

David J. Urban, Ph.D., P.C.M.

OBJECTIVE

Creative, results-oriented academic administrator, seeking a university presidency drawing on strengths in internal administration and external affairs, and capitalizing on excellent writing, speaking and motivational skills.

ACADEMIC ADMINISTRATIVE APPOINTMENTS

Dean, Jennings A. Jones College of Business, Middle Tennessee State University, 2013—present

Chief academic and administrative officer in a major collegiate business school having both business and accounting accreditation from AACSB International, with 3100 students (2700 undergraduate, 400 graduate), 150 full-time faculty and staff, and an operating budget exceeding \$22 million. Provide overall direction and decision-making regarding strategic planning, administrative structure and processes, academic affairs, physical plant and equipment. Responsible for external affairs, including marketing, fundraising, and alumni affairs. Leader of an Executive Committee including two Associate Deans, an Assistant Dean, five department chairs, and directors of development, advising, and technology services. Report directly to the Provost.

Professional Highlights:

- Fundraising:
 - Four gifts exceeding \$1 million received since July 2013, including \$3.5 million gift to establish the Political Economy Research Institute as a joint venture with the University Honors College.
 - Several new scholarship endowments established.
 - Secured ongoing external funding for new faculty awards program, undergraduate program in professional selling, and the college's sales laboratory.
 - New development director recruited and hired in 2015.
- External Relations:
 - Made over 500 individual and group meetings with alumni, business leaders and government officials.
 - Chair Board of Directors and Executive Committee for Rutherford County Chamber of Commerce.
 - Serve on Board of Directors, Executive Committee, and Chair Development Committee for Rutherford/Cannon County United Way, responsible for entire \$3.3 million regional development campaign in 2017-2018.
 - Serve on Partnership 2020 Lead Investor Council for Nashville Area Chamber of Commerce.
 - Serve on Board of Directors for Rutherford County Business Education Partnership.
 - Serve on Board of Directors for Blue Raider Athletic Association.

Professional Highlights (cont.):

- Marketing:
 - Achieved recognition as a “Best for Vets” business school (#63 nationally in 2014; #39 nationally in 2016) and as #17 nationally in the ratings of “Best Universities for Aspiring Entrepreneurs” (2016).
 - Achieved recognition as having the #39 Master of Accountancy program in the country (2017) and the #21 Master of Management program in the country (2017).
 - Created new brand identity with new logos/wordmarks for all administrative units in the college.
 - Initiated print advertising in *Bloomberg Business Week*, Tennessee Titans/Nashville Predators yearbooks, *VIP Murfreesboro Magazine*, *Nashville Business Journal*, *Murfreesboro Daily News Journal*, *The Tennessean*, and *Playbill* at Tennessee Center for Performing Arts.
 - Initiated new online/social media campaign on Facebook, Google, and Twitter with Nashville agency “12th and Broad.”
 - Started broadcast advertising during Tennessee Titans and Nashville Predators game broadcasts, as well as via Nashville NPR affiliate WPLN.
 - Launched electronic billboard advertising throughout Greater Nashville.
 - Installed signage in Nashville International Airport, and began advertising in security trays at Nashville, Knoxville and Chattanooga airports.
- Student Success:
 - New Advising Center constructed, consolidating all advising positions in one area of the building.
 - Advising staff doubled in size from 5.5 advising positions to 12.
 - Undergraduate retention percentage increases since 2013: 17.1 for new freshmen; 9.6 for new transfers; 2.3 for sophomores; 2.0 for juniors; 4.5 for seniors; and 5.4 for graduate students.
 - EAB Student Success Collaborative (SSC-Campus) tracking system adopted.
- Administration:
 - Drove the creation of new college-wide strategic plans, and tracking systems for monitoring progress.
 - Instituted a variety of mechanisms for improving communication in the college.
 - Implemented new system for evaluating faculty research quality.
 - Rebuilt the college’s Executive Committee since July 2013: two new Associate Deans; new Assistant Dean; four new department chairs.
 - Hired several new tenure-track faculty from outside the university since July 2013: Accounting (9); Computer Information Systems (5); Economics and Finance (7); Marketing (3) Management (8).
 - Designed and executed reorganization of two former departments (Business Communication/ Entrepreneurship and Management/Marketing) into current Department of Management and Department of Marketing.
- Curriculum:
 - Spearheaded transformation of part-time MBA program to new “Flex MBA” program with 12-month accelerated and 100 percent online options, as well as concentrations in Health Care Management and Music Business. Launched in 2015.
 - Implemented “Professional Development Initiative,” including the addition of the Dale Carnegie® Course as a required course in the undergraduate curriculum effective 2015.
 - Added Executive-in-Residence position to enhance professional development at the graduate level.
 - Spurred the development of new MS in Finance program, and Business Intelligence/Analytics concentration in MS in Information Systems, both launched in 2015.
 - Launched accelerated bachelor’s/master’s (ABM) programs in Information Systems and Economics during 2014. ABM in Finance started in 2016.
 - Created two new cooperative relationships with Chinese universities.
- AACSB Accreditation:
 - Completed 5-year Continuous Improvement Review (CIR) in February 2016, resulting in 5-year extension of accreditation for business and accounting programs. Authored AACSB 5-year Continuous Improvement Report for business program.

