

Mr. H. Kirk Bozigian

Providence College

Marketing

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Education

M.S., Syracuse University, 1974.
Major: TV/Radio

B.A., Providence College, 1973.
Major: Humanities

Professional Positions

Academic

Adjunct Professor, Providence College School of Business. (January 2011 - Present).

Special Lecturer, Providence College School of Business. (September 2009 - December 2010).

Instructor of Marketing and Advertising, Community College of Rhode Island. (1978 - 1992).

Instructor of Marketing and English, Johnson & Wales College. (1975 - 1978).

Professional

Senior Marketing/Product Development Executive, HKB Ideas. (March 1996 - Present).
Owner - A marketing & product development company that has created a number of successful concepts for Hasbro, Mattel, Chronicle Books, Playmates Toys.

Vice President of Marketing, Little Kids, Inc.. (April 2003 - November 2008).
Managed and directed marketing, licensing, R&D, product development group for successful 15 Million toy company

Vice-President Boys Toys Marketing, Hasbro, Inc.. (July 1978 - March 1996).
Developed and marketed some of the most successful brand names and product introduction in the toy industry. G.I. Joe, Transformers, Tonka, Play-Doh, Playskool Baby, WWF Wrestlers

Development Activities Attended

Workshop, "AOL Faculty Retreat," Providence College School of Business, Providence, RI.
(February 1, 2013).

Workshop, "AOL Faculty Retreat," Providence College School of Business, Providence, RI.
(December 10, 2012).

Awards and Honors

TOTY Award (Toy of the Year), Toy Industry Associates, Inc.. (2008).

Inventor of the Year (Mattel Toys). (1999).

Golden Toy Award, Action Figure News. (1994).

Gold TELLY. (1993).

Golden Toy Award, Action Figure News. (1993).

Golden Toy Award, Action Figure News. (1993).

Silver EFFIE, New York Advertising Club. (1991).

Walmart Vendor of the Year Award, Walmart. (1990).

Silver ECHO, Direct Marketing Association of America. (1984).

Silver TELLY. (1983).

Bronze EFFIE, New York Advertising Club. (1982).

TEACHING

Teaching Experience

Providence College

MBA 520, Mkt Mgmt Competitive Envrnmnts, 1 course.

MBA 526, Entrepreneurial Marketing, 1 course.

MBA 569, Marketing by Design (Special Topics in Management), 1 course.

MBA 570, Plan/Develop New Prods/Mkts, 1 course.

MKT 205, Principles of Marketing, 24 courses.

RESEARCH

Published Intellectual Contributions

Books

Bozigian, H. (2003). *Almighty Heroes - The Stories of Samson, Moses, and David*. Anchor Distributors.

Book Chapters

Bozigian, H. (2002). *Recalling the Return of GI Joe - Toy Shop Magazine*. F&W Publications, Inc..
<http://www.krause.com/static/toys.htm>

Bozigian, H. (1995). *The Inside Story of GI Joe - Collecting Toys Magazine*.

SERVICE

Public Service

Coach, Youth Baseball.