a consultancy specializing in three broad areas: business development, editorial services, and marketing communications. Responsible for sales, client relationship management, strategic planning, project management, creative team management, and the design and execution of a variety of projects including: web site content, training programs and materials, direct mail and permissioned email campaigns, research-based case studies, marketing collateral, event planning, and more.

Representative educational resource/ instructional design projects:

- ❖ Course development for the Baker College System: History 321: The Ancient World; History 411: Emerging Nations; Literature 301: Contemporary Literature
- ❖ Documentary film-based curriculum development: *Civility in Government* (in production) and *Defining Moments: Frank Murphy, Fred Korematsu, and the Internment of Japanese Americans During World War II* (2004)
- ❖ *Writing 101, A Workbook for Student Writers*, Jewel Educational Foundation, 2003
- ❖ Training manuals for a variety of products and processes
- ❖ Training videos for educational and manufacturing organizations
- ❖ Web-based conversion of technical training materials

Industry expertise:

- ❖ Education
- ❖ Finance
- ❖ Government
- ❖ Healthcare
- ❖ Information technology
- ❖ Manufacturing

Sample projects are available at www.cmp-services.com/Samples.html .

**Associate Vice President, Business Development and Education
Innovation Consultant**

VAAST, Inc., Sussex, WI
January 2003—June 2007

VAAST developed and applied Facilitated Innovation® — a structured innovation methodology incorporating the principles of TRIZ — to draw out and focus the creative energy of teams on resolving defined goals. VAAST specialized in bringing innovation to product development, process reengineering, and business models in healthcare and manufacturing.

- ❖ Led Innovation Learning Lab sessions for manufacturing organizations
- ❖ Co-facilitator for a variety of structured innovation engagements in the healthcare and manufacturing sectors
- ❖ Responsible for all aspects of business development, including the recruitment and development of VAAST's advisory board members
- ❖ Responsible for branding, marketing communications, and public relations
- ❖ TRIZ specialist

Developmental Editor

Ideation International, Southfield, MI
May 2001—April 2002

Instructional design, project management, and marketing communications development for consultancy specializing in TRIZ, a methodology to support creative problem solving.

- ❖ In consultation with subject-matter experts, wrote, edited, and organized course content
- ❖ Coordinated and performed e-learning software testing
- ❖ Wrote, edited, designed, and produced marketing collateral, including corporate and sales brochures, direct marketing letters and fliers, and web and print advertisements

Content Acquisition Facilitator / Project Manager

MINDS Interactive Learning Cooperative, Farmington Hills, MI
September 2000—September 2001

Wide-ranging project management for the Multimedia Instructional Network Delivery System (MINDS), an interactive learning cooperative that creates, hosts, and streams multimedia educational resources.

- ❖ Led content development efforts for video-on-demand and multi-channel webcasting services
- ❖ Developed relationships with content creators
- ❖ Trained members on site features and functions
- ❖ Developed and edited lesson plans, curriculum guides, and other classroom tools
- ❖ Wrote and edited web site content

Senior Editor / Associate Editor / Product Manager

Superior Consultant Company, Southfield, MI
June 1999—September 2000

Identified, developed, and marketed online products and services, including a successful e-magazine.

- ❖ Developed and communicated functional and design requirements to technical teams
- ❖ Wrote, edited, and maintained content pages for corporate and e-commerce sites
- ❖ Wrote and edited white papers, line of service brochures, recruiting materials, etc.
- ❖ Wrote and edited press releases and articles for trade and scholarly publications

TEACHING EXPERIENCE

Adjunct Professor

Baker College in Auburn Hills, Muskegon and Owosso, Michigan; *Grand Valley State University* in Allendale, Michigan; and *Olivet College* in Olivet, Michigan.

1996—Present

Advanced Fiction and Poetry Workshops	Composition 1 and 2
Advanced Report Writing	Creative Writing
The American Novel	Oral Communication
American Political Systems	Technical Writing
Basic English	Women's Studies
Business Writing	Writing Across the Curriculum

Over the past 10 years, I've taught 30 sections of the courses listed above. The vast majority of my teaching has been on Baker College campuses. My evaluations consistently ranked me among the best instructors on campus and are available for review. Baker College attracts an extremely diverse student population. I enjoy having a wide range of skills and abilities in the classroom, and meeting the demands of an adult, professional student body. Baker College also allowed me to play an active role in assessment criteria, department meetings, professional development events, and on advisory boards.

EDUCATION

MA in English, concentration in creative writing. Eastern Michigan University, April 1996

BA in English and political science. University of Michigan, December 1990

REFERENCES

A complete list with contact information is available on request.