

ROBERT BADEN

Curriculum Vitae
Spring 2015

University of California Santa Cruz
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Citizenship: USA

Education:

- **Ph.D. in International Economics, University of California, Santa Cruz, 2012**
- **Master of Arts in International Economics, University of California, Santa Cruz, 2008**
- **University of California Extension, Santa Cruz, Certificate in VLSI Design Engineering, 1997**
- **Harvard University, Advanced Management Program, Financial Management, 1974**
- **Harvard University, Advanced Management Program, Business Management, 1972**
- **New York University, Master of Science in Operations Research, 1968**
- **Case Institute of Technology, Bachelor of Science in Mathematics, 1964**

Teaching Experience:

- **University of California, Santa Cruz, Lecturer**
Introduction to Macroeconomics, ECON 2 (Winter 2013, Spring 2013, Winter 2014)
International Financial Markets, ECON 131 (Fall 2013)
Managerial Economics, ECON 101 (Fall 2013, Fall 2014)
Economic History of the United States, ECON 125 (Spring 2013, Spring 2014, Spring 2015)
Why Economies Succeed or Fail, ECON 126 (Fall 2012, Fall 2014)
Business Strategy, ECON 136 (Winter 2013, Summer 2013, Spring 2014, Winter 2015)
Marketing, ECON 161A (Summer 2012)
International Trade, ECON 140 (Spring 2015)
Introduction to Management Science, ECON 115 (Winter 2015)
- **University of California, Santa Cruz, Teaching Fellow**
Intermediate Microeconomics, ECON-100A (Fall 2010, Winter 2012)
International Trade, ECON-140 (Spring 2011)
- **University of California, Santa Cruz, Graduate Student Instructor**
Business Strategy, ECON-136 (Summer 2010)
- **University of California, Santa Cruz, Teaching Assistant**
Economic History of the United States, ECON-125 (Spring 2010)
Introduction to Calculus of Several Variables, MATH-22 (Fall 2009)
Economic History of the United States, ECON-125 (Fall 2008)
Introduction to Econometrics, ECON-113 (Spring 2008)
Intermediate Microeconomics, ECON-100A (Fall 2007)
- **University of Phoenix, Adjunct Faculty, Northern California Campus, San Jose, CA**
MBA Information Management in Business, CIS/570 (1998 – 2006)
Computers and Information Processing, CIS/319 (2001 – 2005)
College Algebra I, MTH/208 (2004 – 2005)
College Algebra II, MTH/209 (2004 – 2005)
MSCIS Operating Systems, POS/568 (1999-2004)
Introduction to Operating Systems, POS/355 (2002-2004)
MSCIS Database Concepts I, CIS/558 (1998-2003)
MSCIS Database Concepts II, CIS/559 (1998-2003)
Database Concepts, CIS/417 (2000-2003)
MSCIS Information Technology Application Project, CSS/586 (2002)
Computer Architecture, CSS/420 (1997 – 2001)
Database Concepts, CIS/416 (1997-2001)
Business Systems Development, BSA/400 (2001)
- **Iona College, Instructor, New Rochelle, NY**
Introduction to FORTRAN Programming (1965-1968)

Awards:

- **University of California, Santa Cruz, Economics Department (Fall 2007)**
Teaching Assistant Award for Excellence in Teaching
- **University of California, Santa Cruz, Graduate Student Instructor Award Funding, Summer 2010**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Spring 2010**
- **University of California, Santa Cruz, Teaching Assistant Award funding for 2007 - 2009**

Research Interests:

- **Political Economy of Trade, Economic History, Economics of Latin America, Macroeconomics, Monetary Policy**

Working Papers:

- **Population Welfare in Latin America: Does the Government Care? and Does Caring Matter? (2008)**
- **Import Tariffs in Latin America (2009)**
- **Empirical Puzzles in the Grossman-Helpman “Protection for Sale” Model (2010)**

Publications:

- ***Integrated System Design*, July 1998, “Windows NT: Adding to the EDA Arsenal”, pages 62-64,
<http://www.eetimes.com/editorial/1998/specialsection9807.html> (sidebar about 1/3 into the article)**

Seminars and Conference Activity:

- **Discussant, Ph.D. Conference, Santa Cruz Center for International Economics (SCCIE), Santa Cruz, CA, 2009**
- **Attendee, Annual International Economics conferences, Santa Cruz Center for International Economics (SCCIE) Conferences, Santa Cruz, CA, 2006-2011**

Related Work Experience:

- **Business, Marketing and Sales Services, Los Gatos, CA (2004 - present)**
Independent Consultant - Strategic planning for four companies, including software trade secret expert witness, business planning, pricing studies, staff planning, and strategic alliances.
- **Heuristics Physics Laboratories, Inc., San Jose, CA (2002 – 2003)**
Vice President, Global Sales - Led worldwide sales team. Negotiated distribution agreements in China, Europe, Japan, Singapore and Taiwan.
Business Development Manager, Design for Manufacturability Division - Developed technical and marketing materials to present and financially justify software tools.
- **Synopsys, Inc., Mountain View, CA (2000 – 2001)**
Director, Strategic Business Development - Coordinated strategic relationships at VP levels with the largest worldwide customers, including Texas Instruments and STMicroelectronics.
- **Datamain, Inc., Milpitas, CA (1999 – 2000)**
Vice President, Advanced Markets - Drove delivery of e-Commerce web site development tool kit. Established multi-million dollar customer relationship by directing cross-company efforts.
- **Synopsys, Inc., Mountain View, CA (1995 – 1999)**
Program Director, Partnership Management - Managed strategic technology relationships with worldwide customers.
Manager, New Market Development - Conceived and closed the largest single customer order in the history of the company to that point. Published Whitepapers from each of the eight interoperability partners.
- **Pipkins, Inc., San Francisco, CA (1993 – 1994)**
General Manager, Western Region - Managed sales operations in the 14 Western states.
Manager, National Accounts - Established telephone call center workforce management product line in the Southwest.
- **Xerox Corporation, Palo Alto, CA (1990 – 1993)**
Manager, Channel Development (XSoft) - Established Value Added Reseller Channel for XSoft Client/Server Office Automation products.
Manager, New Business Development (Systems Software Unit) - Negotiated third party marketing and development alliances with the industry’s leading Personal Computer software companies.
Manager, Strategy & Planning, Network Services (Systems Software Unit) - Directed creation of the strategic Printing Systems Architecture and managed its adoption by Xerox in the open client-server world.
- **International Business Machines Corporation (1964 – 1990)**
Served in a variety of management positions, including Software Product & Market Planning, Personal Computer Product Line Planning, and Data Processing Sales Management.

Civic Participation:

- **Triton Museum of Art, Santa Clara, CA**

President of the Board of Trustees (2011 – 2014)

Treasurer of the Board of Trustees (2004 – 2010)

Vice President of the Board of Trustees (2003 – 2010)

Director of Marketing of the Board of Trustees (1997 – 2005)