

## SMU Cox Nonprofit Marketing Strategies (MKTG 6233) spring 2023 Mod B

### Vin Hoey Bio



Vin loves teaching. He's happy to return to teach Nonprofit Marketing Strategies at the SMU Cox Graduate School of Business. He teaches Marketing for Businesses and Nonprofits annually for the three-week Winter Term at DePauw University in Indiana. He developed and annually led the Marketing for Nonprofits course at CNM in Dallas. A senior executive with extensive business and nonprofit leadership experience, Vin is passionate about serving nonprofits and teaching/mentoring the next generation of leaders.

In SMU Meadows for juniors and seniors, he taught Corporate Public Relations Strategies. For senior corporate marketers of Fortune 1000 companies across the U.S., he led one-day workshops on Business-to-Business Integrated Marketing Communications for the Association of

As managing director of the Strategic4sight consulting group, Vin leads the firm's leading-edge strategic planning, research, marketing, social enterprise, and governance nonprofit consulting services. He brings a perspective of marketing, nonprofit board, and nonprofit senior staff experience to fuel success for causes.

He has provided significant volunteer leadership throughout his career on the boards of directors of 25 different local, national, and international nonprofit organizations in various cities and has chaired 10 nonprofit boards. He currently serves on the board of Heart House, a Dallas-based nonprofit that provides safety, education, and opportunity to refugee children, providing interventions and support services to help children move from a mindset of chaos to an oasis of calm. He also serves on the Advisory Council of Project Transformation North Texas, where he served as board chair.

As nonprofit staff experience, Vin served as Senior Vice President of Brand Strategy and Communications for the United Way of Metropolitan Dallas, one of the largest and most successful local United Ways in the U.S. He provided strategic marketing leadership and led the marketing team with a primary outreach to corporations and individuals, developing donor communications, creating public relations opportunities, and managing events.

During a long, successful ExxonMobil career, Vin served as global marketing communications manager for ExxonMobil Chemical Company. He managed a global team and led the development of marketing communications planning, market research, sales collateral, ads, trade shows, media relations, and websites for eight worldwide business units. His experience includes Business-to-Business marketing products to the worldwide packaging, automotive, electrical, construction, tire, textile, healthcare and medical, agricultural, fuel, and lubricant industries. He created a comprehensive, global customer satisfaction and value research system to gain customer feedback and improve business and marketing. He positioned, branded, and launched new products and orchestrated media relations and interview training, capturing press opportunities that increased ExxonMobil's share of the customers' voice. Earlier in his career, he served as corporate and marketing communications manager for the company's business in Europe, Africa, and the Middle East, while based for five years in Brussels, Belgium.

He served on the strategy committee at the University of Texas at Dallas Institute for Excellence in Corporate Governance (IECG), which developed a new Governance Capital Model. The IECG is a leading global resource in developing and communicating thought leadership on governance issues for corporate and nonprofit boards and C-level executives. He regularly teaches in the group's Executive Certificate in Nonprofit Governance course.

Vin holds a B.A. in math and economics from DePauw University with Phi Beta Kappa honors. He also earned an M.S. in Industrial Administration (MBA) from Carnegie Mellon University and completed additional graduate work in political science at the University of Houston.

Vin and his wife Carol enjoy cooking together, traveling, bird watching, visiting state and national parks, and spending time with family and friends.