

# Robert Acton

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## Professional Profile

- Established and grew a medical staffing firm into a multi-million-dollar enterprise culminating in a 2015 sale.
- Combined strategic outlook and operational focus necessary for success.
- Mentored numerous employees as they developed. Successfully transitioned those skills to university teaching.

## Professional Experience

- Wayne State University, Mike Ilitch School of Business Administration, 2016 to present  
Courses taught: Marketing Management, Consumer Behavior, Sales Management, Marketing Foundations, Strategic Marketing Management (Capstone course)  
Marketing Strategy (MBA Core) Marketing Research
- Medical Marketing Management  
Managing Partner for thirty years through 2015 sale of corporation
- Madonna University  
Adjunct Professor (six semesters, late 1980's)  
Undergraduate and graduate courses in Marketing, Introductory Economics

## Education

- University of Detroit  
Master of Business Administration
- The University of Michigan, The Horace H. Rackham School of Graduate Studies  
Doctor of Musical Arts (A.Mus.D.)

## Interests

- Music  
Detroit Concert Choir, (semi-professional choral group)  
Classical Piano
- Tennis, including league play