

Dr. Ben M. Enis, MBA Ph.D.



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Ben M. Enis is the Founder/CEO of EnisEnerGen™ Renewable Energy Systems LLC. The mission of this firm is to "bottle electricity." More technically, Enis LLC holds thirty one patents or pending which grant exclusive rights to Transportable Compressed Air Energy Storage (TCAES). This technology stores energy supplied at Mother Nature's whim so that it is available when demanded by human beings. It provides renewable energy in the broadest sense of that concept—for significant economic efficiencies in peak load cost shaving and power smoothing. Enis LLC is also developing further applications of its unique technology, including water desalination, room temperature cooling, nuclear and solar energy-generated storage, and long-distance energy transmission via airflow.

Previous Careers

New York Stock Exchange-Listed Corporation Board of Directors Member: 1984-2006

Countrywide Financial Corporation, Inc.

The largest U. S. originator/servicer of home mortgages—served terms on the Audit, Finance, Compensation, Nominating (Chairman), Governance, Technology and Community Affairs Committees (1984-2006). Honored upon retirement in 2006 as Director Emeritus.

Protection One Alarm Systems, Inc.

The second largest U. S. home and commercial security firm—served terms on the Audit (Chairman), Finance, Compensation, and Charity Committees, and during 2004 as Non-Executive Chairman of the Board (1994-2005). Honored upon retirement in 2005 as Director Emeritus.

Professional Activities

Member, National Association of Corporate Directors (Los Angeles Chapter Board of Directors, 1996-2000) 1994-2006, Wharton/Stanford/UChicago Directors Consortium 2003, UT Dallas Directors Symposium 2002, Deloitte-Touche Audit Committee Oversight Tutorial 2001, Grant Thornton Director Responsibility Forum 2000.

Management Consulting to Firms and Organizations: 1968-2003

e = mc² [enis mega counsel/communications]

Principal/sole proprietor (often working with colleagues and/or graduate students paid on a per-project basis). Over 200 clients, including such notable firms and organizations as AT&T, Arthur Andersen, Bank of America, ClickStores.com, Federated Department Stores, Eli Lilly & Co., Grant Thornton, Hallmark Cards, Impolitic.com, Kinko's, Southwestern Bell, Times/Mirror Corp., the Direct Selling Association, the State of Missouri, the Ronald Reagan Foundation, and the U.S. Bureau of the Census. Projects ranged from marketing research to sales training to new product development to complete marketing strategy, and also often involved personnel assessment and hiring, logistics, and costing efficiencies. In addition, provided expert counsel to over 60 law firms, including five of the ten largest in the U.S. (Jones, Day; Gibson Dunn & Crutcher; Morgan, Lewis & Bockius; Latham & Watkins; and O'Melveny & Myers), and testified before 14 Federal and State Courts, and in private arbitrations. Also conducted over 50 commercial mediations.

Professional Activities

Rotary International, Institute of Management Consultants, Society of Professionals in Dispute Resolution, American Bar Association Dispute Resolution Section. Also employed in Southern Bell Telephone Initial Management Development Program (Sales Management) January-September 1964.

Academic Teaching Research and Service: 1967-1998

Tenured Full Professor

The Universities of Houston (1967-1978), Missouri, Columbia (Bailey K. Howard World Book Professor, 1978-82), and Southern California, 1982-98. Also was Visiting Professor of Marketing, University of Queensland, Australia, Spring 1982. Honored upon retirement as Professor Emeritus, Marshall Graduate School of Business, University of Southern California, 1998.

Teaching

Courses ranging from calculus and statistics to behavioral science theory-building, concentrating on M.B.A. courses in Marketing Strategy and Research. Chaired 11 doctoral dissertations, mentored some 2500 M.B.A. students, and taught over 6000 undergraduates; won five separate awards for teaching excellence at three different universities. Also conducted 300+ Executive Development seminars on four continents.

Research

Authored/edited 11 books (including Marketing Classics, first published in 1969 and still in print). These books, including resales of used copies, have sold over 750,000 copies worldwide, and some have been translated into five languages. Also contributed 85+ research and professional articles; i.e., articles reviewed by peers and editors and accepted as scholarly contributions to the fields of marketing, management, economics and/or statistics. These works have been cited many times by other scholars, and 17 have been reprinted (some several times) in anthologies.

Service (Professional Activities)

American Marketing Association (past President of the Houston chapter; former National Vice President); National Association of Scholars; Editorial Review Boards: Journal of Marketing (Associate Editor, 1979-83), Journal of Retailing, Journal of Personal Selling; Decision Sciences; listed in Who's Who and other biographical references.

Education: Louisiana State University 1960-1967

Ph.D. Marketing/Economics August 1967

Ford Foundation Fellowships 1966-7
Humble Oil Fellowship 1965-66
Teaching Assistant, Statistics 1966

M.B.A. Management/Statistics August 1965

Humble Oil Fellowship 1964-65
Graduate Assistantship, Management
Honors: Beta Gamma Sigma, MENSA

B.S. Accounting/Mathematics August 1963

Elks International Scholarship
National Merit Scholarship
Honors: Phi Kappa Phi, Pi Eta Sigma

Personal

Born: January 05, 1942
U.S. Citizen