



Dr. Peter Rea

At Cobblestone Dr. Peter Rea is the “coach of coaches” the same effective way he leads his students and seminar participants through the techniques of leadership with total class involvement rather than the monologue approach of too many educators. At a seminar in Yamuna Nagar (India) he launched an invitation for knowledge exchange between modest Indian faculties and US colleges the same way Ivy League institutes find themselves. He also succeeded with this invitation with the Curitiba (Brazil) university in a now 12 years old exchange.

He manages on behalf of Cobblestone the *Opportunity Research* team at Baldwin Wallace which collects data - in a matter of days - to succeed or fail fast in proposed investment opportunities. With his colleagues Alan Kolp and Pierre Everaert he is about to publish an electronic sequel to *Integrity is (still) a Growth Market (around the world)*, this time based on five years of international round-table discussions in Brazil, Russia, Lithuania, China and Hong Kong and various cities in India. The UK and US experiences during these recent years are brought as a summary of seminars held in the North Ohio area with executives of the many sponsors of CIG.

Biography

Peter Rea is Director of the “Center for Innovation and Growth” (CIG) at Baldwin-Wallace College and the Burton D. Morgan Chair for Entrepreneurial Studies. He provided leadership to create, launch and operate the College’s Center for Innovation and Growth. The Center is built on corporate partnerships that promote economic development and provide undergraduate, MBA and executives with practical experience in creating economic value driven by innovation and guided by integrity.

Peter has provided leadership in creating corporate partnership programs to further strengthen the relationship between Baldwin-Wallace and the corporate community involving profit and nonprofit organizations such as Cleveland Clinic Dix and Eaton, Ernest and Young, Glengary venture capital, IdeaStream, MTD, National City Bank, Parker Hannifin, President’s Council and Westfield Groups. Peter has also provided leadership to establish international partnerships with corporations and universities in countries such as Brazil, England, Germany, India, Russia, Japan and China. These partnerships have resulted in exchanges such as Baldwin-Wallace offering its MBA program in Brazil.

From 1994 until 2006, he was chairman of the Business Administration Division at Baldwin-Wallace College. He was responsible for providing leadership for undergraduate programs that served 1300 students, seven MBA programs that served 400 students and executive education

that served 1600 leaders annually. From 1989 to 1994, he was Associate Academic Dean at Baldwin-Wallace College. He assisted with college-wide strategy and policy for 27 academic and ten administrative departments.

His primary teaching and consulting areas include strategic planning, marketing strategy and business ethics. He has provided consultation to organizations such as ABB, Bucknell University, Cleveland Indians, PriceWaterhouseCoopers, Eaton Corporation, EdgeHill College in Ormskirk England, Nationwide Insurance, Oberlin College, Rainbow Babies' and Children's Hospital, United Way, Westfield Group and numerous small businesses and professional organizations.

He holds a Ph.D. from the University of Akron, a Masters of Arts from Bowling Green State University and a Bachelor of Science from Ohio University where he graduated summa cum laude. He has completed postdoctoral studies in international marketing and business, and marketing strategy at the University of South Carolina, Memphis University, Carnegie Mellon University and Duke University.

He co-authored *Integrity is a Growth Market* and *Leading with Integrity* with Alan Kolp. He co-authored *Strategic Planning: A Practical Guide* with Harold Kerzner.