



**2015-2016 Executive Education  
Advisory Board - Member**

**Richard J. Neulight  
President and Director  
NATIONAL MANAGEMENT STRATEGIES, INC.**



Mr. Neulight is president of National Management Strategies, Inc., a Lehigh Valley based consulting firm, graduated Franklin and Marshall College and received his Master's degree from Temple University. In a much earlier iteration as a college professor he instructed business administration, marketing and merchandising, the administration of justice, and all facets of communication.

Among numerous other activities, Rick Neulight has frequently been enlisted as a "special resource" to both the Ben Franklin Technology Center and the Iacocca Institute of Lehigh University, a business "think tank." He served as Chief of Staff at the Iacocca Institute during the United States Department of Defense project resulting in the introduction of the concept of Agile Manufacturing and the agile workforce. He authored a written Scenario, which depicted the manufacturing culture of the near future, and dealt extensively with the interrelated problems and disciplines of Empowering Individuals and Teams, and Continuous Learning.

He has authored well over 100 comprehensive business and marketing plans and implemented strategic plans for over 35 startup companies; turned around or rescued over 18 companies; trained employees at all levels of the organization in topics related to leadership, people management, sales, marketing and business development; served as faculty and facilitator in a variety of executive education programs, and consulted with several family-own businesses, hospitality businesses and manufacturing firms.

Mr. Neulight has assisted many companies in structuring their 'corporate identity' and controlling and managing the flow of information that determines what your customer perceptions. He takes some pride in designing and managing 'word-of-mouth campaigns.'

In family and closely held businesses, Mr. Neulight has created workable solutions dealing with the manifold issues that impact productivity, revenue and profit – and stress management.

A skillful negotiator, Rick Neulight is a recognized authority on the subject of human dynamics in business interaction, and in the culture of the American workplace. He has devoted considerable professional energy advancing his major assertion that numbers crunching, massive doses of dollars and seductive management systems do not propel business forward. People do.