



Lloyd Russow, Ph.D.

Senior Advisor

Experience

Lloyd Russow is a Senior Advisor for Econsult Solutions Inc.; a Principal Consultant for Optimal Consulting, LLC and an independent consultant for higher education institutions. Lloyd is a Professor Emeritus at Thomas Jefferson University. Lloyd served as program director of international programs and associate dean in the School of Business, Graduate Dean and served in a variety of positions within the provost's office since 2005 As Associate Provost for Data Analytics and Modeling with responsibilities focused on strategic initiatives and new academic program development.

Dr. Russow received his M.B.A. and Ph.D. in international business and marketing from Georgia State University and a B.S. degree in behavioral psychology from New York University. He has authored a number of texts and journal articles in the area of international marketing and market entry. Lloyd also served as a reviewer of faculty applications for Fulbright grants. Lloyd's research is centered upon strategic issues confronting academic administration.

Lloyd has served as a consultant to state governments to identify industries for export growth potential and suitable foreign markets. He has assisted large and medium-sized firms in identifying global market opportunities and with their market entry strategies.

Dr. Russow is an academic entrepreneur who assists institutions of higher education in program identification and development; assessment of program profitability; enrollment enhancement; resource allocation and other strategic initiatives. His experience in academic mergers concerns assessment of opportunities and implementation of merging policies and procedures.

Prior to his academic career, Lloyd was a small business owner; venture capitalist; consultant through Small Business Administration and arbiter for Better Business Bureau.

Areas of Expertise

Higher Education Administration

Strategic Planning

Academic Program Development

Enrollment Forecasting

Education

M.B.A. and Ph.D. in International Business and Marketing, Georgia State University

B.S. in Behavioral Psychology
New York University

Contact

Email: russow@econsultsolutions.com

Phone: 215-717-2777

Econsult Solutions, Inc.

1435 Walnut Street, 4th Floor
Philadelphia, PA 19102

econsultsolutions.com