

## The Executive-In-Residence Program

The College of Business and Technology has joined in partnership with the Richmond Chamber of Commerce and the Richmond Rotary Club to provide an Executive-in-Residence Program for Eastern Kentucky University. As part of the college's Distinguished Speaker Series, this program brings leaders of business, industry, and government to the EKU campus to address students, faculty, and members of the Richmond community and surrounding area on current topics and issues



"Bringing influential speakers to the Eastern Kentucky University campus for our students is a major priority for me. I am especially glad to welcome one of our EKU alumni, Dennis D. Doggett, as our distinguished speaker in the College of Business and Technology's Executive-in-Residence Program. His accomplishments are many, and he brings much insight and expertise about business and global marketing to our students, faculty, and community. We hope that everyone will take advantage of the opportunity to hear this distinguished member of the Eastern family."

Dr. Robert W. Kustra, President  
Eastern Kentucky University

## Welcome

"As part of the Distinguished Speaker Series, the Executive-in-Residence Program invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty, and other interested participants during a public address, round table discussion, luncheon, and classroom visits. By joining with the Richmond Chamber of Commerce and the Richmond Rotary Club to sponsor the Executive-in-Residence Program, this enrichment opportunity is available for people in our community and the surrounding area as well as Eastern's students and faculty.

We are honored to have Dennis D. Doggett, an Eastern alumnus, as the featured speaker during the second year of the Executive-in-Residence Program. He has a distinguished career in the fields of consumer, trade, and industrial marketing in North America and in Europe. He is a globally experienced and culturally sensitive professional who is a good role model for our students. We welcome Mr. Doggett to campus and cordially invite all interested persons to attend the public address."

Dr. Robert B. Rogow, Dean  
College of Business and Technology  
Eastern Kentucky University

College of Business and Technology  
Eastern Kentucky University  
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## Executive in Residence

College of Business and Technology  
Eastern Kentucky University

October 3-4, 2000



**Dennis D. Doggett**

Vice President  
New Business Development  
The Valvoline Company  
Lexington, Kentucky

Co-sponsored by  
Richmond Rotary Club  
Richmond Chamber of Commerce  
Richmond, Kentucky

**DENNIS D. DOGGETT** is the executive in residence for Eastern Kentucky University's College of Business and Technology. He is a distinguished sales and marketing professional with the vision and drive to achieve both profits and growth. Globally experienced and culturally sensitive, he has in-depth knowledge of consumer, trade, and industrial marketing in North America, Europe, and other parts of the world.

An EKU alumnus, he began with **The Valvoline Company** in 1987 as sales director and product manager of the Industrial Sales Group. While in that position, he directed and implemented all elements of the industrial, commercial, and automotive coatings business for Valvoline in North America as well as licensee businesses in Japan and Korea. Sales were \$25 million.

After one year in that position, he became vice president of marketing for Valvoline Inc. and was responsible for a \$95 million budget for all marketing activities for United States operations. He managed a professional staff of 35 and had sales of \$750 million.

At the end of four years, he moved to Valvoline International as vice president of marketing. During the next three years, he created and implemented global marketing strategies to maximize sales and profits achieving global growth with affiliates, distributors, and licensees in more than 75 countries. Sales were \$200 million annually. In addition, he was responsible for the restructuring and expansion of business in both Western and Eastern Europe.

From 1995-1997, he was vice president of marketing in Europe for **The Valvoline Company** located in Dordrecht, The Netherlands. While there, he directed all marketing activities in Europe and established strategic direction for the automotive and industrial product lines with emphasis on the emerging markets in Eastern Europe. He also managed two outside advertising agencies and an in-house staff. Sales were \$175 million annually and increased by 280% during the period.

Returning to Lexington in 1997, he became vice president of new business development for **The Valvoline Company**. In his current position, he has the responsibility to direct and drive growth globally via business acquisitions, joint ventures, alliances, and new product acquisitions. He manages initiatives in the United States, Brazil, New Zealand, United Kingdom, Finland, Poland, Turkey, Mexico, China, and Portugal.

Although Mr. Doggett maintains a hectic schedule, he remains active with professional and community organizations. Currently, he is a member of the Business Advisory Council in EKU's College of Business and Technology. In addition, he has been a board member and president of The Lexington Ballet Company and a national lecturer with the American Marketing Association.

## Schedule of Events

### Tuesday, October 3, 2000

5:30 p.m. - 6:30 p.m.

Public Address by **Mr. Dennis Doggett**  
Vice President New Business Development  
The Valvoline Company  
Lexington, Kentucky

Posey Auditorium  
Third Floor  
Stratton Building  
College of Justice and Safety

### Wednesday, October 4, 2000

8:00 a.m. - 9:30 a.m.

Round Table Discussion with Mr. Doggett  
for College of Business and Technology Faculty  
Walnut Hall, Keen Johnson Building

10:10 a.m. - 12:05 p.m.

Student Dialogue and Discussions with  
Mr. Doggett  
Ferrell Room, Combs Classroom Building

12:15 p.m. - 1:15 p.m.

Luncheon with Mr. Doggett for Invited Guests  
Regents Dining Room, Powell Building

1:25 p.m. - 2:15 p.m.

Student Dialogue and Discussion with  
Mr. Doggett  
Ferrell Room, Combs Classroom Building