

Joseph M. Manzo

Rauch Business Center
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EDUCATION

Lehigh University, Bethlehem, PA <i>MBA, Information Systems</i>	2002-2004
Rutgers University, New Brunswick, NJ <i>BA, Political Science/History</i>	1987-1991

PROFESSIONAL EXPERIENCE

College of Business and Economics, Lehigh University, Bethlehem, PA <i>Professor of Practice, Accounting</i>	2009-present
<ul style="list-style-type: none">▪ Courses taught at the Undergraduate Level: BUS 01 Introduction to Business, BUS 05 Values Based Decisions for Business (Business Ethics), ACCT 151 Introduction to Financial Accounting, ACCT 152 Introduction to Managerial Accounting, ACCT 108 Fundamentals of Accounting.▪ Courses taught at the Graduate Level: MACC 403 Professional Issues in Accounting – Ethics, MACC 420 Business Advisory and Practice, ECO 492 Business Integrity.▪ Develop and administer BUS 05 which involves hiring adjunct faculty, updating the reading list, writing assignments and exams, arranging guest speakers, managing student enrollments, and maintaining all communications.	
<i>Director, Rauch Center for Business Communications</i>	2009-present
<ul style="list-style-type: none">▪ Manage administrative duties for the center which include budgets, human resources, and communications.▪ Develop and administer the Presentation Design program for participating courses at the undergraduate and graduate level.▪ Develop and administer the Calculus Competency program with the Math department. Assess student achievement on diagnostic exams and in MATH 21, maintain communication plans, maintain system for posting exam schedule.▪ Develop and administer the Excel Competency program which includes writing exams, teaching seminars, training TAs, maintaining communications, and assessing student achievement.▪ Developed and maintain the CBE central calendar system.▪ Developed and maintain the process for posting all content on the monitor display system for the building.	
<i>Acting Associate Dean and Director of Undergraduate Programs</i>	2008-2009
<ul style="list-style-type: none">▪ Supervised all registration activity and work with faculty on course roster and demand.▪ Managed scholarship selection process.▪ Advised students and establish degree plans.▪ Established event planning and budget process for the department.▪ Worked with faculty to coordinate all AACSB assessments for the undergraduate programs.▪ Developed a process to collect and store all AACSB assessments and evidence files.	

<i>Adjunct Professor</i>	2005-2009
<ul style="list-style-type: none"> ▪ Taught multiple sections of BUS 01 and BUS 05 ▪ Taught seminars for the Excel Competency Program 	
Brinton Eaton Associates, Morristown, NJ	
<i>Consulting Engagement</i>	2005-2006
<ul style="list-style-type: none"> ▪ Designed a portfolio balancing system using Schwab Portfolio Center integrated with Microsoft Excel and Access. ▪ Designed the firm's billing system with a focus on revenue recognition rules according to GAAP, client contracts, and the firm's revenue generation cycles. 	
Just Born Candy Company, Bethlehem, PA	
<i>Consulting Engagement</i>	2003
<ul style="list-style-type: none"> ▪ Lead engagement manager on project involving sales analysis and sales growth initiatives. 	
FL Smidth Cement Company, Bethlehem, PA	
<i>Consulting Engagement</i>	2003
<ul style="list-style-type: none"> ▪ Lead engagement manager on an Enterprise Wide Risk Management project. ▪ Designed tools to evaluate perceived risks and lack of internal controls as identified by the staff and management team of the firm. ▪ Developed a risk heat map for the firm along with recommendations on how to mediate the identified risks along with a process for continuous evaluation of risks to the firm. 	
Toys R Us, Wayne, NJ	
<i>Manager of Strategic Planning</i>	2000-2002
<ul style="list-style-type: none"> ▪ Developed growth strategies under the direction and training of McKinsey & Co. <ul style="list-style-type: none"> – Developed strategies and delivered presentations with the McKinsey team to TRU officers. – Evaluated growth and core business strategies on the basis of EVA and NPV. ▪ Founded a start-up grocery concept called the <i>Toys R Us Toy Box</i>. <ul style="list-style-type: none"> – Established a strategic alliance with the Ahold corporation (Giant-Landover division). ▪ Developed the concept and strategy for the Toys R Us <i>Geoffrey</i> stores (rural market strategy). ▪ Established and implemented the company process for evaluating real-estate investments. 	
<i>Information Systems Advisor</i>	1998-2000
<ul style="list-style-type: none"> ▪ Managed system design and requirements for warehouse and store planning reports. ▪ Managed system design and requirements for the company financial gross margin reports. ▪ Partnered with several consulting firms and internal business managers to build relational databases, provide data analysis, and conduct extensive data mining projects. ▪ Designed curriculum and taught classes on database software and systems. 	
<i>Assistant Manager of Inventory Control</i>	1997-1998
Ann Taylor, New York, NY	
<i>Senior Merchandise Analyst</i>	1996-1997
<ul style="list-style-type: none"> ▪ Managed all inventory investments and financial plans for the Casual Sportswear Division. <ul style="list-style-type: none"> – Evaluated investments based on historical performance and cash flow. – Prepared monthly budgets and presented results directly to the CEO and CFO. ▪ Under my direction, divisional same store sales in Fall 1996 were highest in company (+21%). ▪ Co-authored the merchandise analysis and planning methods for Ann Taylor. 	
<i>Merchandise Analyst</i>	1995-1996