Professional Highlights (cont.):

- Cited best practices by AACSB: student success initiatives, and creation of new, expanded Advising Center.
- Member of Continuous Improvement Review site visit teams for North Carolina Central University (2016), Eastern Kentucky University (2018), and Ohio University (2019).
- Research:
 - Revised faculty qualification system in line with 2013 AACSB accreditation standards.
 - Replaced in-house journal quality list with reference to Australian Business Deans Council journal quality list.
 - Started two new statewide surveys—the Tennessee Consumer Outlook Index and the Tennessee Business Barometer—that monitor perceptions of the economy among consumers and business leaders on a quarterly basis.
 - Hired a new Director for the college’s Business and Economic Research Center (BERC).
 - Generated internal funding for research allocated to each department, to encourage joint faculty-student research projects.
- Technology:
 - Completely renovated main computer lab.
 - Created computer labs for PhD program in Economics and Business Intelligence/Analytics program in Computer Information Systems.
 - Purchased new research database subscriptions (e.g. WRDS, Bloomberg), research software licenses (e. g. Qualtrics), and instructional software (e. g. TopHat, Panopto).
- Physical Plant:
 - Constructed the following new facilities:
 - Executive Education Center.
 - Video production lab.
 - Financial Analysis Center.
 - Sales Lab.
 - Faculty meeting space.
 - Entrepreneurship program suite.
 - E. W. “Wink” Midgett Recognition Wall.
 - Risk Management and Insurance student collaboration suite.
 - Renovated the following spaces:
 - North Lobby of the Business and Aerospace Building—the main gateway to the Jones College of Business.
 - Several “master classrooms,” including state-of-the-art technology upgrades.
 - Central courtyard, including more prominent placement of Beta Gamma Sigma monument.
 - All faculty offices and common hallways—new flooring, paint, and safety improvements.

Executive Associate Dean, School of Business, Virginia Commonwealth University, 2010--2013

Second-ranked administrator in a major collegiate business school having both business and accounting accreditation from AACSB International, with 3900 students (3100 undergraduate, 800 graduate), 112 full-time faculty, and an operating budget exceeding \$27 million. Provided overall direction and decision-making regarding administrative structure and processes, academic affairs, physical plant and equipment. Served as the direct representative of the Dean in academic, administrative, and personnel matters. Executed the strategic directives of the school, and directly supervised eight administrative staff members, including three Associate Deans. Reported directly to the Dean.

Professional Highlights:

- Led the academic and administrative transfer of the VCU Brandcenter (graduate program in branding and advertising, ranked 1st in the nation by *Creativity Magazine* and as one of the top 60 design schools in the world by *Bloomberg Business Week*) to the School of Business.

Professional Highlights (cont.):

