

DICKSON LEW LOUIE

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PROFESSIONAL/ACADEMIC POSITIONS

University of California, Davis (2012- present]

- Lecturer/Visiting Assistant Professor of Management

San Francisco State University (2015-present)

- Lecturer, Executive MBA Program, College of Business

Time Capsule Press, LLC (2008-present)

- President and CEO

Louie & Associates (1999-present)

- Principal

The ClearLake Group (2012-18)

- Colleague

San Francisco Chronicle (2002-2006)

- Strategic Planning Director (newsroom) (2003-06)
- Advertising Business Manager (2002-03)

San Jose Mercury News (1998-1999)

- Business Development and Planning Manager (1998-99)
- Advertising Business Manager (1998)

Harvard Business School, Harvard University (1996-98)

- Research Associate

Los Angeles Times/Times Mirror Company (1983-95)

- Corporate Financial Planning Manager, Times Mirror Newspaper Group, (1994-95)
- Circulation Planning Manager, *Los Angeles Times* (1989-1994)
- Senior Financial Planning Analyst, *Los Angeles Times* (1988-1999)
- Financial Planning Analyst, *Los Angeles Times* (1984-88)
- Financial Planning Intern, *Los Angeles Times* (1983)

California State University, Hayward (Summer 1984)

- Lecturer, Department of Accounting

Arthur Young & Company, CPAs (1980-82- Staff auditor and tax accountant,
San Francisco Office (1980-82)

EDUCATION

University of Chicago, MBA, Marketing, Finance, and Statistics, 1984.

California State University, Hayward, BS, Business Administration (Accounting option), minor, Mass Communications (Journalism), with high honors, 1980.

EXECUTIVE EDUCATION

Building and Leveraging Brand Equity, Wharton School of Commerce, University of Pennsylvania, May 1996.

Leading Product Development, Harvard Business School, Harvard University, June 1997.

Executive Leadership Program, Media Management Institute, Kellogg School of Management and Medill School of Journalism, Northwestern University, Spring 2002.

Disney Institute, *Disney's Approach to Leadership Excellence*, Disneyland, Anaheim, California, July 2017.

Scaling Up Workshop: Mastering the Rockefeller Habits, San Francisco, California, September 2019.

INSTRUCTIONAL EDUCATION

Case Method Teaching Seminar Part I, Harvard Business School Publishing, November 2012.

Case Method Teaching Seminar Part II, Harvard Business School Publishing, November 2014.

ONLINE COURSES – WITH CERTIFICATE OF COMPLETION

Product Management for Newsroom Leaders, Knight Center for Journalism in the Americas, University of Texas at Austin, April-May 2019 (25 hours)

Know Your Audience: Strategies for Increasing Reach & Engagement of Your Journalism, Knight Center for Journalism in the Americas, University of Texas at Austin, June-July 2019 (20 hours)

LICENSE AND CERTIFICATIONS

Certified Public Accountant (inactive status), State of California, awarded 1982.
Passed all four parts of the CPA examination (May 1982) at one time.

BACKGROUND and HIGHLIGHTS

- Oversaw Circulation Planning Group at the *Los Angeles Times*. Responsible for tracking subscriber acquisition/retention, pricing analysis, and senior management reporting, 1989-94.
- Developed company-wide business plan, upon the closing the rival *Los Angeles Herald-Examiner*, which made the *Los Angeles Times* the largest metropolitan daily newspaper in the United States, 1989 (1,210,077, daily circulation).
- Launched *Los Angeles Times* Ventura County Edition, revamped *Los Angeles Times* Valley Edition, and monitored *Los Angeles Times* Faster Format Edition, 1989-1994.
- Oversaw the finances of the Times Mirror Newspaper Group, totalling \$2 billion in operating revenue, 1994-95.
- Launched *Viet Mercury*, a Vietnamese language-newspaper, at the *San Jose Mercury News*, 1998-99.
- Launched San Francisco Chronicle Press, *96 Hours* (Thursday Weekend Section), and *East Bay Section* at the *San Francisco Chronicle*, 2002-2006.
- Co-founded Time Capsule Press, a book imprint using archival content of media companies, with Warren Hellman, chair of Hellman & Friedman, and Narda Zacchino, former associate editor of the Los Angeles Times. Published five titles, including the *Los Angeles Lakers: 50 Years in the City of Angels*, which became a national bestseller in *The Wall Street Journal's* Hardback Sports category (week of November 13, 2009).
- Consultant to senior management of several media companies, ranging from start-ups to Fortune 500s.
- Case writer for several leading business schools —Harvard Business School; Haas School of Business at the University of California, Berkeley; and INSEAD— and Fortune 500 companies in the media, biotech, pharmaceutical, and financial services sectors. Cases written for businesses are used for internal executive training programs.
- Cases have included interviews with several CEOs: Jeff Bezos, Chair, Founder and CEO of Amazon.com; Arthur Sulzberger, Jr., Publisher of *The New York Times* and Chair, The New York Times Company; Larry Kramer, Founder and

CEO of CBS MarketWatch; Rolv Erik Ryssdal, CEO of Schibsted ASA; Tom Mitchell, Founder and CEO of Fabrinet; John Foraker, former CEO of Annie's Homegrown and CEO of Once Upon A Farm; Dustin DeVan, Co-founder and CEO of BuildingConnected; David Kyle, Executive Chair of EvolveBioSystems; Tim Brown, CEO of EvolveBioSystems; John Bissell, CEO of Origin Materials.