Phillips Van Heusen, Bridgewater, NJ

Merchandise Planning Manager

1993-1995

- Created a desktop application for production plans being issued to offices in the Far East.
- Managed production plans for sportswear merchandise sourced for JC Penney and VH Retail stores.
- Managed financial budgets which include sales, gross profit, and inventory.

TEACHING

College of Business and Economics, Lehigh University, Bethlehem, PA

ACCT 152 (3 credits): Introduction to Managerial Accounting

2011-present

- Required undergraduate course for second year students.
- Addresses fundamental skills of managerial accounting.
- Content includes cost accounting systems, cost volume profit relationships, budgets, activity based costing, make buy decisions, and pricing decisions.

ACCT 151 (3 credits): Introduction to Financial Accounting

2010-present

- Required undergraduate course for second year students.
- Addresses fundamental skills of financial accounting.
- Content includes the financial accounting system, preparing financial statements (including cash flows), acquisition and disposition of assets, time value of money concepts, pricing and accounting for bonds, and financial statement analysis.

ACCT 108 (3 credits): Fundamentals of Accounting

2010-present

- Undergraduate course for students majoring in engineering or arts and sciences.
- Addresses fundamental skills of financial and managerial accounting.
- Financial accounting content includes the financial accounting system, preparing financial statements (including cash flows), acquisition and disposition of assets, and financial statement analysis.
- Managerial content includes cost accounting systems, cost volume profit relationships, and budgets.

BUS 05 (1 credit): Values-Based Decision Making for Business

2009-present

- Undergraduate course for first year students.
- Co-developed the course in 2008.
- Content includes ethical theories and guidelines, corporate governance, leadership and ethics, accounting fraud, and social responsibility.
- Case studies include Worldcom, Enron, Tyco, Ben and Jerry, and Malden Mills. In the case of Worldcom, includes a fundamental overview of how capitalizing expenses impacts the balance sheet and the income statement.

BUS 01 (3 credits): Introduction to Business

2005-present

- Undergraduate course for first year students.
- Content includes fundamental overview of the accounting equation, financial statements, breakeven analysis, finance, marketing, supply chain management, and product development.
- Students develop a comprehensive business plan and must present an income statement to a guest banker.
- Developed the Excel planning tool that is used for the business plans. The tool produces a comprehensive income statement which includes depreciation projections, tax expense, and interest expense based on required inputs. Required inputs include detailed sales plan, capital expenditures, detail expense projections, and expected debt contracts.