- Coordinated all aspects of AACSB accreditation maintenance review, and co-authored the five-year maintenance report for the business program and the accounting program.
- Established the school's diversity committee and co-authored the school's five-year diversity plan.
- Worked with a cross-disciplinary team to design the concept for a new graduate school of management.
- Coordinated efforts to develop online/hybrid format Master of Management degree.
- Began development of a new strategic plan for the school.
- Represented the school at more than 50 events for alumni, donors, and other supporters of the school.
- Worked with development personnel to revamp annual giving campaign and to develop action plan for major capital campaign. Provided guidance and technical support to development personnel to assess donor perceptions about planned giving programs.
- Spearheaded a new emphasis on business school ranking surveys, leading to the undergraduate business program being ranked in the *US News and World Report* top 100 for the first time ever, and the part-time MBA program being ranked for the first time ever by *Bloomberg Business Week* (#51 in the nation).
- Assumed the duties of the Associate Dean for Research and Graduate Studies for one year, including doctoral admissions, management of two internal research grant programs, and service on the University Research and Development Advisory Council. Implemented an extension of the doctoral program from 9-month to year-round, including increased doctoral student stipends and tuition support.
- Helped construct articulation agreements for joint degree programs with Fudan University and Beijing Foreign Studies University, both in China.
- Managed major restructuring of administrative functions, including complete overhaul of fiscal administration and human resource management. Created new structures for reorganizing graduate studies office, dean's office, and academic departments.
- Initiated and oversaw the design and implementation of a new web-based faculty evaluation system, combining annual faculty reporting, production of school-wide performance metrics, and preparation of required AACSB reports.
- As the first-ever program review coordinator for the school, crafted timetable and templates for academic program reviews across all degree programs.
- Established new procedures for collection and analysis of data regarding career placement, internships, student satisfaction with advising, student retention, graduation rates, and faculty evaluations of administrators.
- Provided leadership in university-wide effort to implement automated prerequisite checking at registration via Banner.
- Developed the school's proposal for a VCU—Southside branch campus in Martinsville, Virginia, including academic programming, equipment and space needs, and budget.
- Directed major internal and external renovations of the school's physical plant, including expansion of distance learning capability, creation of new faculty and administrative offices, and improved technology.
- Oversaw emergency procedures and repairs necessitated by August 2011 earthquake and Hurricane Irene.
- Participated in the review, revision and presentation of the school's mid-year and annual reports.

Interim Dean, School of Business, Virginia Commonwealth University, 2009—2010

Top-ranked administrator who led the school in accordance with the university's strategic plan. Served as the school's chief academic officer, charged with the responsibility of providing academic leadership, fiscal management, and personnel administration. Collaborated with other university officials, students, faculty, and industry/community leaders to fulfill the school's role in the university's teaching, research, and service missions. Directly supervised four Associate Deans, six Department Chairs, and a variety of other functional directors. Reported directly to the Provost and Vice President for Academic Affairs.

Professional Highlights:

- Directed efforts to develop articulation agreement and financial plan for cooperative MS/MBA degree program with Christ University in Bangalore, India.
- Accelerated the launch of a completely redesigned school website and the adoption of new graphic standards as part of the school's branding initiative.
- Started "Dialogue with the Dean" breakfast sessions for faculty to provide feedback. Worked directly with the school's faculty council to increase communication between the council and the dean's office.
- Established new channels for communication within the school and between the school and its external constituents, including a new monthly newsletter, *Business Matters*, distribution of Administrative Council minutes, a new e-mail address for the dean's office, and increased participation by Department Chairs and Associate Deans in providing information about their respective units.
- Personally interviewed each member of the School of Business Foundation Board of Trustees, to learn about their views for the future direction of the school and their areas of interest in helping to move the school in the desired direction.
- Chaired the school's Administrative Council, establishing biweekly agendas and new meeting formats.
- Served on the University Council of Deans and as the council's representative to the University Council.
- Allocated financial and personnel resources in an environment of dramatic reductions in funding from the Commonwealth and increased pressure for expanded services.
- Explored new avenues of collaboration with the School of Engineering, including a new MS degree in Computer and Information Systems Security.
- Worked with Deans from the School of Engineering and the School of the Arts on the board of directors for the da Vinci Center for Innovation.
- Was an ex-officio member of the School of Business Foundation Board and its Finance Committee.
- Facilitated transfer of administrative and financial support for the da Vinci Center from the School of Engineering to the School of Business. Assisted in the development of a new Master of Product Innovation degree and an undergraduate Certificate in Innovation.
- Performed reviews of faculty candidates for promotion/tenure and forwarded recommendations to the Provost as specified in university and school policies.
- Created briefing and orientation materials for the incoming Dean.
- Wrote the school's annual report and submitted it to the Provost.

Chair, Department of Marketing, School of Business, Virginia Commonwealth University, 2008-2009

Had overall responsibility for curriculum, administrative, and financial matters within the department, in collaboration with department faculty and support staff. Directly supervised nine full-time faculty, four part-time faculty, one administrative coordinator, and four student assistants.

