

**DR. CHANDRASEKHAR (CHANDU) VALLURI**

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**SUMMARY:**

Dr. Chandrasekhar (Chandu) Valluri's professional experience involves over thirteen years of teaching marketing courses at both the undergraduate and graduate level. Presently, he is working as an Assistant Professor of Marketing (tenure-track) at Minnesota State University Mankato (MSU). Previously, he was an Associate Professor of Marketing at Viterbo University in addition to serving as the Program Director of Executive Education. Chandu has also served as an Assistant Professor of Marketing and the Academic Advisor to the Kabara Institute for Entrepreneurial Studies at Saint Mary's University of Minnesota (SMU). Chandu's professional interests have enabled him to work with organizations in the US, India, South Africa and Canada. His consulting experience is in the domains of textiles technology, the food and beverage industry, software, industrial sales, Internet of Things (IOT) as well as not for profit organizations. Chandu is also the co-founder of an ethnic food company (Infuzn Foods) which is based in Pine Island, MN. He holds a Bachelor of Science Degree in Pure Mathematics, a Master's Degree in International Business and a Doctorate of Business Administration (specialization in marketing analytics) from Creighton University. Chandu's research specialization is in predictive churn modeling.

**EDUCATION**

Harvard Extension, Graduate Certificate, Datascience, 2020-

**Doctor of Business Administration (DBA)**, August, 2019

Creighton University, Omaha, NE

Dissertation Title: "The Many Types of Churn and Their Predictive Models"

Domain: Marketing Analytics

**Master of Arts**, International Business, May, 2006

Saint Mary's University of Minnesota, Winona, MN

**Bachelor of Science**, Pure Mathematics, June, 2002

University of Western Ontario, London, Ontario, Canada

## **ACADEMIC EXPERIENCE**

Assistant Professor of Marketing, Minnesota State University (MSU), Mankato, Mn, August 2019-

Associate Professor of Business, Viterbo University, La Crosse, WI, August 2017-2019

Program Director of Executive Education, Viterbo University, La Crosse, WI, August 2018-2019

Assistant Professor of Business, Saint Mary's University of Minnesota, Winona, MN, August 2006-2017

Academic Advisor, Kabara Institute for Entrepreneurial Studies, Saint Mary's University of Minnesota, Winona, MN August 2014-2017

Visiting Guest Lecturer, Indian School of Business (ISB), August 2009

Visiting Guest Lecturer, Sri Sathya Sai University, Whitefield Campus (India), July 2009

Visiting Guest Lecturer, Sri Sathya Sai University, Puttaparthi Campus (India), July-August 2008, June-August 2009

## **TEACHING**

### **Minnesota State University (MSU)**

Sales Management (Undergraduate), Fall: 2019 Spring: 2020 (online) Fall: 2020 (synchronous online)

Integrated Marketing Communications (Undergraduate), Fall: 2019 Spring: 2020 (online) Fall: 2020 (synchronous online)

Principles of Marketing (Undergraduate), Spring: 2020 (Online format) Fall: 2020 (synchronous online)

Integrated Marketing Communications (Undergraduate), Spring: 2020 (online format) Fall: 2020 (synchronous online)

### **Viterbo University (VU)**

Principles of Management and Organizational Behavior (Undergraduate), Spring:

2019

Introduction to Entrepreneurship (Graduate MBA), Summer: 2018, 2019 (Hybrid format)

Marketing Management (Adult learners in Bachelor Completion program), Spring:

2019 (Online format), Summer: 2018 (Online format)

Principles of Marketing (Undergraduate), Fall: 2017, 2018, Spring:  
2018, 2019

Consumer Behavior (Undergraduate), Spring: 2018

Social Media and Innovative Marketing (Undergraduate), Spring: 2018

Marketing Research (Undergraduate), Fall: 2017, 2018

Integrated Marketing Communications (Undergraduate), Fall: 2017

Professional Selling (Undergraduate), Fall: 2017, 2018

### **Saint Mary's University of Minnesota (SMU)**

Quantitative Methods (Graduate), Summer: 2017

Introduction to Entrepreneurship (Undergraduate), Fall: 2015, 2016, 2017 Spring: 2016, 2017

LCT 140A Well Inc. (Undergraduate), Fall: 2013, Spring: 2014

Principles of Marketing (Undergraduate), Fall: 2012

Entrepreneurial Finance (Undergraduate), Fall: 2011, 2015, 2016

Quantitative Decision Making (Graduate), Spring: 2011

Sales Management (Undergraduate), Fall: 2006-2014, Spring:  
2007-2014

International Business Environments (Undergraduate), Fall: 2008-2017,  
Spring 2008-2017

Marketing Research with SPSS (Undergraduate), Fall: 2008-2017, Spring:  
2008-2017