- MACC 403 (1 credit): Professional Issues in Accounting - Ethics* Fall 2010
- Graduate course in the Masters in Accountancy program.
 - Addresses fundamental skills for making ethical decisions in domestic and international engagements.
 - Content includes recognition of ethical dilemmas, ethical frameworks, the role of moral courage, ethical leadership, foreign corrupt practices act, accounting fraud cases.
- ECO 492 (1 credit): Business Integrity* Fall 2010
- Graduate elective course offered to MBA and Health and Biopharma MS students.
 - Addresses fundamental skills for making ethical decisions in domestic and international engagements with a focus on the pharmaceutical industry.
 - Content includes recognition of ethical dilemmas, ethical frameworks, the role of moral courage, ethical leadership, bio medical ethics, and cases in the pharmaceutical industry.
- MACC 420 (3 credits): Business Advisory and Practice* Fall 2008
- Graduate course in the Masters in Accountancy program.
 - Content includes fundamentals for professional consulting engagements and case study analysis to demonstrate key success factors and flaws in consulting engagements.
 - Course required students to development and present a professional RFP. Students were trained on presentation design techniques and how to respond to unexpected and aggressive client questions.
- Excel Competency Program* 2002-present
- Not for credit competency requirement for all first year students.
 - Developed the program in 2002.
 - Prerequisite for Introduction to Financial Accounting (ACCT 151) and Introduction to Information Systems (BIS 111).
 - Developed a collection of videos in 2004 that demonstrated the applications of Excel in the disciplines of financial accounting, managerial accounting, and economics.
 - Responsible for creating all exams, teaching seminars, and training teaching assistants.

PUBLICATIONS

- Manzo, Joseph M. (January 2012). *How to Use Microsoft Excel 2010 The Careers in Practice Series*. Irvington, NY: Flat World Knowledge.
- Manzo, Joseph M., Piziak, Dee R., and Rhoads, C.J. (2009). *Microsoft Office 2007 In Business (2nd Ed.)*. Upper Saddle River, NJ: Pearson.
- Manzo, Joseph M. (2008). *Microsoft Office Excel 2007 In Business*. Upper Saddle River, NJ: Pearson.
- Manzo, Joseph M. (2008). *Microsoft Office Access 2007 In Business*. Upper Saddle River, NJ: Pearson.
- Manzo, Joseph M., Piziak, Dee R., and Rhoads, C.J. (2008). *Microsoft Office 2007 In Business*. Upper Saddle River, NJ: Pearson.
- Manzo, Joseph M. (2006). *Foundations in Business: Access 2003*. Upper Saddle River, NJ: Pearson.
- Manzo, Joseph M. (2006). *Foundations in Business: Excel 2003*. Upper Saddle River, NJ: Pearson

PRESENTATIONS

Manzo, Joseph M. (2009, March). *The Value of Multimedia Technologies*. Presented at Prentice Hall Information Technology Regional Conference for Educators, Baltimore, MD.

Sherer, Susan A. and Manzo, Joseph M. (2007, August). "Differences in National IT Investment: What Really Matters?" *Proceedings of the Thirteenth America's Conference on Information Systems*, Keystone, Colorado.

SERVICE

University

Committee member for the Class of 61 Ethics Speaker Series, 2011

Participant on the FYE committee, 2011

Presentation on Business Ethics Education for the Class of 1961 reunion, 2011

University Strategic Planning Model, 2008-Present

- Developed ILE project with the Finance and Administration department for the CSB program to develop a custom database and strategic planning tool over several years.
- Develop the financial planning scenario tool for the Capital Structure Service Committee for the Board of Trustees.
- Co-developed the financial strategic planning model for the university.
- Model includes a detailed bottoms-up scenario assessment based on fundraising targets, faculty growth, and capital projects.
- Model produces an income statement and balance sheet based on the scenarios that are evaluated.

Ropes Course Strategic Planning, Student Affairs Office, 2005

- Developed the strategic plans for the university's experiential learning ropes course.
- Plan was executed and facility remains in operation today.

Faculty Advisor for MUS 32 and Section Leader, Lehigh University Choral Union, 2004-Present

College of Business and Economics

Advisor for Beta Alpha Psi, 2011

Associate Advisor for the Accounting Club, 2010 – Present

Accounting Department Student Satisfaction Survey Development, 2010 – Present

Communications Learning Objective Assessment Committee, 2010

Accounting UG Curriculum Committee, 2010

Accounting Department Scribe, 2010

Director for the Rauch Center of Business Communications, 2009 - Present

Advanced Excel Seminar, Finance Club, 2008-2009

Professional

Pearson Author Consultancy Board, 2006-2008