

EDWARD DUCOIN

PROFILE

Adjunct Professor with 25+ years of cross-industry executive expertise. Proficient in classroom and virtual instruction, executing effective teaching strategies, and tailoring lesson plans to individual learners. A demonstrated track record of driving multimillion-dollar growth for emerging and established firms across communications, media, financial services, and technology sectors. This experience offers students a unique perspective, seamlessly blending theoretical knowledge with practical application.

EDUCATION

MASTER IN BUSINESS ADMINISTRATION

2017 Aspen University
Denver, CO

FINANCIAL STATEMENT ANALYSIS

2001 Columbia School of Business
New York, NY

BA MARKETING & BUSINESS MANAGEMENT

1987 Wharton School of Business
University of Pennsylvania - Philadelphia, PA

PERSONAL PHILOSOPHY

In the desert sun, a cold bottle of water holds more riches than a bag of gold: *the time, the offering and the solution define value.*

ACADEMIC INSTRUCTION EXPERIENCE

SCHOOL OF FILM & MEDIA, Temple University, PA

Instruction: 2003-2005

- Business Operations
- Entrepreneurship & Innovation

FOX SCHOOL OF BUSINESS, Temple University, PA

Instruction: 2001-2003

- Business Management
- Entrepreneurial Marketing
- Marketing Strategy

CAMDEN COUNTY COLLEGE, NJ

Instruction: 1999-2001

- Introduction to Business
- Principals of Marketing

INVITED GUEST SPEAKER

- Bloomsburg University, Pennsylvania
- Harvard Business School, Massachusetts
- Memorial University, Newfoundland Canada
- Ramapo College, New Jersey
- Rowan University, New Jersey
- Rutgers University, New Jersey
- The Wharton School, Pennsylvania

PROFESSIONAL EXPERIENCE

ORPICAL GROUP INC - Philadelphia, PA

Founder & CEO 2012 - Present

Responsibilities:

- Business plan development and all operating procedures.
- Development of marketing and sales initiatives.
- Financial management of organization.
- Work with department executives to achieve organizational goals.



LINKEDIN

[linkedin.com/in/edwardducoin](https://www.linkedin.com/in/edwardducoin)

EDWARD DUCOIN

NOTABLE ACHIEVEMENTS

- 3X INC 500 Winner
- Business plan judge for University of Pennsylvania Wharton School and Harvard Business School.
- Raised over \$55 million in equity capital.
- Conducted business in 11 countries.

CAREER HIGHLIGHTS

- Successful start-up company business executive, founder & partner.
- A confident public speaker with excellent communication skills and effective presentation style.
- Documented sales and marketing success based on key performance indicators.
- Excellent interpersonal skills with the ability to adjust to a variety of corporate challenges and environments.
- Ability to gain trust and confidence while cultivating productive relationships in an organization.
- Teaching and team development proficiency for both the public and private sector.
- Bestselling author and NASCAR team owner.

PROFESSIONAL EXPERIENCE

PURIFY SOLUTIONS - Redwood, CA

COO

2008 - 2012

Responsibilities:

- Wrote business plan and established operational budgets.
- Established international licensing, marketing and sales opportunities.
- Actively participated in equity funding.
- Provided direction and leadership as the company expanded to a worldwide scope.

NEW EDVENTURES CONSULTING - Marlton, NJ

Founder & CEO

2001 - 2008

Responsibilities

- Provided executive-level consulting leadership to support companies to enable growth.
- Increased profits and enhanced operational efficiencies of client companies.
- Oversaw cross-functional business areas such as financial management, equity fundraising, staff recruitment, operational development, supervision, sales and marketing initiatives.

IMPACT MARKETING - New Jersey & New York

Founder, Div. President, Board Member

1984 - 2001

Responsibilities:

- Oversaw & supported all areas related to operational and business development leading the business to become a multi-million dollar company that went public on NASDAQ.
- Launched an extensive award-winning corporate training program.
- Designed unique PC based technology that served as a market differentiator.



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