



Robert Ettl

Professor, SUNY Stony Brook

RESEARCH AREAS

Management
Marketing

TEACHING AREAS

Management
Marketing

EDUCATION

Masters in Business Administration (MBA), Marketing, Iona College
Masters in Communication Arts (MCA), Public Information Systems, New York Institute of Technology
Executive Masters (mini MBA) Global Business, Penn State University
Bachelor of Arts (BA), History, Marist College
Post Graduate Seminar, Strategic Planning, University of Michigan

EXPERIENCE

(2002-Present) Harriman School for Management and Policy and the College of Business (COB),
SUNY Stony Brook
(1974-2002) Regional Two and Four Year Colleges (Executive in Residence, Lecturer, Adjunct Professor and
Visiting Professor) Long Island University, William Paterson University, Dominican College, US
Coast Guard Academy, USMA at West Point and Bergen and Rockland Community Colleges
(1991-1998) AT&T Business Markets Division and Boeing
(1989-1991) AT&T (Lucent Technologies) Consumer Products Division
(1984-1989) AT&T Corporate Planning
(1979-1984) AT&T Business Markets Product and Service Delivery
(1976-1979) New York Telephone Marketing Management
(1970-1976) New York Telephone Account Executive