

Michael L. Barrett

Instructor

Education

MBA, Suffolk University EMBA Program, Boston, MA, Business Administration, 1982

BBA, St. John's University, New York, Business Administration, 1967

Teaching Interests

Strategic Marketing, International Marketing, Marketing, Branding

Research Interests

ACADEMIC EXPERIENCE

Administrative Assignments

Director, Director, Executive Education and Life-long Learning, including Executive MBA Program (July 1, 2004 - Present).

Courses Taught

Global Brand & Comm Strategies

Strategic Marketing

Business/Professional Experience

President, Cool Laser Optics, Inc., Cool Laser Optics is a privately held technology development and licensing company in the medical device industry, specifically cutaneous cooling technology for the medical laser sector., Westborough, Massachusetts (1994 - 2006).

Consulting

2009: AdvanceSource Biomaterials, Special Consultant on Marketing.

2008: CardioTech International, Special Consultant on marketing matters.

2007: Suffolk Construction Corporation, Strategic Plan Review and Advice.

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Barretti, M. L., Bhatia, S. Looking for the Next Big Thing: Bringing Virtual Teams to the EMBA Classroom. *To appear in Journal of Indian Business and Economics.*

Non-Refereed Presentations or Papers

International

Barretti, M. L., Bhatia, S. (2006, November). *Looking for the Next Big Thing-Bringing Virtual Teams to the EMBA Classroom.* Presented at Applied Business and Entrepreneurship Association International, Kona, Hawaii.

Barretti, M. L. (2006, August). *Looking for the Next Big Thing - Bringing Virtual Teams to the EMBA Classroom.* Presented at Academy of Management Annual Meeting, Atlanta, Georgia.

Barretti, M. L., Bhatia, S. (2005, October). *Looking for the Next Big Thing - Bringing Virtual Team Concepts to the Executive MBA Classroom.* Presented at Executive MBA Council Conference, Barcelona, Spain.

Barretti, M. L., Bhatia, S. (2005, September). *Looking for the Next Big Thing - Bringing Virtual Team Concepts to the Executive MBA Classroom.* Presented at Virtual Management International Congress 05, Milan, Italy.

Faculty Development

Conference Attendance

2006: Academy of Management Annual Conference Atlanta, Georgia.

2005: Guild Academy of Competitive Intelligence. Advanced Scenario Analysis Cambridge, Massachusetts.

Seminar

2006: Fuld Academy of Competitive Intelligence, Harvard University: Managing the Intelligence Program Boston, Massachusetts.

SERVICE ACTIVITIES

College/School Assignments

Assurance of Learning

2007:; Developed Assurance of Learning Plan for EMBA Program.

Committee Chair

2004: Institute for Executive Education and Life-long Learning; Created the Institute of Executive Education and Life-long Learning, which now houses the EMBA Degree Program and other life-long learning programs of the Suffolk Business School. Chair Advisory Committee of same..

2003 - 2004: EMBA Task Force; The EMBA Task Force developed and the revised EMBA Program curriculum, which was implemented in March, 2005..

Committee Member

2007: PSPC; PSPC Committee member - 6th year. This is the senior Policy and Strategic Planning Committee for the Sawyer Business School..

2006: Policy and Strategic Planning Committee; The PSPC is the senior committee in the Sawyer Business School and is charged with the development of policy and strategy. It works directly with the Dean..

July 1, 2004 - June 30, 2005: Policy & Strategic Planning Committee;.

2004: SSOM/World Boston Global Leadership Series; A joint effort on the part of the GMBA Program and World Boston designed to bring today's international leaders to the Boston stage. Co-founded with the Director, GMBA Program and President, World Boston..

Other Institutional Service Activities

2008: New Program Development; Team development of Executive Master of Public Administration Program.

Directed Student Learning

Directed Individual/Independent Study

2008: Independent studies - branding; international marketing.

2007.

2005: Independent studies in the marketing discipline, national and international in scope..

2004: Independent Studies in the marketing discipline, national and international in scope..

Internship Advisor

2005: Global MBA student internship academic supervisor..

2005: Faculty facilitator, EMBA Program Experiential/Program Research Project 4.0 credits..

Student Team Evaluations

2005: Accounting 410/861 Student Team presentations on: Leadership and the Profession..

University Assignments

Other

2005:;

Department Assignments

Committee Chair

2007: Marketing Advisory Committee; Co-Chair the MAC..

2006: Marketing Advisory Committee; Co-chair the MAC, which brings together marketing faculty and practitioners for the discussion of matters pertinent to the marketing discipline and practice..

2004: Internal Learning Center; See prior year description. The ILC now also serves as a venue for the Marketing Department faculty to present research in progress, as a method of getting constructive feedback from colleagues. Co-chair..

Other Institutional Service Activities

2008: EMBA Program; Academic Director.

2008: Marketing Advisory Committee; Co-Chair.

2007: Executive MBA Program; Academic Director.

2006: Executive MBA Program; Academic Director.

2005: Executive MBA Program; Academic Director.

2004: Executive MBA Program; Academic Director.

Professional Service

Board of Directors of a Company

2008: CardioTech International; CTE is an AMEX traded public corporation in the life sciences industry. Chair the Compensation Committee; Member of the Nominating Committee.

2006: CardioTech International; CTE is a publicly traded corporation (AMEX) in the life sciences industry. Currently chair Compensation Committee; member Audit and Nominating Committees.

1998 - 2005: CardioTech International; CTE is a publicly traded corporation (AMEX) in the life sciences industry. Chair, Nominating Committee; previously chaired Audit and Compensation Committees.

Special Projects or Assignments

2007:; Case Reviewer, HBSP: FriendlyDoctor.com.

2007:; For HBSP: Re-wrote author written TN for Friendly Doctor.com Case.

Public Service

Committee Member

2008: World Boston; Member of Board of Directors.

2007: World Boston; Member of Board of Directors.

2006: World Boston; Member of Board of Directors.

2000 - 2005: World Boston; Member of the Board of Directors.