

R. MALLORY STARR, Jr.

Resident address

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Professional Experience -- Corporate development and marketing. Major project working theme: internally strengthening an organization so that it can achieve increased marketplace success resulting in increased revenue of several \$Million for clients. Extensive management auditing and marketing experience with consulting, information sciences, healthcare, and financial services companies. In addition developed and ran internal consulting programs including management development, executive coaching, planning, team development, and consultation programs for US and international companies.

Representative Consulting Assignments –

- Marketing research and development projects for consulting and professional services firms.
- Qualitative market research study of purchase decision factors and the buying cycle in 32 fortune 500 companies for a major satellite business systems corporation for a partner company of IBM.
- Consultation to marketing professionals reacting to implementation of an advanced world wide Marketing Information Communications System (MICS) for a major international pharmaceutical diagnostics reagent company and a major public utility.
- Management audit study of the publications and editorial division of a corporation engaged in the information dissemination business.
- Consultation targeted to mission team development and human factors associated with technology and systems implementation for an international bank, a computer systems company, and a large VA hospital and medical services organization.
- Consultation and counseling to family businesses and small companies targeted to business development and adaptation of internationals to foreign cultures.
- Critical Incident Debriefings and consultation assignments targeted to large companies, military, and police organizations.

PSYCHOLOGICAL SERVICES EXPERIENCE

Psychological testing, research, counseling and psychotherapy experience in mental health organizations. Also, program development, quality assurance programs and development of intern and training programs Plus supervision of psychologists and mental health counselors.

Professional and Business Background - Trust Administration Assistant, Chase Manhattan Bank 1962-64. Market Researcher (part-time), J.Walter Thompson Advertising Agency, 1962. Research projects, Springfield College 1964-65. Psychologist, Mid-Fairfield Guidance Center 1965-68. Software Development and Research, Pennsylvania State University, 1968-71. Team Chairman and Psychologist, Social Service Agency 1971-77. Private Consulting Practice (part-time), 1974-98. Psychologist and Internal Consultant, Group Health Association 1978-94. Director, Georgetown Consulting, Inc. 1993-1998. Director, Prodesse, LLC Business and Engineering Consultants 1997 – 2000. Director and Co-Founder, PresidentialMuseums.com 1999-2005. Director, Sequoia Presidential Yacht Group, LLC 2001-2014. President, Institute of Management Consultants, Inc. Washington, D C Region, 2005-2007. President, US Asian Cultural Academy, 2005 –Present. Member, Board of Directors Library of Congress, Asian Division Friends Society. Member, CAPAChina, 2010 to Present.

Certifications – Certified Management Consultant (CMC) since 1990, Institute of Management Consultants, USA, **Licensed Psychologist**, Board of Psychology Examiners, 1974-2000

Publications

- **A Marketing Information Communications System – Results and Consequences**, published by the European Society of Marketing and Research (ESOMAR), Berlin, Germany, 1983.

- **International Business Development Strategy – Focus on Human Resources, University**
Microfilms, Michigan, 1984, updated 1995.
- **Phases of Corporate Development – Focus on Systems and Human Factors**, New Jersey, Society
of Professional Management Consultants, 1987, updated and published in Museum Trustee Newsletter,
2006.
- **Introduction to Psychology. Book author and concept developer. Published by Yoko Sakae,
Sakae Institute, Japan, 2000 and in 2rd Edition, 2005 ISBN4-383-00390-0 C1082**