

RUCHI MATHUR WATSON, EdD, MBA

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SUMMARY

Seasoned higher education administrator, management consultant, and former Fortune 500 leader with extensive experience in strategic planning and implementation, executive-level communication, relationship building and influence, and team management. Seeks opportunities to leverage strengths in strategy, diplomacy and administration in positions focused on harnessing the power of higher education to benefit communities and society.

Holds doctoral degree from the University of Pennsylvania, defending with distinction. Research focuses on gender equity and women's advancement.

ACADEMIC EXPERIENCE

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|--------------|---|--------------------|
| 2012-Present | DAVID ECCLES SCHOOL OF BUSINESS, U OF UTAH | Salt Lake City, UT |
| 2012-Present | <i>Assistant Dean, Strategic Initiatives: Marketing, Communications, Analytics</i> | |
| | <ul style="list-style-type: none">• Director of the Hope Corps, a program supporting students, small businesses, and nonprofits in the community during the COVID-19 pandemic• Led Eccles' seven-year strategic planning process, including soliciting input from and developing communications to students, faculty, staff, and advisory board• Crafted strategic, executive-level presentations for Eccles, including Advisory Board discussions, Board of Trustees presentations, and Dean's retreats• Founded new Eccles data and analytics team; ensured data integrity, data-based decision making, and campus-wide collaboration• Ensured successful completion of all accreditation, data, and ranking deliverables• Spearheaded multi-million dollar endowment for Strategic Leadership Center; brainstormed with and crafted proposals for major donor• Directed financial analysis and provided strategic guidance for newly approved business analytics program; expected to grow to \$2M annually• Incubated several strategic partnerships, including one with Oxford University• Managed Eccles School communications for \$20M high-profile gift announcement• Oversaw Eccles Marketing + Communications (M+C) team; in 3 years went from 2-person, reactive group to award-winning strategic partners delivering positive ROI• Developed initial estimates for new Executive Business Building needs; negotiated space concerns with campus partners to accelerate launch timing• Restored relationship with Continuing Education group on campus; identified new revenue opportunities within Professional Education, Youth Education, etc.• Founded and sponsored team charged with boosting Eccles culture and brand via events, marketing, and application of our values; personally led major events• Created career management program for consulting field: coached students and developed company relationships, resulting in new placement opportunities | |
| 2012-2015 | <i>Assistant Professor (Lecturer), Director of Experiential Learning</i> | |
| | <ul style="list-style-type: none">• Courses Taught: MBA6800: Field Study/Integrative Experience, MBA 6950: MBA/MS Engineering Capstone, Honors BUS5980/MBA6810: Student Consulting Initiative• Defined and developed strategic direction for experiential learning; led enterprise view of strategy, marketing, and partnership for the Eccles School | |

- Revamped MBA 6800 consulting course, a required class for all 2nd year MBA students, leading to a 100% Net Promoter Score from all clients in 1st year
- Advised successful client engagements with companies such as American Express, Rio Tinto/Kennecott, Celtic Bank, and Navigen
- Revamped financial model of experiential program to become breakeven; eliminated \$60,000 annual budget deficit

2017-Present

Co-Chair, University of Utah Presidential Commission on the Status of Women

- Appointed by President Ruth V. Watkins; successfully proposed new strategic direction for the organization within a few months
- Founding Chair, UofU Chapter, Utah Women in Higher Education Network; Utah's American Council on Education Women's Network
- Member and Marketing Lead: Edie Kochenour Memorial Event for Women
- Managed \$150K donation to college in support of women in business who are returning to work or school
- Nominated for university's Linda K. Amos Award for Service to Women

INDUSTRY EXPERIENCE

2009-2012

TARGET CORPORATION

Minneapolis, MN

Senior Manager, Marketing; Manager, Marketing

- Led team of seven engineers; improved team engagement scores 20pts in seven months via customized development plans and team-building activities
- Captained cost savings initiative; saved over \$7M (vs. \$3M annual goal)

