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Blount International and Portland State University Announce the Blount International PSU Professorship in Marketing
PSU Faculty and Business Students will Use Marketing to Understand Consumer Behavior and Address Real-world Business Challenges

PORTLAND, Ore. – May 14, 2019 – [Blount International](http://blount.com) and The School of Business at Portland State University announced Jacob Suher, assistant professor of marketing at PSU, has been selected to receive the Blount International PSU Professorship in Marketing.

Professorships are designed to recruit and retain world-class talent to PSU faculty, thus attracting exceptional students, enhancing the student experience, empowering the university's research, and serving the local Portland community. The new Professorship in Marketing, funded by Blount International over the next five years, will disseminate knowledge, translate knowledge into practice, and support community building.

"We are proud to support the new Professorship in Marketing and expand our partnership with Portland State University," said David Willmott, President and COO of Blount International. "PSU is important to our community and the entire Portland Metro area. We are fortunate to have many talented PSU alumni on our team and look forward to supporting PSU's long term vision to redefine business and transform lives."

Support from Blount International will provide Professor Suher with funding for professional development opportunities and will help PSU further attract world class faculty.

"I am pleased to announce the creation of the Blount International Professorship in Marketing and the appointment of Jacob Suher to hold this position," said Cliff Allen, dean of The School of Business. "Professorships open doors of opportunity for the school, our faculty, and students; enabling us to better serve the business community. We are very grateful for Blount's generous support and for this strengthened partnership between our two organizations."

Professor Suher joined The School of Business at PSU in the fall of 2016. Prior to entering academia, he worked as a consultant and analyst for TNS Retail & Shopper and Kantar Retail. His professional research is focused on consumer-based strategy in the context of retail and food marketing. Professor Suher's work has been published in top marketing journals including the *Journal of Marketing Research*, the *Journal of*

Marketing, the Journal of the Association for Consumer Research and the Journal of Advertising Research.

Over the last decade, Blount International has partnered with The School of Business in many ways, which include developing a leadership program for emerging leaders, providing frequent guest lectures from senior executives, and providing students with internships and consulting project opportunities. Furthermore, Blount International supported the development of the new School of Business Building – the Karl Miller Center. The new building has 21 classrooms and 10 project or meeting spaces – including one named after Blount International.

About Blount International

Blount is a global manufacturer and marketer of replacement parts, equipment, and accessories for consumers and professionals operating primarily in two market segments: Forestry, Lawn, and Garden (“FLAG”); and Farm, Ranch, and Agriculture (“FRAG”). Blount also sells products in the construction markets and is the market leader in manufacturing saw chain and guide bars for chain saws. Blount has a global manufacturing and distribution footprint and sells its products in more than 110 countries around the world. Blount markets its products primarily under the OREGON®, Carlton®, Woods®, SpeeCo®, ICS® and Pentrunder® brands. For more information about Blount, please visit our website at <http://www.blount.com>.

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SOURCE: Blount International

