

# **Curriculum Vitae**

**Martha Lynn Aulbaugh Kahle**

## Summary of Key Qualifications

- In-depth knowledge of worldwide trends and best practices in marketing and innovation. Currently teach undergraduate courses for two engineering programs: Export and Technology, and Process and Innovation.
- Strong international background and experience (U.S. Citizen, have lived in Denmark since 1985, lived in London, England, during high school and Venezuela as a child)

## Work experience

**1989-present**

### **DTU Diplom (formerly Copenhagen University College of Engineering, IHK)**

Associate Professor, Center for Business Development

- Teach the following courses: Marketing Management, Business Concept Innovation, Global Marketing and Innovation, Cross-Cultural Marketing Management, Technology and Marketing, Project Methodology
- Curriculum developer for the Chemical Engineering and International Business program at DTU
- Advisor for students during their internship semester and bachelor project.
- Chairman for hiring committee for teaching positions (two)
- Teach a two-day international marketing course at UPC Vilanova, Spain, for the European Project Semester program (EPS).

**2004-2012**

### **Copenhagen Business School (CBS)**

Employed as a PhD student and subsequently external lecturer and examiner.

Taught master-level classes (Market Creation Management) and advised master thesis projects at CBS, Department of Marketing, while continuing to teach part-time at IHK.

**2007-present**

### **Moderator, Collaborative Gain**

Lead a group of twenty product management professionals for The Councils, a U.S.-based peer-to-peer executive network run by Collaborative Gain, [www.collaborativegain.com](http://www.collaborativegain.com)

Conduct individual interviews to address members' challenges, craft meeting agendas, and moderate meetings over two days, semi-annually.

**2006**

**EuroGel 2006 conference producer**

Worked with the founder and host, Mark Hurst, to produce the first GEL (Good Experience Live) conference outside of New York City. GEL is a conference for leaders and innovators who care about the customer experience. For more information please see [gelconference.com](http://gelconference.com).

**2003-2004**

**Copenhagen Business School**

Part-time research assistant at CBS, Marketing Department.

Led a research project, "*Is Good Design Good Business?*" under the supervision of Professor Tore Kristensen, Department of Marketing, CBS.

**1986-1989**

**Brüel & Kjær, Nærum**

Sales and marketing coordinator for studio microphones in the Electro-Acoustics Group. Established a worldwide distributor network, traveled to industry exhibitions to run our product stand, led customer training seminars, and crafted press and marketing materials.

**1984-1985**

**ESCO Supply, San Antonio, Texas, U.S.A.**

Outside sales representative (pipe, valves, and fittings) serving B2B (e.g. contractors and hospitals) and B2G (e.g. the City of San Antonio) customers. Left ESCO Supply to move to Denmark.

**1983-1984**

**Moore Supply, Conroe, Texas, U.S.A.**

Outside sales representative, primarily serving the contract plumbing industry and architects.

## **Volunteer Work**

**2015**

### **Grøn Dyst (Green Challenge), DTU**

Member of judging panel 12. Green Challenge is an annual student conference focusing on sustainability, the environment and climate technology. DTU students who enter the contest publicly present their visionary projects and compete to win prizes.

**2014 - present**

### **YouNoodle**

Recruited to be part of a group of experts to judge Start-Up Chile's applications. Start-Up Chile is an innovative program of the Chilean Government to attract world-class early-stage entrepreneurs to start up operations in Chile for a few months in return for \$40K of seed funding (no equity). I read and score 10 entries to assess their team, project, market and impact on the Chilean entrepreneurial ecosystem.

**2012 – present**

### **Roskilde Fonden**

Work as a volunteer for Roskilde Fonden at the Backstage Village. This involves three, eight-hour shifts with varying duties and responsibilities in connection with the annual Roskilde Festival.

## **Educational Background**

**2012**

Copenhagen Business School, Department of Marketing. Defended PhD thesis, "*Experiential discourse in Marketing: A methodical inquiry into practice and theory*," February 2012. Please see following abstract as well as the link to the entire thesis: <http://openarchive.cbs.dk/handle/10398/8408>

**1983**

BSc Industrial Distribution, College of Engineering, Texas A&M University, College Station, Texas, U.S.A.

