

# RAUL L. GALANG

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## MARKETING EDUCATOR | INDUSTRY PRACTITIONER

*Bridging Academic Theory and Industry Practice to Prepare Students for the Modern Marketing Landscape*

Marketing educator and seasoned industry practitioner bringing 18+ years of strategic marketing and product leadership experience to the classroom. Currently teaching undergraduate marketing courses with an innovative, AI-integrated curriculum that emphasizes experiential learning and real-world application. Passionate about preparing students for marketing careers in an era of rapid technological change by combining rigorous academic frameworks with practical industry insights.

## TEACHING PHILOSOPHY

Committed to experiential, student-centered learning that bridges marketing theory and practice. Courses integrate AI tools thoughtfully as everyday professional resources while maintaining focus on critical thinking, strategic analysis, and ethical decision-making. Curriculum design emphasizes active learning through simulations, case studies, and industry partnerships.

## ACADEMIC EXPERIENCE

**Adjunct Professor** | COLORADO STATE UNIVERSITY, Fort Collins, CO | 2025–Present

*College of Business, Department of Marketing*

- Teach **International Marketing (MKT 365)** and **Product Design (MKT 364)** to approximately 100 undergraduate students across three sections
- Developed innovative curriculum integrating AI throughout coursework, including modules on bias detection, strategic application, and responsible AI use
- Designed experiential learning components including regional market research projects and business simulations to replace traditional textbook-based instruction
- Cultivate industry partnerships for guest speakers and real-world case development, including B2B marketing applications in emerging markets

## *Curriculum Development & Pedagogical Interests*

AI integration in marketing education; experiential learning and simulation-based instruction; global marketing strategy and emerging markets; Design Thinking methodology in product development, business innovation, and process improvement.

## SCHOLARLY ACTIVITY

### ***Invited Presentations***

Galang, R. (2026). *Teaching marketing with full AI integration: Lessons from curriculum design to capstone chatbots*. The Institute for Learning and Teaching (TILT) Generative AI Workshop, Colorado State University.

## INDUSTRY EXPERIENCE

*Practitioner expertise informing classroom instruction and curriculum development*

**Business Consultant** | RLG RESEARCH GROUP, Denver, CO | 2025–Present

- Provide strategic marketing and innovation consulting, translating complex concepts into actionable frameworks—skills directly applied to classroom instruction and student mentorship

**Director, Product Marketing** | HITACHI ENERGY, Broomfield, CO | 2021–2024

*Global IoT enterprise software for power, transportation, and industrial sectors*

- Led global product marketing team driving product launches, demand generation, and sales enablement across international markets; Developed go-to-market strategies for B2B technology products—experience enriching instruction in international marketing and market entry strategies

**Digital Product Manager** | EMERSON AUTOMATION SOLUTIONS, Boulder, CO | 2019–2020

*Fortune 500 manufacturer serving oil & gas, chemical, food, and utility industries*

- Guided digital transformation product strategy across matrixed global organization; Reduced software delivery time by 50% through refined MVP scope and agile methodology—provides case study material for product design courses

**Portfolio Marketing Manager** | ZOLL, INC., Broomfield, CO | 2013–2017

*Global SaaS and enterprise software for healthcare and emergency services*

- Led company's most successful product launch generating \$5M in two months through integrated marketing strategy; Re-engineered portfolio strategy delivering 30–60% revenue growth—informs teaching of evidence-based marketing and campaign analytics

**Product Marketing Manager** | ADVANCED ENERGY INDUSTRIES, Fort Collins, CO | 2010–2012

*Global manufacturer of solar power control systems*

- Launched turnkey solutions achieving 20–30% revenue growth; led cross-functional teams across complex B2B projects

**Director of Product Marketing** | PURE ENERGY SOLUTIONS, INC., Boulder, CO | 2008–2010

*Early-stage startup developing wireless charging technology*

- Drove four first-to-market product launches; achieved Apple certification; Secured global Duracell partnership—experience provides entrepreneurial and innovation case studies for students

### **Earlier Career**

**Analyst, Strategic Marketing Group** | 3M COMPANY, Minneapolis, MN

*Voice-of-market research consulting across 40+ divisions—foundational market research expertise*

**Electrical Engineer** | TOSHIBA INTERNATIONAL, Houston, TX

*Technical foundation in industrial electronics supporting cross-disciplinary marketing instruction*

## EDUCATION

**Master of Business Administration (MBA), Marketing and Strategy** | University of Texas at Austin

**Bachelor of Science (BS), Electrical Engineering** | University of Missouri at Columbia