**JAMES P. PRINZI**

12 Crossbow Drive

Penfield, New York 14526 C: 585-764-4443 James.Prinzi@simon.rochester.edu

**TEACHING EXPERIENCE:**

**University of Rochester, Simon Business School**

2019 - Present

Executive Professor

Marketing 203 Principles of Marketing (Spring 2020)

Marketing 233 Advertising and Promotion (Spring 2019, 2020, 2021, 2022, 2023)

Marketing 433 Advertising Strategy (Fall 2017, 2018, 2019, 2020, 2021, 2022)

EXP/Marketing 476 Contemporary Marketing Strategy (Fall 2019, Fall 2020, Fall 2021,2022)

Marketing 465 Marketing Analytics Projects (Spring 2021, Fall 2021, Spring 2022, Fall 2022)

Teaching Honor Roll: Spring 2022

**Nazareth College, Graduate School of Management**

1996 - 2017

Executive Professor

Marketing 403 - Marketing Management

Marketing 433 - Market Research

Management - 650 Corporate Strategy

Dean’s Teaching List 12 years

Superior Teaching Award 2006 and 2014

**PROFESSIONAL EXPERIENCE:**

**Monro, Inc.** (Nasdaq: MNRO), Rochester, New York

2017 - 2019

Asked by President and CEO to work part time in the areas of rebranding of current brands, branding of acquisitions, and overall Marketing strategy. Unfortunately, Monro has lost two Chief Marketing Officers since I retired from that position in 2017.

1996 - 2017

Vice President and Chief Marketing Officer (2007)

* Responsible for all marketing functions for the largest independently-owned and operated automotive service chain in the United States. Fiscal 2018 sales - $1.128 billion.
* Helped grow the company from one brand and 240 locations in three states to 10 brands and 1,200 locations in 28 states.
* In the face of an industry wide decline in exhaust sales, rebranded Monro Muffler Brake as Monro Muffler Brake & Service and grew general service from 3% in 1996 to 28% in 2011.
* In 2017, rebranded Monro Muffler Brake & Service stores as Monro Auto Service and Tire Centers to emphasize tires, now more than 50% of sales.
* Implemented the first data base reminder program which grew from 5,000 pieces per month to more than 1,300,000 per month with an average response rate of more than 10% and an ROI of more than 400%.
* Total annual advertising budget exceeds $32 million.

**EDUCATION:**

Ph.D. California Coast University, Marketing, 1993

Thesis: Conjoint Analysis (Advisor: Subrata Sen, Yale)

M.S. University of Rochester, Marketing/Applied Statistics, 1982

B.A. St. John Fisher College, Mathematics/Economics, 1979

**RESEARCH AND AWARDS**:

An Empirical Study of Private Label Credit Card Exclusive Rebate

Shengyu Zhu, Yufang Huang, Mitch Lovett, Jim Prinzi

(Shengyu’s Job Search Paper; Data supplied by Monro)

*“Differences Between Bank and Credit Union Customers,”* Journal of Applied Finance and Banking, 2014 with J. Guttenberg and M. Schinski

*“A Further Investigation into ‘Up to’ and ‘As low as’ Advertising,”*

Atlantic Marketing Association, NC, 2014 with J. Guttenberg and J. Quinn

*“The Impact of Required Questions on Survey Response Error,”* Academy of Business Research, TX, 2013 with J .Guttenberg and M. Schinski

University of Rochester, Graduate Fellowship, 1979 – 1983

St. John Fisher College: Senior Award in Economics 1979