Professional Highlights:

- Increased the number of undergraduate marketing majors by 38 percent in one academic year.
- Successfully argued for the addition of a new full-time tenure-eligible faculty member in the department, and a new full-time professional faculty member.
- Dramatically improved communications between the department and its students, on-campus partners, corporate supporters, and alumni. Among the key communication initiatives were: a first-ever quarterly newsletter, *Market Place*; a monthly electronic news brief, *MKTGNews*; new databases and distribution lists for students, faculty, administrators, staff, alumni, and corporate partners; two special events featuring nationally-renowned speakers, including one co-sponsored with Verizon; "Chat with the Chair" sessions for current and prospective students; exit interviews of graduating students; and construction of a new department website.
- Implemented the collection of assessment data regarding student learning outcomes in all marketing classes.
- Expanded the use of Richmond-area businesses and nonprofit organizations as clients for student projects.
- Spearheaded the most comprehensive overhaul of the undergraduate marketing curriculum since the 1970s.

Professional Highlights (cont.):

- Recruited highly-positioned marketing executives to team-teach in the Executive MBA Program and in the undergraduate senior seminar.
- Arranged collaboration between department faculty and a local marketing research firm.
- Worked directly with staff in the undergraduate studies office to improve advising for marketing students.
- Wrote the department's annual report to the Dean.

Director, Survey Evaluation and Research Laboratory (SERL) and Director of the Commonwealth Poll, L. Douglas Wilder School of Government and Public Affairs, Virginia Commonwealth University, 2004-2007

As SERL director, led a diverse group of faculty, full-time staff, and hourly employees in a grant-funded research center. Responsible for maintaining a constant flow of incoming research projects in order to support the center financially. Provided a wide range of research activities to government entities, universities, and both for-profit and non-profit organizations. Activities included national, statewide, and regional public opinion polls, specialized survey research projects, focus groups, depth interviews, secondary data studies, evaluation studies, and community-based capacity development programs. Also offered data management services, including set up and design of long-term data collection systems, technical expertise in multi-site data collection, and training for data collection entities. As Commonwealth Poll director, served as principal investigator for the university's periodic statewide Commonwealth Poll, the statewide annual Commonwealth Education Poll, and the nationwide annual VCU Life Sciences survey, along with many other smaller-scale projects.

Professional Highlights:

- Maintained a constant flow of approximately 30-35 projects underway at all times.
- Completely overhauled the fiscal and human resources functions within the center.
- Was public spokesperson for the center and was widely interviewed and quoted by print, broadcast, and online media.
- Secured major research projects from the Governor's Council on Virginia's Future, the Virginia Supreme Court, the Virginia State Corporation Commission, and many other state agencies, non-profit organizations, and private sector businesses.
- Outsourced the collection of telephone survey data in order to decrease project costs, decrease data collection time for projects, and refocus the center's staff on project design, data analysis, and reporting.

OTHER ACADEMIC APPOINTMENTS AND SIGNIFICANT WORK EXPERIENCE

Professor of Marketing (with tenure), Jennings A. Jones College of Business, Middle Tennessee State University, 2013-present

Professor of Marketing Emeritus, School of Business, Virginia Commonwealth University, 2013-present

Professor of Marketing (with tenure), School of Business, Virginia Commonwealth University, 2001-2013

Associate Professor of Marketing (with tenure), School of Business, Virginia Commonwealth University, 1995-2001

Assistant Professor of Marketing, School of Business, Virginia Commonwealth University, 1989-95

Assistant Professor of Marketing, J. Mack Robinson College of Business Administration, Georgia State University, 1985-89

Graduate Research and Teaching Assistant, University of Michigan, 1981-85

U. S. Navy Supply Corps Officer, 1977-1982

EDUCATION

Doctor of Philosophy in Business Administration (Marketing Concentration), University of Michigan—Ann Arbor

Master of Arts in Psychology, University of Michigan—Ann Arbor

Bachelor of Science in Commerce (Marketing Concentration), University of Virginia

POSTDOCTORAL TRAINING/QUALIFICATIONS

Professional Certified Marketer™, American Marketing Association, original certification 2002; current certification valid to December 2019

Ethical Leadership Certification, NASBA Center for the Public Trust, 2017-present

AACSB International Deans' Conference, 2010, 2014, 2015, 2016, 2017

Certified Dale Carnegie® Trainer, 2016-present

Stormwater Management Certification, 2015-present

Firefighting Certification, 2015-present

"Business Development Techniques," Seminar by The Boyens Group®, 2017

Nashville Leadership Luncheon, 2017

"21st Century Work That Matters Conference," Jones College of Business, Middle Tennessee State University, 2016

