



Biography

David Henard

David Henard is Professor of Marketing and Business Management at North Carolina State University's Poole College of Management. He is the past Marketing Area Coordinator, Director of International Programs, and Director of Graduate Programs at Poole College.

Prior to entering academics, Professor Henard had a career with multiple food divisions of Kraft Foods USA where he held numerous R&D, sales, and marketing positions.

He is a highly cited business scholar whose research activity centers mainly on knowledge management and new product development issues. He is professionally certified in both negotiation and mediation, which is the professional role that brings him to us today.