

# Neil Jeffery Nelson

44211 Greenview Lane • Northville, MI 48168  
[njnels@umich.edu](mailto:njnels@umich.edu) • 248.374.5090

## *Curriculum Vitae*

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### **EMPLOYMENT HISTORY**

University of Michigan, 2010 to Present – Intermittent Lecturer, Technology & Operations. Stephen Ross School of Business. Ann Arbor, MI.

Clarkston-Potomac Group, 1991 to Present – Co-Founder, Executive Director. Durham, NC.

Crescense, 2011 to June, 2016 – Co-Founder, President. Durham, NC.

Clarkston Consulting, 1991 to June, 2016 – Co-Founder, President. Durham, NC.

Andersen Consulting (Accenture), 1989-1991 – Consultant. Detroit, MI.

University of Michigan, 1988-1989 – I.O.E. Undergraduate Grader. Ann Arbor, MI.

General Motors, 1986-1988 – Production Control Supervisor (internship). Flint, MI.

### **EDUCATION**

B.S.E. Industrial and Operations Engineering, 1989 – University of Michigan. Ann Arbor, MI.

### **PROFESSIONAL QUALIFICATIONS**

Consultant – 31 years of experience in professional services as a management, operations and IT consultant. Includes engagements with small, mid-size and several Fortune 500 companies including Dow Chemical, Kimberly-Clark, Pfizer, Marriott International and Cardinal Health.

Entrepreneur – One of four founders of Clarkston-Potomac Group and Clarkston Consulting, growing to 300 professionals and eight operating companies since inception in 1991. Three-time winner of Inc. 500 award for fastest growing privately held companies in America. Successfully raised private equity financing in 2000 to enable growth strategy.

Board Member – Board of Directors member and chairman of the Audit Committee for Clarkston-Potomac Group. Board member certification training completed with National Association of Corporate Directors (NACD).

### **TEACHING & INSTRUCTION**

Lecturer and lead instructor for TO 465, Stephen Ross School of Business at The University of Michigan, Ann Arbor, 2010-2020. Redesigned this highly rated course to mimic the practices of today's leading consulting firms. Lead course lectures and serve as the engagement partner for the Capstone course designed for graduating seniors. Students form into consulting teams to create a business transformation strategy for a fictional aerospace manufacturing company.

Lecturer for TO 300, Stephen Ross School of Business at The University of Michigan, Ann Arbor, Winter, 2015 and Fall, 2017. Helped design new core offering that provides an introduction to Information Technology for BBAs. Lead instructor for seven sections of undergrads over three-year span. Students placed into consulting teams to tackle a real-world problem in a simulated consulting engagement.

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Faculty Advisor for the MBA MAP Program (BA 553), Stephen Ross School of Business at The University of Michigan, Ann Arbor, Winter, 2016. Served as a faculty co-advisor for six Multidisciplinary Action Projects (MAP) in the full-time MBA program.

Guest Lecturer for BIT 465, Stephen Ross School of Business at The University of Michigan, Ann Arbor, Fall, 2009. Led or participated in multiple lectures throughout the term, including an overview of the consulting industry and how to deliver executive presentations to senior management.

Executive panel member for BIT 465 Stephen Ross School of Business at The University of Michigan, Ann Arbor, 2001-2009. Included role playing an executive team member at final presentations, completing a grading assessment, and providing students with feedback in an open Q&A session.

Lead designer and instructor for Manager Academy II at Clarkston Consulting, Durham, NC, 2007-2016. Highest level consulting training course in the firm, designed to prepare a senior manager to become a partner in a professional services firm. Course content covers advance concepts in service delivery, business development, employee development, thought leadership, and firm building.

Instructor and facilitator for Relationship Selling at Clarkston Consulting, Durham, NC, 2004-2011. Course to teach consultants the role of emotional intelligence, relational skills, and trust when selling professional services.

Originator and lead instructor for college hire bootcamp program at Clarkston Consulting, Durham, NC, 1995-1999. Six week training and orientation program to prepare college new hires for their first consulting engagement.

SAP technical development instructor at Andersen Consulting, Detroit, MI, 1991. Lead designer and instructor for training class to educate all levels of consultants on the principles of developing new programs and applications in SAP.

## **TEACHING & RESEARCH INTERESTS**

Experiential, Action-Based Learning  
Capstone  
Professional Services, Management Consulting  
Business and IT Strategy  
Large-Scale Project Implementation  
Enterprise Systems, ERP  
Digital Transformation

## **THOUGHT LEADERSHIP & PUBLICATIONS**

"Consulting Delivery 2.0" – Research and presentation of the changing professional services landscape to Clarkston Consulting, 2014.

"Direct Content Marketing Strategy" - commissioned joint research effort between University of Michigan and Clarkston Consulting. Study explored and recommended effective marketing strategies that leverage digital platforms, 2013.

"Expanding an Organization's M&A Capabilities with Ease" – Clarkston Consulting case study on new assimilation methodology developed for a large consumer products manufacturer, 2012.

"Diminishing Returns for Senior IT Consultants" – commissioned and led joint research effort between University of Michigan and Clarkston Consulting. Results published by Consulting Magazine, 2011.

"Is it Time to Pull Over and Check Under the Hood?" – Clarkston Consulting ViewPoint, 2009.

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"The Changing Landscape in Professional Services" – 2015+ Strategy Presentation to Clarkston Consulting, 2009.

"A Corporate Culture Makeover" – interviewed and quoted by the Wall Street Journal, 2008.

"Powering Growth Through Direct Store Delivery" – GMA study co-authored by Clarkston Consulting and AMR Research, 2008.

"Importance of Strategic Identity to a Professional Services Firm" – Marketing Differentiation Presentation to Clarkston Consulting, 2008.

"Evolution not Revolution. The Transition Paradigm" – Presentation of new Center of Excellence Organizational Design to Clarkston Consulting, 2006.

"Outsourcing – a Vital Clinical Strategy" – Published article in Pharma Voice Magazine, 2005.

"Innovative Product Lifecycle Management Solution Reduces Time-to-Market" – Clarkston Consulting Case Study, 2005.

"R&D Outsourcing in Big Pharma. The Latest Trend: Is it Right for You?" – Clarkston Consulting Insights Paper, 2004.

"Integrated ERP Systems Give Consumer Products Companies an Edge Over the Competition" – Clarkston Consulting Case Study, 2003.

"Making I/T Work" – Book authored by Dennis Severance and Jacque Passino. Acknowledged in preface for assistance with content and quality reviews, 2002.

"Growing Professional Services Firms – Is There a Method to The Madness?" – Growth Strategy Presentation to Clarkston Consulting, 2002.

## **PROFESSIONAL ASSOCIATIONS**

Executive Exchange – Host/Participant of Clarkston Consulting's executive forum in Chicago, IL, 2010-2020.

National Association of Corporate Directors (NACD) – Seminar and Director education, 2013-2017.

SAPPHIRE/ASUG – Users group for SAP customers and thought leaders, 1993-2016.

Grocery Manufacturers Association (GMA) – DSD sub-committee, 2007-2008.

MichBio – Member of Michigan biosciences industry trade association, 2006-2007.

Advantage Advocates – Life Sciences executive industry forum, 2003-2005.

The Conference Board – Executive management association, 2001-2007.