Global Innovation Knowledge Academy (GIKA) International Conference, 2016

Active Shooter Security Training, 2016

AACSB International Conference and Annual Meeting, 2011, 2014, 2015, 2016

Title IX and Title VI Certification, 2014-2016

Information Security Certification, 2015-2016

Insurers of Tennessee Agency Growth Conference, 2014, 2016

Dale Carnegie® Core Competencies and Endorsement Training, 2015

Leadership Middle Tennessee, 2014-2015

Southern Business Administration Association Annual Meeting, 2013, 2014, 2015

"Power of 10 Regional Summit—Transportation," 2015

"21st Century Generations@Work Conference," Jones College of Business, Middle Tennessee State University, 2015

"Avoiding the Fatal Flaws of Management," Seminar by The Boyens Group®, 2015

Dale Carnegie Course®, 2014

"Principles of Organizational Leadership," Seminar by The Boyens Group®, 2014

"2020 Millennial Game Plan Conference," Jones College of Business, Middle Tennessee State University, 2014

"Preparing Graduate Business Students for the Job Search, Seminar by The Boyens Group®, 2014, 2015

"Six Secrets of Market Dominance," Seminar by The Boyens Group®, 2014

University Advancement Training Seminar, 2014

AACSB Advisory Board Workshop, 2014

"Creating a Productive Selling Zone," Seminar by The Boyens Group®, 2014

Member of the Graduate Faculty, Virginia Commonwealth University, 1989-2013

AACSB Committee Volunteer Training, 2011, 2013

Economic Outlook Conference, Jones College of Business, Middle Tennessee State University, 2013

AACSB Associate Deans' Conference, 2012

AACSB New Deans' Seminar, 2009

Risk and Insurance Center Conference, Virginia Commonwealth University, 2008, 2009

Virginia Municipal League Annual Conference, 2006

Virginia Conference on World Trade, 2006

New South Consortium Survey Directors Conference, 2005

American Marketing Association Educators Conference, 1986, 1991-1992, 2000-2003

American Marketing Association Marketing and Public Policy Conference, 2003

Academy of Marketing Science Conference, 1989, 2000

Society for Marketing Advances Conference, 1987, 1991, 2000

National Conference on College Teaching and Learning, 1997, 1998

Direct Marketing Educators Conference, 1992, 1997

Direct Marketing Association Professors' Institute, University of Maryland, 1991

Myers-Briggs Type Indicator Certification Seminar, University of Richmond, 1990

CONSULTING/TRAINING EXPERIENCE

Independent Trustee, The Commonwealth Companies, World Funds Trust, 2010-present
Ford Motor Company, 2004-2006, 2009
Hyundai Motor America, 2003, 2006-2007
National Federation for the Blind, 2003
Division of Risk Management, Montgomery County, Maryland 2003
Managed Care Innovations LLC, 2000-2003
Circuit City, 2002
Schwarzschild Jewelers, 1993, 1995-96
Defense General Supply Center, 1994
Pinkerton Group, Inc., 1991
Kimberly-Clark Corporation, 1990
American Health Consultants, 1989
Contel Corporation, 1987
National Association of Fleet Administrators, 1984

MEMBERSHIPS: SCIENTIFIC, HONORARY, AND PROFESSIONAL SOCIETIES/ORGANIZATIONS

National Business Education Association
Southern Business Administration Association
American Marketing Association
Omicron Delta Kappa
Beta Gamma Sigma
Golden Key International Honor Society
Alpha Kappa Psi

SPECIAL AWARDS, FELLOWSHIPS, AND OTHER HONORS

Dale Carnegie® Global Leadership Award, Dale Carnegie® Training, 2017
Volunteer of the Month (September), United Way of Rutherford and Cannon Counties, 2016
Nominee, "Nashville 12th Awards," 12th and Broad, 2015
"Grand Leader of the Year," Established Leaders Society, Virginia Commonwealth University, 2010
Rotary International Foundation Benefactor Award, 2009
School of Business Distinguished Service Award, Virginia Commonwealth University, 2006
"Rotarian of the Year," Rotary Club of Innsbrook, 2004
Award for Innovative Excellence in Marketing Education, American Marketing Association, 2003
State Council of Higher Education for Virginia (SCHEV) Outstanding Faculty Award, 2001
School of Business Award of Excellence, Virginia Commonwealth University, 2001
Finalist Award, Society for Marketing Advances Distinguished Teaching Competition, 2000
School of Business Distinguished Teaching Award, Virginia Commonwealth University, 1993, 2000
Academy of Marketing Science Outstanding Marketing Teacher Award, 2000
Southern Business Administration Association Teaching Innovation Award, 1999
Faculty Mentorship in Instructional Technology, Virginia Commonwealth University, 1998-99
Who's Who Among America's Teachers, 1996
President's Award for Outstanding Service, Rotary Club of Richmond, 1996
Award for Innovative Excellence in Teaching, Learning and Technology, National Center for the Advancement of Teaching and Learning, 1996
Community Service Associate, Virginia Commonwealth University, 1994-95

SPECIAL AWARDS, FELLOWSHIPS, AND OTHER HONORS (cont.)

