

LUCIEN L. BASS, III
"Bryn Rhaglan"
215 Burchs Creek Road
Crozet, Virginia 22932
Home Phone: 540-456-7323
Fax: 540-456-7324 call first E-Mail: LLBass3@virginia.edu

CAREER SUMMARY

Broad experience in technical/managerial positions with steadily increasing responsibility. Focus for the years 1976 - 1999 primarily in international development involving developing relationships and negotiating various types of agreements with foreign nationals in the Middle East, Latin and South America, Western Europe and Japan. Responsibilities during this period involved: (1) directing design of new processes and machinery; (2) world-wide energy management; (3) managing experimental farm with profit accountability; (4) strategic and operational planning; (5) designing, building and managing facility to manufacture a technically unique and innovative product; and (6) managing project to successfully introduce this innovative product into foreign markets (Germany, Sweden, Japan), including significant coordination responsibility with U.S. and foreign-based product development, marketing, market research, legal and external relations functions.

EDUCATION

- M.B.A.-Darden School, University of Virginia - 1965
- Bachelor of Mechanical Engineering, University of Virginia - 1963

LICENSE

- Registered Professional Engineer in North Carolina, Virginia, and California

AWARDS

- 2012 – University of Virginia – Young Alumni Council Service Award.
- 2008 – University of Virginia Distinguished Engineering Alumni Award
- 2006 – Henry St. George Tucker Award from the Honor Committee, University of Virginia
- 2005 – IMP Faculty Award, University of Virginia
- 1996- University of Virginia, Darden School - Charles C. Abbott Award for outstanding service.
- 1994 - R. J. Reynolds Tobacco Co. - G. Robert DiMarco Team Award for Leadership.
- 1992 - University of Virginia - Engineering Service Award.

OTHER ACTIVITIES

- Trustee, School of Engineering and Applied Science, University of Virginia, 2006-2012
- Virginia Engineering Foundation, University of Virginia 1985-1992, President, 1990-1992
- Executive Committee, Darden Alumni Council, University of Virginia, 1984-1992
- Board of Trustees, Darden School Foundation, University of Virginia, 1992 to 2000
- Advisory Board, School of Nursing, University of Virginia, 2000 – 2006, Chair, 2004 – 2006
- Secretary of the General Faculty, University of Virginia, 2009 to present

CAREER HISTORY

1999-Present: UNIVERSITY OF VIRGINIA, CHARLOTTESVILLE, VIRGINIA

2002-Present: Lecturer, McIntire School of Commerce, International Marketing and International Business and Negotiations

1999-2002

- Adjunct Lecturer in International Business, International Marketing and Negotiations in the McIntire School of Commerce and International Marketing in the Darden Graduate Business School.
- Adjunct Lecturer in Ethics in the School of Engineering and Applied Science

1978 – 1997: RJR NABISCO, INC. AFFILIATED COMPANIES

R. J. Reynolds Tobacco International, Inc. – Winston-Salem, N.C.

1994 – 1997: Director/Senior Director, International Development

Responsibilities included identification and development of significant new business opportunities of international scope based on technologically advanced innovative products and new technologies unrelated to existing businesses. Efforts required developing relationships and negotiating contracts with foreign nationals inside and outside the tobacco industry. Multi-million dollar technology licenses successfully negotiated with Asian and European companies and new technology products have been introduced into Asian and European markets. Extensive and frequent travel to Europe (England, Sweden, Germany, Switzerland, Austria) and Asia (Japan, Hong Kong) was required.

R. J. Reynolds Tobacco Company – Winston-Salem, N.C.

1992 – 1994: Senior Manager, International Business Development

Functions similar to those described immediately above.

1985 – 1992: Director/Staff Vice President, Operations Development

Responsibilities focused on designing, developing, and improving unique processes and equipment for technologically innovative, competitively-sensitive products, along with the planning, construction, start-up, and management of large pilot manufacturing facility of 400+ people. Extensive involvement with foreign machinery manufacturers (Germany, Italy), including negotiating contracts and providing technical support and evaluation of various design concepts for new or modified machinery. Also, established joint international development programs with foreign nationals and supplied products to test markets.

1983 – 1985: Director, Process Technology and Development

Responsibilities involved managing approximately 75 technical people who designed and developed improvements to manufacturing processes and equipment related to product manufacture.

R. J. Reynolds Development Corporation – Winston-Salem, N.C.

1981 – 1983: General Manager, Avoca Division

Responsibilities included overall direction of Avoca, a 3,000 acre farm in eastern North Carolina where agricultural research was conducted, including cost management, strategic planning, marketing and selling agriculturally-based flavors and fragrances to the worldwide industry. Involved extensive contact with foreign nationals in Europe (Germany, Switzerland, The Netherlands, England, France, Spain) and in Peru and Japan.

R. J. Reynolds Industries, Inc. – Winston-Salem, N.C.

1979 – 1981: Manager, Corporate Energy Planning

Responsibilities involved overseeing entire corporate worldwide energy programs, including source and use management of operating subsidiaries: R. J. Reynolds Tobacco Co., R. J. Reynolds Tobacco International, Del Monte Corp., Aminoil (oil and gas production), Sea-Land Services (containerized shipping) and RJR Archer (packaging materials). Considerable international experience gained in this position and skills further developed in working with foreign nationals (Canada, Brazil, Germany, Switzerland).

