



## Lloyd Russow, Ph.D.

Senior Advisor

### Experience

Lloyd Russow is a professor and associate provost at Thomas Jefferson University. As a faculty member, his teaching and research focus on international marketing and market entry. His responsibilities as associate provost focus on strategic initiatives and new academic program development.

Dr. Russow has authored a number of texts and journal articles in the area of international marketing and market entry. Lloyd also serves as a reviewer of faculty applications for Fulbright grants.

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.

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

### Areas of Expertise

Higher Education Administration

Strategic Planning

Academic Program Development

Enrollment Forecasting

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### Education

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

B.S. in Behavioral Psychology, New York University

### Contact

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