ACADEMIC CASES

Hansen, Morten; Rogan, Michelle; Louie, Dickson L.; and von Bernuth, Nana, "Corporate Entrepreneurship: Steven Birdsall at SAP," INSEAD case 12/2013-6022, December 2013.

Hargadon, Andrew B. ; Di Nunzio, Joseph P; and Louie, Dickson L., "BuildingConnected: Networking and Empowering the Commercial Construction Industry", Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B.; Di Nunzio, Joseph P; and Louie, Dickson L., "BuildingConnected: Case Supplement", Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B.; Di Nunzio, Joseph P; and Louie, Dickson L., "Origin Materials: Seeking to Disrupt the Plastic Bottle Mold," Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B.; Di Nunzio, Joseph P; and Louie, Dickson L., "Evolve BioSystems: Scientific Discovery (A)," Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B. ; Di Nunzio, Joseph P; and Louie, Dickson L., "Evolve BioSystems: Path to Commercialization (C)," Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B.; Di Nunzio, Joseph P; and Louie, Dickson L., "John Foraker: An Entrepreneurial Journey (A)," Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B.; Di Nunzio, Joseph P; and Louie, Dickson L., "John Foraker: An Entrepreneurial Journey (B)," Graduate School of Management, University of California, Davis, April 2020.

Hargadon, Andrew B. and Louie, Dickson L., "Google: From Garage Start-up to IPO (1995— 2004)", Graduate School of Management, University of California, Davis, November 2018.

Hargadon, Andrew B. and Louie, Dickson L., "Apple Stores (1998—2003)", Graduate School of Management, University of California, Davis, November 2018.

LaBlanc, Gregory and Louie, Dickson L., "The Carolina Flyers," Haas School of Business, University of California, Berkeley. August 2014.

Louie, Dickson L., and Rayport, Jeffrey F., "Amazon.com (A)," Harvard Business School case 9-897-128, March 1997.

Louie, Dickson L.; Rayport, Jeffrey F.; Ardito, Carrie L.; and Cameron, Holly, "Amazon.com (B)," Harvard Business School case 9-898-084, April 1998.

Louie, Dickson L., and Rayport, Jeffrey F., "Amazon.com (C)," Harvard Business School case 9-901-021, March 2001

Louie, Dickson L., and Rayport, Jeffrey F., "Amazon.com (D)," Harvard Business School case 9-901-022, March 2001.

Louie, Dickson L.; Rayport, Jeffrey F.; Ardito, Carrie L.; and Cameron, Holly, "BarnesandNoble.com (A)," Harvard Business School case 9-898-082, March 1998.

Louie, Dickson L. and Rayport, Jeffrey F., "BarnesandNoble.com (B)," Harvard Business School case 9-901-023, March 2001.

Louie, Dickson L., and Rayport, Jeffrey F., "BarnesandNoble.com (C)," Harvard Business School case 9-901-024, March 2001.

Louie, Dickson L.; Rayport, Jeffrey; Cameron, Holly S.; and Toth, Michelle. "CBS Evening News," Harvard Business School case 9-898-086, February 1998.

Louie, Dickson L.; Kyung, Ellie S.; and Rayport, Jeffrey F., "CBS MarketWatch.com," Harvard Business School case 9-801-175, September 2000.

Louie, Dickson L. and Rayport, Jeffery, "Day in the Life of The New York Times Electronic Media Company," Harvard Business School background note 9-897-125, March 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "E! Online," Harvard Business School case 9-898-010, April 1998.

Louie, Dickson L., and Rayport, Jeffrey F., "First Direct," Harvard Business School case 9-897-079, February 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "iQVC," Harvard Business School case 9-897-123, March 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "Monster.com," Harvard Business School case 9-801-145, July 2000.

Louie, Dickson L., and Rayport, Jeffrey F., "The New York Times Electronic Media Company (A)," Harvard Business School case 9-897-051, March 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "The New York Times Electronic Media Company (B)," Harvard Business School case, 9-898-132, March 1998.

Louie, Dickson L., and Rayport, Jeffrey F., "The Livesavers Company: candystand.com," Harvard Business School case 9-898-099, February 1998.

