



## **Professor Ricardo Singson, Professor Emeritus of the Department of Marketing and Entrepreneurship, Passed Away April 30, 2014**



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Ricardo L. Singson, Professor Emeritus of the Department of Marketing and Entrepreneurship, passed away April 30, 2014. He began his career at CSU, Hayward (East Bay) in 1971, retired in 2003, and participated in the Faculty Early Retirement Program until 2007.

The following has been provided by his family and colleagues.

### **Dr. Ricardo L. Singson (March 23, 1938 – April 30, 2014) Resident of Castro Valley**

Surrounded by family, Professor Ricardo Singson passed away at age 76 from complications of a rare neurodegenerative disease called Progressive Supranuclear Palsy (PSP). He suffered for many years with this illness and with the support of his wife Margaret faced it with determination and courage.

Born in Vigan in the Northern Philippines, Professor Singson was the third of six siblings and the first son. His mother who was a dentist and his father a civil engineer deeply valued education. Before heading to the United States, Professor Singson attended De La Salle College in Manila. He continued his graduate education at New York University, completing an MBA in 1963.

While living in New York City, Professor Singson met Margaret Worden who was from England and they married on April 4, 1964. They moved to Manila where they started a family and he worked for Nestle. In 1967, Professor Singson returned to graduate school at Stanford University and later completed his Ph.D. in Business Administration at the University of Washington in Seattle.

Professor Singson accepted a faculty position at California State University Hayward in 1971 and taught in the Business School for over thirty years. He specialized in marketing and entrepreneurship and encouraged practical experience for students. Having made important contributions to his field, he was recognized with numerous awards for both cultural work and his innovative entrepreneurial approach to teaching. Professor Singson loved sports, adventure, good food and family and together with his wife traveled extensively during his teaching career and also for pleasure.

Professor Singson is survived by his wife and their three children Andrew (Andrea), Katherine and Jeffrey (Nicole), and one grandchild (Brooke). A second grandchild is due in early July.

A memorial service celebrating his life will take place at a later date. In the hope of learning more about this currently incurable disease, Professor Singson and his family have donated his brain to a specialized research facility. Should you wish to do so, please consider a contribution in his memory to the Brain Support Network, P.O. Box 7264, Menlo Park, CA 94026.

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