International Business Environments (Graduate), Fall 2008-2009, Summer: 2015, 2016

Introduction to Business "Business Boot camp" (Undergraduate), Fall: 2008

Principles of Macroeconomics (Undergraduate), Fall: 2006, 2007, Spring: 2007

Advertising and Promotions (Undergraduate), Spring: 2007, 2008

International Marketing (Undergraduate), Fall: 2006, 2014

Principles of Management (Graduate), Summer: 2007

### **Sri Sathya Sai University**

Sales Management (Graduate), Summer: 2009

International Business (Undergraduate), Summer: 2009

### **CONFERENCE PRESENTATIONS AND WORKSHOPS**

Valluri, C. & Patil, V. (2021, July). A Credit Union Who Cares: The Application of the Integrative Justice Model (IJM) to the Customer Churn Problem. *26<sup>th</sup> Annual LAJBS World Forum and CJBE 22<sup>nd</sup> Annual Meeting*, Iteso Universidad, Tlaquepaque, Jalisco, Mexico

Valluri, C. (2020, September 11). Predicting Customer Churn Subprime Auto Loan Borrowers: Abstract presentation at: *MSU Scholars at Work Conference*(2020), Mankato, Minnesota.

Valluri, C, Patil, V. & Raju, S. (2019, November 23). Predicting Customer Churn for Subprime Auto Loan Borrowers. Abstract presented at: *Decision Sciences Institute (DSI) 2019*, New Orleans, Louisiana

Attendee, Introduction to R. Workshop at: *Decision Sciences Institute (DSI) Nov. 23-25, 2019*, New Orleans, Louisiana

Valluri, C, & Olson, K. (July 2017). The Role of Information Communication Technology (ICT) On the Rate New Product Diffusion in Base of the Pyramid Markets (BOP). Paper presented at: *CJBE 20th Annual Meeting*, Creighton University, Omaha, NE.

Iyengar, S. & Valluri, C. (April, 2016). A Perspective on Challenges and Solutions to IT Outsourcing in Small Companies. Paper presented at: *MBAA International Conference Meeting*; Chicago, IL.

Delegate, *Global Consortium of Entrepreneurial Centers (GCEC)*, University of Florida, Gainesville, Florida, October 30-31, 2015

Presentation, “An Exploration of Corporate Social Responsibility, Sustainability and Innovation Teaching” *International Symposium on Lasallian Research*, Saint Mary’s University Center, Minneapolis, MN September, 2015

Delegate, *Experimental Classroom XVI*, University of Florida, Gainesville, Florida, September 17-20, 2015

Valluri, C, McCallum, S. & Price, L. (October, 2011). Swimming with Sharks and Dancing with Dragons: A New Approach to Generating Entrepreneurial Intentions. Paper presented

at the meeting of the *Midwest Academy of Management*, Omaha, Nebraska.

Reviewer, North American Management Society, *MBAA International*, 2009

Discussant, North American Management Society, *MBAA International*, 2009

Iyengar, S. & Valluri, C. (2007) “Elements of Aesthetics and Validating Automated Music”, *Third Conference on Interdisciplinary Musicology (CIM)*, Tallinn, Estonia

Attendee, *Carlson on Metrics* sponsored by the Institute for Research on Marketing, Carlson School of Management, University of Minnesota, 2008

Attendee, Midwest Business Administration Association (MBAA International), 2008

Attendee, *The Collaboration for the Advancement of College Teaching and Learning*, 2007

Attendee, *Midwestern Economic Association*, (Experimental Economics Center), 2006

Canadian Delegate to the United Nations *38<sup>th</sup> Status of Women Conference*, New York, March, 2003

Research Assistant (Unpaid) to Professor Rajesh Chandy, Department of Marketing, Carlson School of Management, University of Minnesota, 2007-2008

#### **ARTICLES AND BOOK REVIEWS**

Valluri, C., Chittipeddi, K & Cortez, D. (2020) “Ushering a New Age of Rapid Innovation” Manuscript in preparation

Valluri, C., Patil, V. & Raju, S. (2019) “*A Conceptual Review of Churn in Business*” Manuscript in preparation

Valluri, C., Raju, S. & Patil, V. “(2019) “*Predicting Customer Churn for Subprime Auto loan Borrowers*” Manuscript in preparation

“The Best Places to Start a Business in Minnesota” *Nerdwallet*, June 2, 2015

Review Panel Participant for International Business The New Realities 2/e by Cavusgil, Knight and Riesenberger, 2012, Pearson Education Inc.

Chapters 1 & 7 of the Sales Management textbook The Power of Selling (Selling Products, Services, Concepts... and Yourself) by Kimberly Richmond, 2009, Flat World Knowledge

PR piece for Soar Despite Your Sales Manager written by Lee Salz, 2007

## INVITED PRESENTATIONS/WORKSHOPS/PANELS AND INTERVIEWS

### 2020:

Presenter: Valluri, C. (2020, August 20) “How to identify your next 10 customers”, Collider’s Basics of Entrepreneurship Class, Rochester, MN.