## **Languages**

English: mother tongue

Danish: fluent

Spanish: conversational

## PhD Abstract

### **Title: Experiential Discourse in Marketing: A Methodical Inquiry Into Practice and Theory**

Author: **Kahle, Lynn**

Abstract: The subject of this thesis is the experiential discourse in marketing: how experience is researched by scholars as well as understood and delivered by practitioners. While experience-based approaches have been accepted and implemented by consultants, scholars have yet to comprehensively embrace experience as an academically robust concept (Holbrook, 2007; Palmer, 2010). An experiential perspective seeks to delve deeper into cognitive and emotional levels concerning consumption (Holbrook & Hirschman, 1982). In order to gain insight into the intricacies of experience, a large data set consisting of conference speeches and interviews was qualitatively analyzed, applying content analysis (Kassarjian, 1977). The findings reveal that there are many lessons to be learned about how practitioners design and deliver experiential offers. Compared to the cases often cited as part of the experience economy, which are typically manifested in retail environments, consumer products and staged events, the findings reveal a more nuanced discourse and a broader range of experience offerings representing many industries, including: hospitality, software, documentary film making, science, gaming, banking, and environmental design. The data shed light on several aspects worthy of further research. How an experience adds value, supports values, and is meaningful to the user is crucial. Understanding a user's goals is important in order to be able to design appropriate interaction touch points yet allow fluid engagement. In addition to shaping experience environments, whether physical or virtual, the findings reveal that practitioners exhibit an astute sensitivity to context and process. Moreover they are concerned with affording "flow," meaning optimal experiences (Csikszentmihalyi, 2003): not only for users but also for themselves. The focus on purposeful activity and change suggests that experience is part of an innovation discourse, potentially creating better offers and relationships. This resonates with academic and business communities alike.

## **Following is a “one-pager” description of the council that I moderate for Collaborative Gain:**

### **The Product Council**

The Collaborative Gain Product Council consists of business leaders who meet in person for two-day, “behind closed doors” sessions twice a year, to share and learn from each other.

### **Key Features of the Council**

#### **Fully confidential:**

“What happens in the Council, stays in the Council”: confidentiality leads to deep levels of trust. The candor also leads to a truly useful discussion, as *real* data & information can be shared (the good, bad, and ugly).

#### **No competitors:**

Want feedback on a secret project? Looking for candid advice on an under-performing initiative? The fact that there are no competitors in the room means that you can speak openly.

#### **No vendors:**

No one will be “pitching” you. There are no “sponsored” discussions that are really just infomercials in disguise. Your peers in the group have no ulterior motive other than to help, and to benefit from your experience as well.

#### **Senior-level, thoughtful peers:**

The Council consists of seasoned executives who can contribute knowledge gleaned from years of experience. This leads to beneficial, thoughtful, insightful discussions.

#### **Previous Topics Discussed:**

Each Council session’s agenda is driven by its members and their current interests; no two agendas are the same. Some sample topics recently discussed include:

#### **Agile case study on reorganizing functional silos:**

Agile, Lean Startup, and Scrum. These pragmatic frameworks have been widely adopted and they are changing how products get defined and built. However, there are some shortcomings when defining the role of UX

#### **How do you structure your teams to facilitate better teamwork?**

One member’s company has successfully restructured their teams in order to avoid pitting UX, product, and engineering against each other. What are others doing that has been successful?

#### **Product marketing communication:**

Regardless of which industry a Council member works in, product managers are facing similar challenges in communicating priorities to stakeholders. How are others effectively communicating the roadmap and priorities?

**Building the business and the re-platforming process:**

Previous sessions have involved Council members asking for feedback on significant changes that the organization is undergoing. This includes testing assumptions and asking for advice on potential pitfalls.

**Management challenges:**

How do you leverage HR as a core competence? Without a doubt, the interviewing process is critical in acquiring the right talent for your team. How are you leveraging HR and subsequently building the next generation of leaders?

**Customer experience:**

Product managers are concerned with transforming products to better serve customers whether the platform is desktop or mobile. How are others thinking about responsive design implementations that work well?

\*Note: Due to the “no competitors” rule, not all prospective members can be accommodated. For any questions or further information, please contact the Product Council Moderator, Lynn Kahle, at [lynn@collaborativegain.com](mailto:lynn@collaborativegain.com).