

**STERLING ANTHONY**  
**100 Renaissance Center-P.O. Box 43176**  
**Detroit, Michigan 48243**  
**(313)531-1875; fax (313)531-1972**  
**sterlinganthony1@sbcglobal.net**

**EXPERIENCE**

**INDUSTRY**

1982-Present

**CONSULTANT & EXPERT WITNESS**

Specializing in marketing, packaging, logistics, and human factors.

1977-1982

**LOGISTICS COORDINATOR**

Ford Motor Company, Glass Division

Dearborn, Michigan

Responsible for planning material flows among suppliers, plants, and markets through the coordination of purchasing, transportation, material handling, warehousing, packaging, and inventory control.

1975-1977

**PACKAGING MANAGER**

Johnson & Johnson, Medical Products Division

Randolph, MA

Responsible for the packaging operations for surgical instruments.

1973-1975

**BRAND MANAGER**

Abbott Laboratories

North Chicago, IL

Responsible for the marketing strategies for the Consumer Products Division.

1971-1973

**PACKAGING ENGINEER**

Kraft Foods

Chicago, IL

Responsible for the design, development, and testing of food packaging .

**TEACHING**

1991-1997

**INSTRUCTOR**

University of Detroit

Detroit, MI

Taught marketing in the M.B.A. evening program.

1980-1986

**INSTRUCTOR**

Michigan State University, School of Packaging

East Lansing, MI

Taught courses in package design & development, material handling, and distribution packaging. Also taught evening courses in the School's off-campus locations.

**EDUCATION**

1971

**B.S.**, Packaging Engineering  
Michigan State University  
East Lansing, MI

1975

**M.B.A.**, Marketing & Finance  
Roosevelt University  
Chicago, IL

1982-1984

**Doctoral Courses**

International Marketing & Logistics  
Michigan State University  
East Lansing, MI

**PUBLICATIONS**

Over 200 articles published in various trade journals on subjects related to marketing, packaging, and logistics.

Contributing Editor at *Packaging World*. Former Contributing Editor at: *Prepared Foods*; *Food Business*; *Food & Beverage Marketing*; *Medical Device & Diagnostic Industry*; and, *Material Handling Engineering*.

Author

How Packaging Can Improve Manufacturing Operations  
AMACOM Publishing  
New York, NY  
1983

Contributing Author

The Materials Handling Handbook  
John Wiley & Sons Publishing  
New York, NY  
1985

Copy Editor

The Fundamentals of Packaging Technology  
5<sup>th</sup> Edition  
The Institute of Packaging Professionals  
Naperville, IL  
2014

**LECTURING & RELATED**

Have presented in dozens of seminars and conferences nationally and abroad.

Have appeared on CNN and have been quoted by *The Wall Street Journal*, *Marketing News*, and *Entrepreneur magazine*.

**CERTIFICATIONS**

CPP Certified Professional in Packaging  
Institute of Packaging Professionals

CMM Certified in Materials Management  
International Material Management Society

CPM Certified Purchasing Manager  
National Association of Purchasing Management

CPIC Certified in Production & Inventory Control  
American Production & Inventory Control Society

CM Certified Member  
American Society of Traffic & Transportation

**MEMBERSHIPS**

Institute of Packaging Professionals  
IoPP Packaging Consultant's Council  
National Institute of Packaging, Handling & Logistics Engineers  
International Safe Transit Association  
Human Factors and Ergonomics Society  
ASTM International

**EXPERT WITNESS EXPERIENCE**

Typical causes of actions involve product liability/personal injury, failure to warn, regulatory violations, and intellectual property infringement. Services include analysis, testing, and reporting. Have given depositions and trial testimony in state and federal cases. Attorney references available upon request.