Strategy Lead

- Engaged with colleagues from senior executives to store employees to design and implement meaningful strategies to drive the mission of the organization
- Steered 15-member cross-functional team in new brand acquisition; developed brand strategy options and advised legal team on contract terms
- Managed six-person marketing committee for new Women's Business Council; created brand and enrolled over 1,000 members within one week of launch
- Produced successful United Way auction; coordinated event for 200+ people

2008-2009

BAIN & COMPANY

New York, NY

Consultant

- Produced project timeline for entire client engagement in 1-day with limited information; earned trust of VP and became go-to project lead
- Managed two of three workstreams on a growth strategy project for major retail investment firm with greater than \$1.3T in assets
- Developed portfolio optimization strategy for large healthcare company by modeling risk/reward profile of R&D investments; enabled client to plan for \$10B revenue goal in 5 years
- Identified over \$80M annual savings at a large commercial lender by reducing resources necessary to execute day-to-day business by up to 40%

2002-2006

GENERAL MILLS, INC.

Minneapolis, MN

Packaging Development Engineer

- Managed over 30 projects in international, domestic, and organic divisions; delivered \$1,000,000 in cost savings and 5,000,000 cases in volume growth
- Streamlined specification development process; led to 50% faster turnaround
- Led 8-member team in developing first Six Sigma program; Green Belt certified

EDUCATION

- 2017-2019 **UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
Doctor of Education degree, August 2019
Dissertation defense, earning distinction: “The Leadership Pipeline: Achieving Gender Equity in U.S. Business Schools”
- 2006-2008 **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL
NORTHWESTERN UNIVERSITY
Master of Business Administration degree, June 2008
- Selected to represent Kellogg in London Business School exchange program
 - Special K! Executive Committee Member; led team of 17 peers, five committees
- 1998-2002 **UNIVERSITY OF ILLINOIS** Urbana, IL
Bachelor of Science in Chemical Engineering, May 2002
- Graduated with High Distinction
 - Teaching Assistant, Accelerated General Chemistry, 2000-2002
 - Elected President, Alpha Phi Omega National Co-ed Service Fraternity

BOARD MEMBERSHIPS

- **Utah Women in Higher Education Network**, Board of Directors, February 2019-Present
- **AllOuter**, Board Member, January 2019-Present
- **The Sunshine House @ Puddle Jumpers**, Board Member, January-August 2016

PRESENTATIONS

- O’Leary-Kelly, A., **Watson, R.**, (2019). Gender Equity in Business Schools. *AACSB International Associate Deans Conference*.
- **Watson, R.**, (2019). Gender Equity in Business Schools. *Utah Women in Higher Education Network Leadership Conference*.
- Andrs, J., Casaday, K., Lockette, E., Luchetti, L., Morningstar, J., **Watson, R.**, (2019). Women and Career Navigation. *Utah Jazz Women’s History Month Networking Event*.
- Kinard, L., Torres, N., **Watson, R.**, (2019). Women in the Workplace: Challenges overcome and strategies for success. *Women in Business Spring Alumni Event*.
- Huftalin, D., Watkins, R., **Watson, R.**, (2019). Leader to Leader: Effecting Change in Higher Education. *Edie Kochenour Memorial Event*.
- Diekmann, T., **Watson, R.**, Abby, K., Rooker, M., Liacopoulos, K., (2018). Road to Leadership: How the Eccles School is Working Toward Gender Equity. *Eccles Women in Business Alumni Event*.
- **Watson, R.**, (2018). So You Want to be a Management Consultant?. *Management Consulting Bootcamp*
- Snyder, B., Hopf, H., Cochran, A., **Watson, R.**, (2017). Imposter Syndrome. *Edie Kochenour Memorial Lecture and Symposium*.
- **Watson, R.**, (2016). Management Consulting. *Eccles Full-Time MBA Careers Course*.
- **Watson, R.**, (2018, 2015, 2014, 2013, 2012). Case Interviewing Preparation. *Eccles Full-Time MBA Careers Course*.
- **Watson, R.**, (2015, 2013). Management Consulting. *Finance Career Conference*.