1978 – 1979: Manager, Facilities

Responsibilities included management of the Company's major Winston-Salem office facilities, over 1,000,000 square feet, involving facilities engineering, operating cost management and leasing to outside tenants. Annual budget exceeded \$1.0 million.

1965 - 1978: THE BAHNSON COMPANY, WINSTON-SALEM, N.C.

The Bahnsen Company designs, manufactures, installs, services, markets, and sells large, central station refrigerated air conditioning and air quality systems predominantly to the worldwide textile industry.

Responsibilities included various positions in project management, financial control, special product development and engineering administration, including job scheduling and field sales support. Engineering design experience led to successive increases in responsibility including international sales and technical consultation in the Middle East (Iran, Turkey) and South America (El Salvador, Nicaragua, Venezuela, Bolivia, Chile). Final position was Director of Engineering with approximately 75 technical people- engineers, designers, technicians - under my direction.

Publications:

Refereed Journal Articles

William J. Kehoe and Lucien L. Bass, III, "Tariffs in Global Business: Concept, Processes, and Case Examples," *Journal of International Business Research*, Volume 3, Number 2 (2004), pp. 91-118.

Cases prepared by students under my supervision:

<u>Date</u>	<u>Title</u>	<u>Darden Catalog Number</u>	<u>Author</u>
2003	CLEAN POOLS, INC. – JENNIFER SMITH	UVA-QA-0611	Lindsey O'Connor
2003	CLEAN POOLS, INC. – BETH WEST	UVA-QA-0612	Lindsey O'Connor
2004	MAPLE BROOK COUNTRY CLUB: JOSH SMITH	UVA-QA 0629	Greg Driscoll
2004	MAPLE BROOK COUNTRY CLUB: PAT LOCKE	UVA-QA-0630	Greg Driscoll
2006	MOUNTAIN LAKES THEATRE FESTIVAL (A)	UVA-QA-0684	Martha J. Miller
2006	MOUNTAIN LAKES THEATRE FESTIVAL (B)	UVA-QA-0685	Martha J. Miller
2006	ROCKY SHORE GOLF LINKS: DONALD ANDREWS	UVA-QA-0686	Mark A. Dausen
2006	ROCKY SHORE GOLF LINKS: DOUGLAS PETERSON	UVA-QA-0687	Mark A. Dausen
2007	BID WEEK SHIRTS: ALPHA SIGMA ETA	UVA-QA-0699	Allison S. Hastings
2007	BID WEEK SHIRTS: TEES R US	UVA-QA-0700	Allison S. Hastings
2008	UNITY AIRWAYS: MELLISA WHITE (A)	UVA-QA-0721	Elaine Yu
2008	UNITY AIRWAYS: MELLISA WHITE (B)	UVA-QA-0722	Elaine Yu
2008	UNITY AIRWAYS: CHRIS WATSON (A)	UVA-QA-0723	Elaine Yu
2009	UNITY AIRWAYS: CHRIS WATSON (B)	UVA-QA-0728	Elaine Yu
2009	GOLF FORE VALUE: DAVID DELUNA	UVA-QA-0731	Daniel B. DuVal
2009	GOLF FORE VALUE: ROBERT JOHNSON	UVA-QA-0732	Daniel B. DuVal
2010	KICKS, INC.: BACKGROUND INFORMATION	UVA-QA-0739	L. Summers Nelson
2010	KICKS, INC.: ADRIAN MARTINEZ (MOTHER)	UVA-QA-0740	L. Summers Nelson
2010	KICKS, INC.: BILLY CASH (QUICKSIGN AGENT)	UVA-QA-0741	L. Summers Nelson
2010	KICKS, INC.: JACK WATSON (ITF REPRESENTATIVE)	UVA-QA-0742	L. Summers Nelson
2010	KICKS, INC.: JASON PRIDDY (KICKS BRAND MGR.)	UVA-QA-0743	L. Summers Nelson
2010	KICKS, INC.: LUIS MARTINEZ (FATHER)	UVA-QA-0744	L. Summers Nelson
2010	KICKS, INC.: SEBASTIAN MARTINEZ (ATHLETE)	UVA-QA-0745	L. Summers Nelson
2012	THE VIRGINIA CARLTON – TAYLOR HAYDEN	UVA-QA-0781	Hassan Mahmood
2012	THE VIRGINIA CARLTON – HUNTER MORGAN	UVA-QA-0782	Hassan Mahmood
2013	PACEM: KENNEDY BROOKS	UVA-QA-0802	Max Grant
2013	MADISON HOUSE: RILEY CARTER	UVA-QA-0803	Max Grant
2016	THE ROOMMATES' DECISION – BASE CASE	UVA-QA-0846	K. Halter, M. Markwood
2016	THE ROOMMATES' DECISION: ALEX JOHNSON	UVA-QA-0846H1	K. Halter, M. Markwood
2016	THE ROOMMATES' DECISION: DEVIN MOORE	UVA-QA-0846H2	K. Halter, M. Markwood
2016	THE ROOMMATES' DECISION: JESSIE TAYLOR	UVA-QA-0846H3	K. Halter, M. Markwood