Panelist: Valluri, C. (2020, July 23). “ Advice from Alumni”, Doctor of Business Program (DBA), Creighton University, Omaha Nebraska

Interview: Valluri, C., Iyengar, B & Kollengode, A (2020, March 11). Episode 167: Andy, Bhaskar, and Chandu of Infuzn Foods, Rochester Rising [audio podcast]. Retrieved from: <https://rochesterrising.org/podcast/tag/Infuzn+Foods>

### 2019:

Interview: Rochester Post Bulletin “Local food samples at the Feast! Festival”, December 7, 2019

Interview: Rochester Post Bulletin “St. Charles family night plans to bring the 'WOW' factor”, June 3, 2019

Interview: Creighton University. “DBA Student Spotlight: Chandu Valluri”

### 2018:

Interview: Rochester Post Bulletin “ New flavors on the way to the Farmer’s Market”, May 2, 2018

Interview: Zumbrota News Record “ 70 kinds of exotic fruits and vegetables so you won’t get bored And that’s just one part of Infuzn’s business plan”, March 23, 2018

Interview: Rochester Post Bulletin “India-themed dinner planned for Saturday in Rochester”, February 13, 2018

### 2017:

Interview: Winona Post Bulletin “Bluff Country Coop’s grand opening”, December 18, 2017

Panelist: University Entrepreneurship, State of Affairs, Hamline University, Institute for Innovators and Entrepreneurs, October, 2017

Interview: Winona Post Bulletin “The Green Grocer: Try something new!”, October 18, 2017

Interview: Winona Post Bulletin “The New Cheese in Town” May 3, 2017

### 2015:

Interview: Rochester Post Bulletin, “Sophomore Up for Entrepreneur Award”, April 6, 2015

2014:

Panel Member: “Is What You’re Wearing Enslaving or Liberating?” Hendrikson Center for Ethical Leadership, Saint Mary’s University of Minnesota, November 12, 2014

Presentation: “Indian Business Opportunities from an NRI’s Perspective”, Jain University, Bangalore, India July 9, 2014

2013:

Interview: Winona Daily News, “Tips on Global Marketing”, January 29, 2013

2012:

Presentation: “Marketing Considerations for your Startup”, Mississippi River Valley Score Chapter 409, February 11, 2012

2011:

Interview: The Winona Post, “Supporting Misato Japan”, May 1, 2011

Interview: HBC TV, Misato, Japan City-wide Fundraiser Relief Initiative Efforts, April, 2011

2010:

Interview: Rochester Post Bulletin, “Camp Offers Care-Medical and Dental Services are Free”, Health & Science Section, May 10, 2010

Presentation: Winona State, International Music Series, “Understanding Hindustani Classical Music”, 2008-2010

2009:

Presentation: Indian School of Business (ISB) Hyderabad, India, Marketing and Retail Club  
“Marketing Strategy for a Textiles Start-Up”

Presentation: Rochester Presbyterian Church, “Understanding Hinduism in the Global Context”

2008:

Interview: Tegrity Inc. National PR Campaign

2007:

Presentation: Saint Mary’s University, Coexist Series of Lectures on Cultural Diversity “Hinduism in the

global context’

## **UNIVERSITY LEVEL SERVICE AND TRAINING**

### **Minnesota State University (MSU)**

Member, Technology Roundtable, October 2020-

Collaborative Learning Strategies Certificate, 2020

Member, Academic Trends and Research Group, 2020

### **Saint Mary’s University (SMU)**

Member, Faculty Development Committee, 2015-2016

Business School Representative, Regent Business School, Durban South Africa, 2014

Member, Sub Committee, Ed Standard’s, 2013

Member, Living Learning Communities Task Force, 2012-2014

Member, College Assessment Curriculum Committee (CACC), 2012-2015

Lead, Memorandum of Understanding (MOU) Jain University Bangalore India, 2012

Member, Science Visioning Workshop, 2012

Member, Cardinal Conversations, 2012-2013

Member, Ed. Standards Committee, 2012-2013

Business Faculty Lead, Mayo Innovations Scholar Program, 2012-2014

Member, New Student Orientation Registration (NSOR), 2012-2013, 2014-2015

Member, Lasallian Week of Peace Planning Committee, 2012

Member, Lasallian Scholarship Essay Competition, 2012

Member, Lasallian Pedagogical Book Club, 2012



Member, Department of Classical Languages, Spanish

Professor Search Committee, 2012

Attendee, Online Teaching Workshop, 2012

Volunteer, New Student Move in Assistance, 2011

Coordinator, Books for Africa Book Drive, 2011-

2017

Chair, Educational Standards Committee, 2011- 2012

Member, Student Life Committee, 2008-2010

University Representative, Saint Mary's University, Study Abroad Recruiting Trip, Management College of South Africa (MANCOSA), Durban, South Africa, 2008