Louie, Dickson L., and Rayport, Jeffrey F., "QVC," Harvard Business School case 9-897-050, March 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "Streamline (A)," Harvard Business School case 9-897-124, March 1997.

Louie, Dickson L., and Rayport, Jeffrey F., "Streamline (B)," Harvard Business School case 9-800-301, February 2000.

Louie, Dickson L., "E-Loan," Monitor Marketspace case, May 2000.

Louie, Dickson L., "iVillage," Monitor Marketspace case, November 2000.

Louie, Dickson L., "ABC News Digital News Group," Robert C. Maynard Institute of Journalism Education case, June 2006.

Louie, Dickson L., "Chicago Tribune - 'Good Eats' section," Robert C. Maynard Institute of Journalism Education case, April 1997.

Louie, Dickson L., "The New York Times- Strategic Planning," Robert C. Maynard Institute of Journalism Education case, April 2001.

Louie, Dickson L., "Oakland Tribune- Clustering," Robert C. Maynard Institute of Journalism Education case, April 1997.

Louie, Dickson L., "The Washington Post- Weekly Extras," Robert C. Maynard Institute of Journalism Education case, May 2001,

JOURNAL ARTICLE

Louie, Dickson L. and Rayport, Jeffrey F., "Amazon.com: Portrait of a Cybercorporation," *Electronic Commerce Advisor*, September/October 1997.

BOOK CHAPTERS

Chapter 9, "Network Infrastructure" and Chapter 10, "Media Convergence." Jaworski, Bernie and Rayport, Jeffrey, *e-Commerce* (McGraw-Hill/Irwin, 2000).

Chapter 14, "Media Transformation." Jaworski, Bernie and Rayport, Jeffrey, *Introduction to e-Commerce* (McGraw-Hill/Irwin, 2001).

CLASS PRIMER

Media Economics 101 Primer, July 2012.

OP-ED WRITING

Louie, Dickson, "Heard around the Ping-Pong table," *San Francisco Chronicle*, Op-ed article on Warren Buffett and Berkshire Hathaway, May 14, 2007.

COURSES TAUGHT

MGB/P 408 The Business of the Media
University of California, Davis
Graduate School of Management
Summers 2012, 2013 2014, 2015, 2016, 2017, 2018 and 2019

MGMT 848 Seminar in Leadership
San Francisco State University
Executive MBA Program, College of Business
Autumn 2016, 2017, 2018 and 2019

BUS 888 Managing Organizational Change
San Francisco State University
Executive MBA Program, College of Business
Autumn 2015.

ACCT 2251 Principles of Accounting I
California State University, Hayward
Summer 1984.

EXECUTIVE-IN-RESIDENCE

Maynard 200 program, Entrepreneurial Track, Robert C. Maynard Institute of Journalism Education, 2018 and 2019.

WORKSHOPS TAUGHT

Fundamentals of Corporate Finance, California CPA Association, Fall 2019.

GUEST LECTURES

Harvard Law School, The High Tech Entrepreneur seminar, January 1998

University of California, Irvine, Marketing Management course, Summer 1999.

United States Military Academy at West Point, *Mass Media and American Politics* course, October 2004 (SS370) and *American Politics* course (SS202), April 2012.

The Nueva School, Intersession, San Mateo, California, January 2017, January 2018, and January 2019.

Asian American Journalists Association, Executive Leadership Program, New York City, March 2016, March 2017, March 2018, and April 2019.

Federal Bureau of Investigation, San Francisco Office, Case Studies on Leadership, May 2019.

BOARD MEMBERSHIPS AND COMMUNITY SERVICE

Board Director and Treasurer, Robert C. Maynard Institute of Journalism Education (2015 to present)

Board Director and Treasurer, Institute for Journalism and Justice (2013 to 2016)

Board Director, Annette Strauss Institute for Civic Life, Moody College of Communication, University of Texas (2013-15).

President, Los Angeles Times Management Conference (1992-93).

National Treasurer, Asian American Journalists Association(1994-96).

Board Director, Chinatown Service Center, Los Angeles (1990-95).

Trustee, Project Literacy, Los Angeles (1990-94).

AWARDS

Los Angeles Times Publisher's Ring, 1995.

White House Fellowships, national finalist, 1992 and 1993.

CONFERENCES

Variety Big Data Summit, Los Angeles, CA, 2015.

Google Faculty Institute, Sunnyvale, CA, June 2018.

PHOTOGRAPHY EXHIBIT

The Hills are Alive...with California Poppies, Crab Cove Aquarium Photography Exhibit top 100 selection, East Bay Regional Park District (Summer 2019).

TRAVEL

Within the United States, lived or visited 36 of the 50 states and the District of Columbia. Have also travelled to nine countries outside the United States: Canada, China, France, Great Britain, Hong Kong, Macau, Norway, Sweden, and Taiwan,