

***Albers School of Business
Adjunct Faculty***

Winter Quarter 2013



MBA 503/Financial Accounting

John V. Merle has thirty years of experience in progressive financial, operational, and information technology management of manufacturing and consumer packaged goods environments for two Fortune 500 companies. He has been employed by Weyerhaeuser since 1988, serving as Lead of Accounting Transition Services for the Fine Paper Business Divestiture, Lead in SAP Financial Reporting, VP and CFO of Winchester Homes, Inc., and as Director of Finance for the Personal Care Products Division. He earned a BA from CSU San Francisco and an MBA with Honors in International Business (Finance) from Golden Gate University.

MBA 518/Operations Management

Michael Ervick. A father of four, Michael Ervick is a Viet Nam era veteran, who served in the United States Navy. He is formally educated and trained in Business Management, attending Bellevue Community College, Central Washington University to earn a dual major Bachelors of Science degree in business; and earning an MBA from the Albers School of Business and Economics at Seattle University. With over twenty years of experience, he is actively employed a professional management consultant and worked part-time as an adjunct for the last twenty seven years.

MGMT 586-01/Business Plan Development

John Castle teaches Entrepreneurship at the University of Washington Business School, and his practical classes have spawned several new companies. His instruction is based on his 35 year career founding and managing new companies. He also provides tactical guidance to CEOs of companies entering a growth stage. His strength is in focusing a business on what is important and timely. He has a track record of helping product and information companies identify, create, finance and deliver what their customers want to buy. He has also served on many Boards of Directors and Advisory boards and advised management on corporate structure and governance and on communication with investors.

MGMT 587-01/CEO Leadership and Board of Directors

Robert Hunsberger is President and CEO of NetMotion Wireless which develops and markets a software mobile VPN for the enterprise market. He was hired on to turn the company around. Robert was also President and CEO of WIDCOMM, one of the leading providers of Bluetooth wireless connectivity software. From 1997 to 2003, Robert was Chairman and CEO of Metawave Communications, a venture capital funded wireless equipment company. He was also Senior Vice President and General Manager for Siemens in Texas. Robert was an officer in the US Air Force and received his MBA from Arizona State.

MKTG 559-01/Brand Management

April Atwood is a full-time lecturer at Seattle University, where she teaches courses in consumer behavior, marketing principles, marketing and social issues, and sustainability. She has decades of teaching experience at the University of Washington, and she has been on the faculty at Bainbridge Graduate Institute (accredited MBA program in Sustainable Business) since its third year of operations. April completed her PhD at Ohio State, where she conducted research on visual and non-visual imagery effects on consumer learning. She has been involved in consulting work with many organizations over the years, including Puget Sound Blood Center/NIH grant work on blood donation, King County Solid Waste Division work on marketing recyclable materials, Northwest Kidney Foundation work on attitudes and behavior change in dialysis patients, and program evaluation and member research for faith communities. She is on the board of directors for Water for Humans, a non-profit focused on providing clean water technology to communities in Mexico. She has been published in Advances in Consumer Research, Marketing Theory and Applications, and Innovative Marketing. She is currently working on writing cases on sustainable marketing and business practice on such diverse sustainability-related enterprises as Guayaki, Lipton, and Fair Trade Sports.