



Kerry Plemmons

Professor of Practice, Daniels College of Business

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Kerry Plemmons has 30 years of entrepreneurial experience with success in launching and running small and medium-sized businesses in the U.S. and Mexico, and another 13 years as an academic and consultant. As an executive with Starbucks, Plemmons opened stores in the western U.S. and Canada, ran several test-market innovations, and led operations for a couple hundred stores. Prior to Starbucks, he partnered in creating the Pour la France! Restaurant chain in three states and Mexico. Since joining the University of Denver, Daniels College of Business full time in 2004, Plemmons has consulted to senior executives at Crocs, Kaiser Permanente, the Arapahoe County Sheriff, The American Animal Hospital Association, VMG, ACA, Miller Coors, Environmental Chemical Corporation (ECC), Microsoft, DMB Development Company, Janus Capital Group, Monte Vista Cooperative, Anadarko Oil, DCP Midstream, Intrado, First Data Corporation, Western Union and more.

During the 13 years of teaching at the Daniels College of Business, University of Denver, Plemmons created and delivered new courses in a variety of subjects. His passion is connecting innovation to leadership through experiential educational processes. With a group of colleagues, Plemmons built a program called the Compass where all graduate business students experienced leadership, ethics, and sustainability first in the classroom and then in the mountains of Colorado. In the Executive MBA program, he teaches strategic marketing, innovation and a global business sequence that culminates in a two week international experience to places like Israel, Singapore, Rwanda, South Africa, Botswana, South Korea, China, Vietnam, Brazil, Chile, Argentina, Russia, Mongolia, and Turkey.

Plemmons is a published author with his book, *Juxtapositions: Comparing Mild to Wild Success – Irreverently*. *Juxtapositions* looks at whole organizational success, where a kind and gentle revolution might create a strong cultural focus, when imagination leads to strategies that are implemented because they align with the organizational mission, and the individuals are rewarded and recognized so the imaginative strategy process gets repeated.

Most of his consulting consists of working with groups of 10 to 400 after finding gaps in the client organizations. Plemmons and a group of Daniels colleagues create a solution, then build workshops and offsite sessions to close the gaps. In an average year,

Plemmons works with 300 or more graduate students, and speaks to several thousand clients.