David Norloff
Associate Teaching Professor

EDUCATION: **RUTGERS UNIVERSITY, Graduate School of Management**
MBA in Marketing

THE PENNSYLVANIA STATE UNIVERSITY
B.S. in Industrial Engineering

EXPERIENCE: **The Pennsylvania State University – State College, PA**
4/14 to Present *Associate Teaching Professor, Bellisario College of Communications (7/24 to present)*
Assistant Teaching Professor, Bellisario College of Communications (4/14 to 6/24)
- Developed COMM 280 for resident instruction (FA15 launch) and World Campus (SP18 launch).
- Responsible for teaching FYS, COMM 280 (RI and WC), 380 (WC), 428C (WC), 483, 484, 484A.
- Served as Adjunct Instructor for IST 220 – RI (SP18) and WC (SU22).
- Recipient of Deans' Excellence Award for Outstanding Faculty Associate (2014), Deans' Excellence Award – Teaching (2019), and Deans' Excellence Award – Service (2025).
- Elected to serve as Telecommunications Faculty Marshal (2016).
- Mentor for Happy Valley LaunchBox and served as the first faculty co-chair for Penn State Startup Week 2021.
- Developed and facilitated the 2024 Harmelin Media AI innovation challenge.
- Adjunct Instructor for MGMT 215 and currently serve as the ENTI New Media Cluster Director for the Bellisario College of Communications.

1/09 to 4/14 *Adjunct Instructor – College of Communications*
- Developed COMM 497J (Wireless Communications Industry). Course was introduced in SP09 and after 5 semesters, the Faculty Senate approved permanent course status. COMM 483 (new course listing) has been incorporated into the Telecommunications curriculum.
- Developed COMM 484A (Wireless Devices and Global Markets). This course was introduced in SP13 and achieved full student enrollment in its first semester.

Schoolwires – State College, PA
11/11 to 4/14 *Senior Product Manager – Mobile Solutions*
- Planned and managed the entire mobile product life cycle from strategic planning to tactical activities including designing, developing, pricing, and launching new mobile products and services.
- Created a multi-year strategy and business plan for Schoolwires' mobile product offering. This strategy encompassed the full suite of products offered by Schoolwires, considered smartphone and tablet form factors, as well as HTML5/iOS/Android application development environments.

The Pennsylvania State University – State College, PA
8/07 to 11/11 *Director, Outreach Product Development (2010 - 2011)*
Assistant Director (2007 - 2010)
- Led the development and deployment of a product development process to facilitate communication and collaboration across multiple Outreach business units.
- Defined the technology configuration for the Video Learning Network and developed an implementation strategy for 10 campus locations across the Commonwealth.

NeuStar – Sterling, VA
12/06 to 7/07 *Director – Wireless Products*
- Championed the product development process from contract negotiation through service launch. Presented mobile product strategy to executive team and obtained program funding.

Sprint Nextel – Reston, VA

12/00 to 12/06 *Senior Manager – Broadband Market Development*
- Developed the Media, Content, and Portal Strategy for Sprint Nextel's 4G market deployment.
- Presented Sprint Nextel's 4G Portal vision and led partnership discussions with SONY, Microsoft, Nokia, Samsung, and LG.

Nextel Communications – Reston, VA
Interim Director – Messaging Products and Services
- During the transition period after the Sprint merger, managed 5 full-time employees who were responsible for Text Messaging, Short Codes, Photo Sharing, and Instant Messaging products.

Senior Product Manager – Multimedia Messaging
- Promoted in 2002 to lead the Multimedia Messaging Service (MMS) product deployment.
- Managed the nationwide deployment of MMS service from Concept definition through Product Launch in 2004.
- Defined the overall product requirements and complete customer experience for the MMS product offering. Managed development of the handset client and provided User Interface feedback to handset vendor.
- Managed a 20 member cross-functional core team comprised of individuals from Engineering, Customer Operations, Marketing, Finance, Training, and IT.

Product Manager – Messaging Products and Services
- Led the 2002 product launch of Inter-Carrier Text Messaging for Nextel Communications.
- Participated in CTIA-led work groups and collaborated with other U.S. carriers to facilitate the exchange of text messages across carrier networks. This initiative directly contributed to a 30% increase in messaging volume within 6 months after launch.
- Recipient of Nextel's Inner Circle Award in 2002. This award was given to non-sales employees and represented the top 1% of Nextel employees.

5/00 to 11/00 **The Global TeleExchange – McLean, VA**
Product Manager
- Developed and prioritized new product requirements that focused on driving market adoption for an internet-based telecommunications minutes exchange solution.

3/98 to 4/00 **Ernst & Young LLP - McLean, VA**
Project Manager
- Partnered with executive-level client personnel to identify, assess, and discuss strategic business issues and develop potential solutions relating to supply chain management challenges.
- Led supply chain software implementations for companies exceeding $1 billion in annual sales.

6/96 to 3/98 **Manugistics - Rockville, MD**
Lead Product Analyst
- Lead product analyst responsible for the development, testing, product launch, and implementation of manufacturing software.

3/92 to 8/94 **Drake Bakeries, Inc. - Wayne, NJ**
Industrial Engineer
- Developed a product tracking system that enabled Plant Management and Cost Accounting with the ability to identify specific areas of ingredient loss.