## **COLLEGE-LEVEL SERVICE AND TRAINING**

### **Minnesota State university (MSU)**

Ag Work Group, October 2020-

Strangler Internship Initiative, February 2020

Accreditation Lunch and Learn, January 2020

Student Advising Lunch and Learn, September 2019

## **DEPARTMENT- LEVEL SERVICE AND TRAINING**

### **Minnesota State University (MSU)**

Member, Social Media Breakfast Club, 2019-

Member, Library Committee, 2019-

Member, Business School Curriculum Committee, 2019-

Member, Reallocation of Professional Development Funds Taskforce, 2019-2020

Member, Marketing Fixed Term Search Committee, 2019-2020

Member, Brown Bag Series, 2019-

### **Viterbo University (VU)**

Chair, of Marketing Department, Fall 2017-Spring 2019

### **Saint Mary's University (SMU)**

Member Program Recruiting Trip, Minneapolis, MN, 2008

Member, Business Law Position Search Committee, 2008

Member, Accounting Position Search Committee, 2007

Member, Disability Services Position Search Committee, 2007

Member, Business Program Recruiting Trip, Chicago, IL, 2007

### **STUDENT-LEVEL SERVICE**

#### **Minnesota State University (MSU)**

Faculty advisor, Professional Sales Organization, Fall 2019-

#### **Saint Mary's University (SMU)**

Faculty co-advisor for the Entrepreneurship Club, 2014-

Faculty advisor for the Saint Mary's University Business/PR club, 2008-2012

Faculty co- advisor for the Saint Mary's University Chapter of Delta Mu Delta National Business Honor Society, 2008-2012

### **INDUSTRY EXPERIENCE**

#### **ENTREPRENEURIAL**

Co-Founder, Infuzn Foods LLC, 2016-

#### **CONSULTING**

Marketing Consultant, NimbeLink LLC, Plymouth, MN, Dec. 2016, May 2014-August 2014

Strategic Advisor, MySahay, Bangalore, India, August 2014-May 2015

Sessional Consultant, Javen Technologies, Bloomington, MN, September 2012

Strategic Advisor, Online Breakfast, Pune, India, July 2011-July 2012

Service Corps of Retired Executives (SCORE) Volunteer, Chapter 409, Mississippi River Valley Region, December, 2011-2013

Strategic Advisor, SuperFabric Inc. Oakdale, MN, July 2016, June 2008- June 2010, June 2016-August 2016

Marketing Advisor, Mugby Junction, Winona, MN, November 2006-March 2007

### **OTHER PROFESSIONAL POSITIONS:**

Product Support Specialist, Fastenal Corporation, Winona MN, October 2005-February 2006

Telecom Consultant, Sykes Canada Corporation, London Ontario, Sept 2003-June 2004

### **SKILLS**

Software: Microsoft Office, Microsoft Excel, SPSS, R

Learning Management Systems: Blackboard, Moodle, D2L

Languages: Telugu (Intermediate proficiency) French (Basic proficiency) Hindi (Basic proficiency)

### **COMMUNITY SERVICE**

Board Member, Chileda Institute Inc., Lacrosse WI, 2019-

Vice-President, Sri Sathya Sai Group of Rochester, MN 2018-

Meals on Wheels, Rochester, MN, 2019-

2<sup>nd</sup> Vice President, Winona Sunset Lions, Winona, MN, 2011-2013

Strategic Advisor, Winona Community Foundation, Winona, MN, 2011-2012

Marketing Advisor, Winona Misato Friendship Association, Winona, MN, 2011

3<sup>RD</sup> Vice President, Winona Sunset Lions, Winona, MN, 2010

Relay for Life, Cancer Run at Saint Mary's University of Minnesota, Winona, MN, 2010

Project Manager, Migrant Health Clinic, Free Medical Camp, Rochester, MN 2008-2010

Marketing/Public Relations Chair, *Winona Health Auxiliary Board, Winona, MN 2007-2008*

Composer and Producer of the CD “Hey Deena Dayalu Sai Baba”, (Implemented a Sales & Marketing program for worldwide distribution of my CD that has generated over \$10000 USD for a worldwide charity), 2000

## **GRANTS AND AWARDS**

Keep It Local Grant, 2020

PCSW Grant Recipient, 2020

Lion of the Year, Winona Sunset Lions, 2011

Cambridge Who’s Who? 2008

University of Western Ontario, Faculty Tuition Dependent’s Scholarship, 1998-2002













