

MEMORIAL RESOLUTION

CARLTON A. PEDERSON (1910 – 1978)

Carlton Pederson, a faculty member who played a significant role in the rise of the Stanford Graduate School of Business to national prominence, died at his campus home on Friday, October 13, 1978, following a recurrence of melanoma. Funeral services were held at the Grace Lutheran Church, Palo Alto, on October 17, 1978, with the Reverend Gary Cockrell officiating.

Carlton Pederson was born in Grand Forks, North Dakota on November 5, 1910. He attended elementary and high school in Grand Forks and graduated from the University of North Dakota with a B.S. degree in Commerce in 1934. During his school years he worked part-time as a steamfitter in his father's plumbing and heating business. After graduation he worked for the Federal Emergency Relief Administration, State of North Dakota. After a year with the FERA, he worked for a wholesale grocery firm as an accountant and later as a sales representative. He then attended the University of Southern California, where he received his MBA Degree in 1937.

Professor Pederson taught at San Bernardino High School for one year. From 1938 until 1942, he served as an Instructor and Assistant Professor at San Jose State College while working on his PhD Degree in Business at the Stanford Graduate School of Business.

From 1943 to 1946 he was the Director of Education and Training with Lockheed Aircraft Corporation in Burbank, California. He received the Ph.D. Degree in Business at Stanford in 1946.

Professor Pederson joined the faculty of the Stanford Graduate School of Business in 1946. In his early years on the faculty he was in charge of the School's placement activities and was the founding secretary of the Stanford Business School Alumni Association. In 1955-56 he served as Associate Dean of the School under J. Hugh Jackson, and in 1956-58 he served as Acting Dean of the School. While he was Acting Dean he also organized the school's first Long-Range Planning Committee and served as its Chairman in 1958. This Committee laid much of the groundwork for improvements in the Graduate School of Business which have brought it to its leadership position among business schools.

Later, as Associate Dean (1959-65) under the new dean (Ernest Arbuckle), "Bud" helped to implement many of the plans developed by the Long-Range Planning Committee he had earlier helped organize. In 1962 he received the Mead Johnson Foundation Professorship Award -- a ten-year fellowship which was created for him and provided support which enabled him to devote considerable time to research on general management.

In addition to his teaching at the graduate School of Business, Professor Pederson taught in several Stanford-sponsored executive programs. He helped create an executive program for

future senior executives, the Stanford-Sloan Program in which he taught regularly and served as Director from 1960 to 1967 and from 1968 to 1970. "Bud" also taught in the Stanford Executive Program for Senior Executives, the Stanford-Australian Institute of Management Program, and the Stanford-INSEAD Program in Fontainebleau, France.

He also taught executive programs and consulted with such firms as Pacific Finance, Del Monte, Lockheed Missiles and Space, Bechtel, Anglo-American Corporation, Fletcher Holdings and Northrop Aircraft.

Professor Pederson was a Director of State Farm Mutual's Automobile Insurance Company and its affiliated organizations, the First Federal Savings and Loan Association of Grand Forks, and the Telex Corporation.

Professor Pederson was the co-author of a book on salesmanship which has gone through six editions and was also published in Spanish. He co-authored a book on top management based on extensive research and discussions with senior executives of fifteen major industrial companies - each a leader in a different field. This work was also published in Japanese.

He was a Trustee of the Logistics Management Institute of Washington, D.C. from 1962 until 1972. In 1959 he directed a research study of the in-service training in the thirty-four agencies of the California State Service. In 1972 he served on the Governor's Manpower Policy Task Force for the State of California.

Professor Pederson was a stimulating teacher, an imaginative researcher, and an effective and creative administrator who was respected and admired by his students, his colleagues and his friends in the business community.

Although those who knew Professor Pederson well will always remember his significant contributions to business education and to the development of the prestige of the Stanford Graduate School of Business, they will remember "Bud" best as a warm, loyal and understanding friend, and as an unusually devoted and compassionate family man. He will be missed by all who knew him.

Professor Pederson is survived by his wife, Goldie Cora, and their two sons Bruce and Carlton; five grandchildren - Andrew, Elizabeth, Christopher, Katherine and Sarah; and by four sisters -- Helen Kruger, Anna Bridston, Corrine Tubetto, and Ruby Christianson.

Arthur Kroeger, Chairman
Gayton E. Germane
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