

John H. Fisher
One Charles Street South; Unit 8D
Boston, MA 02116

Boston College, Senior Lecturer **2017 to present**

Commonwealth Ave; Chestnut Hill, MA 02467

- Strategic Brand Management Course, Undergraduate & Graduate -- MBA
- Boston College Undergraduate Marketing Academy; Co- Director

Boston College, Adjunct Lecturer **2014 to 2017**

Commonwealth Ave; Chestnut Hill, MA 02467

- Strategic Brand Management Course, Undergraduate & Graduate -- MBA

Babson College; Adjunct Lecturer **2006 to May 2014**

Babson Park, MA 02457

- Brand Management Course, 2 sections; undergraduate
 - Received consistent 1.0-1.5 course ratings from approx. 900 students
 - Guest lecturer at Graduate Course in Brand Management, 2006 to present
 - Guest lecturer at Sports Marketing Course, 2011 to present
- Guest lecturer at Boston College's Carroll School of Management and Harvard Business School

Jazz Advisors, LLC; Principal **2005 to present**

One Financial Center, 24th Floor; Boston, MA 02111

- Branding and Marketing Consultancy Firm
 - Specializing in brand identity, brand structure, brand maintenance, communication platform development, advertising strategies, marketing plans, product line planning
 - Client Industry Experience: Luxury Retail, Insurance, Sports Apparel, Sporting Goods, Athletic and Fashion Footwear, Philanthropy, Financial Management, Market Research and Analytics, and Architectural Design

Saucony, Inc. (NASDAQ: SCNYA, SCNYB) **1971 – 2005**

Centennial Drive, Peabody, MA 01961

- Chairman, CEO, President (1991 – 2005)
 - Negotiated sale to The Stride Rite Corporation for \$172 million, August 2005
 - General management oversight of 400 employee, publicly traded corporation with approx. \$168 million in revenue; brands included Saucony, Hind, Spot-bilt, Hyde, Brookfield, Merlin, and Quintana Roo
- President, Chief Operating Officer (1985 – 1991)
- Executive Vice President (1981 – 1985)
- Director (1980 – 1991)
- Vice President, Marketing and Sales (1979 – 1981)
- Other responsibilities: Advertising, Marketing, Strategic Business Development, Branding, and Sales positions; including National Sales Manager

Boston College, Carroll School of Management, Chestnut Hill, MA **1969 – 1971**

- Master's in Business Administration, concentration in Quantitative Analysis

Marietta College, Marietta, OH **1965 – 1969**

- Bachelor of Arts, Economics, Dean's list 6 terms

Professional Affiliations

- Chief Executives Organization, Worldwide, nomination-only membership, 1998 to present
- Brigham & Women's Hospital, Boston, MA – Board of Overseers, 2007 to present

- Brigham & Women's Hospital, Boston, MA – Emergency Medicine Board 2017 to present
- Dana Hall School, Wellesley, MA – Trustee, elected to 3 year terms in 2004, 2007 and 2010; elected to Corporator Board, May 2013 (3 year term)
- Young Presidents' Organization, New England, 1988 – 1998, Education Co-Chair 1995 – 1996
- Boston College President's Circle (former member of National Development Board)
 - Received Distinguished MBA Alumni Award, 2004
 - MBA Commencement Ceremony Speaker, 2004
- Worldwide Federation of Sporting Goods Industries, Chair of Yachting Committee 1995
- Athletic Footwear Council of Sporting Goods Manufacturers Association, Chairman 1994
- Chamberlayne Junior College, Boston, MA, Instructor – Economics, 1971

Committees and Memberships

- Eastern Yacht Club, Marblehead, MA, Member 1985 to present
 - Elected Flag Officer 2003; elected Commodore November 2006 – November 2008
- Courageous Sailing Center, Charlestown, MA, Board Member 1991 – 2000, Chairman of Board, 1998 – 2000
- Performance Handicap Racing Fleet of New England, Commodore 1997 – 1999
- University Club, Boston, MA, Chairman, Legends Committee
- New York Yacht Club, NY, and Newport RI, Member
- Palm Beach Yacht Club, Palm Beach, FL, Member
- Brae Burn Country Club, West Newton, MA, Member
- Belmont Country Club, Belmont, MA, Member
- Boston Ballet, Benefactors' Circle, Boston, MA, Member
- Combined Jewish Philanthropies

Activities

- Active Sportsman: sailing, running, golfing, general fitness
 - Sailing Awards: Winner Block Island Race Week (twice), PHRF NE Championship (four times), NYYC Spring Regatta (once), participated in numerous Ocean Races (Bermuda and Halifax), supported and participated in three Americas Cup Campaigns