

Yoon Park

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Profile

Business school faculty with extensive global industry leadership experience across marketing, sales, and commercial strategy. Combines academic teaching, applied research, and real-world business practice to prepare students for modern organizations.

Experienced in designing and delivering undergraduate and graduate courses in marketing, strategy, and global business while building industry-engaged learning programs such as co-ops, applied consulting projects, and employer partnerships that connect classroom learning with organizational decision-making.

Teaching & Instructional Expertise

Academic Teaching

- Design and teach undergraduate, graduate, and executive education courses in Marketing, Professional Selling, Business Strategy, Sustainability Management, and Organizational Culture.
- Deliver courses across in-person, synchronous online, and asynchronous online formats, adapting teaching methods to different learning environments.
- Teach diverse learner populations, including traditional undergraduate students, adult learners, and corporate professionals through executive and industry training programs.
- Develop structured asynchronous courses using Canvas LMS, incorporating modular design, analytics-informed assessment, structured rubrics, and feedback loops to support student learning.
- Structure courses with approximately 40% theory, 40% applied learning (cases, projects, simulations), and 20% reflection to build critical thinking and professional readiness.
- Develop new courses aligned with emerging business needs, including AI and Integrated Marketing, Digital Transformation, and Sustainable Business.

Industry-Based Teaching

- Led global commercial excellence initiatives at Delphi, BASF, and Cabot to strengthen sales and marketing effectiveness across international teams.
 - Identified talent and capability gaps and developed solutions, including sales and marketing academies, competency frameworks, and standardized commercial processes and tools.
 - Designed and delivered sales and marketing capability programs for corporate employees and managers, integrating strategic selling methodologies and value-based customer engagement.
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Industry Engagement & Experiential Learning

- Designed and led marketing and sales co-op programs.
- Built employer partnerships that support experiential learning by drawing on global industry experience and professional networks developed through senior roles at Emerson, Cabot, BASF, and Delphi.

Applied Research & Industry Insight

- **Research in Progress: Sales and Marketing Competency Transformation in Global B2B Organizations (Lead Researcher)**
Meta-review of ~2,000 academic articles and annual reports from 50 leading global B2B firms examining emerging capability gaps related to AI, digital transformation, and sustainability, with the goal of developing a conceptual framework for future B2B sales and marketing competency models.
- Contributed to applied sustainability research through *Claims That Cut Through* (2023), published by NYU Stern Center for Sustainable Business.
- Research trajectory builds on DBA doctoral research examining success factors in commercial excellence initiatives and continues through applied work on B2B sales competency transformation.

Education

- **Doctor of Business Administration**, Alliance Manchester Business School, The University of Manchester, Manchester, UK (2020).
- **Master of Science, Accountancy**, Gies College of Business, University of Illinois at Urbana-Champaign, IL, USA (1999).
- **MBA, International Business**, Thunderbird School of Global Management, Arizona State University, AZ, USA (1998).
- **Bachelor of Laws**, Hankuk University of Foreign Studies, College of Laws and Public Administration, Seoul, Korea (1992).

Professional Certifications & Industry Training

Professional Certifications:

- Marketing Analytics Certification, Cornell University (2021).
- Instructional Design Certification, Association of Training and Development (2019).
- Digital Marketing Certification, Cornell University (2019).
- Human Resource Management Certification, Cornell University (2005).

Industry Training

- Salesforce CRM
- MEDDPICC
- Miller-Heiman
- SPIN

Academic Experience

Assistant Professor of Marketing (Full-Time)

Moravian University, School of Business & Economics, Bethlehem, PA (09/2026 – Present)

Assistant Professor of Practice (Full-Time)

Merrimack College, Girard School of Business, North Andover, MA (09/2024 – 05/2026)

Adjunct Faculty – Marketing (Part-Time)

Purdue University Global, Lafayette, IN, USA (09/2023 – Present)

Research Scholar (Full-Time)

Center for Sustainable Business, NYU Stern School of Business, New York, NY (08/2022 – 04/2023)

Industry Experience (Full-Time)**Global Marketing Management**

Emerson Electric Co., Fisher Control Valve Business, Marshalltown, IA (05/2023 – 09/2024)

Strategic Marketing Management

Evolved by Nature Inc. (Biotech Start-up), Medford, MA (01/2020 – 07/2022)

Global Segment Management

Cabot Corporation, Boston, MA (03/2015 – 12/2019)

Asia Pacific Regional Marketing & Product Management

BASF Asia, Shanghai, China (01/2012 – 02/2015)

North America Sales Management

BASF USA, Southfield, MI (04/2007 – 12/2011)

Global Key Account Management

Delphi Corporation, Saginaw, MI (01/2000 – 04/2007)

HR Management

Microsoft Korea, Seoul, Korea (09/1993 – 09/1995)