Academy of Business Administration Teaching Excellence Award, 1994
Rotary International Paul Harris Fellow, 1993
Leavey Award for Excellence in Private Enterprise Education, Freedoms Foundation at Valley Forge, 1992
Direct Marketing Educational Foundation Distinguished Teaching Award, 1992
Direct Marketing Association Professors' Institute Fellowship, 1991
Finalist, Academy of Marketing Science Dissertation Competition, 1986
Leo Burnett Foundation Grant, 1985
Gerald and Lillian Dykstra Fellowship for Teaching Excellence, University of Michigan, 1983-84
General Electric Fellowship, University of Michigan, 1983
D. Maynard Phelps Grant, University of Michigan, 1982
Odette Whipple Scholarship, University of Michigan, 1981-82

UNIVERSITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

University Career Achievement Award Selection Committee, 2017-present
University Faculty Workload Committee, 2016-present
University Faculty Diversity Enhancement Committee, 2016-present
University Research Council, 2015-present
University Scheduling Committee, 2015-present
University Computer Executive Committee, 2014-present
Speaker, "The Jones College of Business," MTSU Celebration of Scholars, 2014-present
University Planning Committee, 2014-present
University Leadership Council, 2013-present
Blue Raider Athletic Association, 2013-present

- Member, Board of Directors, 2017-present

Speaker, New Student Orientation (numerous times from April to August), 2013-present
Speaker, MTSU Preview Days (4 times per year), 2013-present
Speaker, "Welcome," Jones College "Back to Business Courtyard Bash," 2015, 2016, 2017
Speaker, "Welcome," Jones College Awards Reception, 2014, 2015, 2016, 2017
Speaker, "Welcome," Beta Gamma Sigma Induction Ceremony, 2014, 2015, 2016, 2017
Speaker, "Welcome," Jones College Nonprofit Management Summit, 2014, 2015, 2016, 2017
Speaker, "Programs under Review in the Jones College of Business," Tennessee Board of Regents Meeting, 2015, 2016
Speaker, "Recent Developments in the Jones College of Business," Jones College Dean's Advisory Council Reception, 2015, 2016, 2017
Speaker/Sponsor, "Needed: An Academic-Athletic Partnership," Blue Raider Athletic Association Appreciation Dinner, 2016, 2017
Speaker, "Welcome," Jones College Summer Development Reception, 2016, 2017
Speaker, "Welcome," Tom and Martha Boyd Ethics Week Reception, 2016, 2017
Speaker, "Welcome," Tom and Martha Boyd Ethics Week Keynote Speaker Presentation, 2016, 2017
Speaker, "Welcome," Gamma Iota Sigma Awards Dinner, 2014, 2017
Speaker, "The Dale Carnegie® Program in the Jones College of Business," Accounting Alumni Appreciation/CPE Day, 2017
Keynote Speaker, Martin Chair of Insurance Golf Tournament Dinner, 2017
Speaker, "The Jones College of Business," True Blue 100 Recruiting Event, 2017
Speaker, "Welcome," Ethical Leadership Faculty Development Seminar, 2016
Speaker, "Welcome," Jones College Insurance Liaison Committee Luncheon (February and April), 2016

UNIVERSITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speaker/Presenter, Phi Kappa Phi Induction Ceremony, 2014, 2015

Speaker, "Recent Developments in the Jones College of Business," Jones College Student Leaders Luncheon, 2014, 2015

Speaker, "Welcome," Jones College Insurance Liaison Committee Luncheons (January and April), 2014; (November and December), 2015

Speaker, "Welcome," Jones College Strategic Management Competition Kickoff, 2015

Speaker, "Welcome, and Thank You," Jones College Professional Appreciation Day, 2015

Speaker, "Welcome," Grand Opening of Jones College Financial Analysis Center, 2015

Speaker, "Welcome," Jones College Nonprofit Leaders Meeting, 2015

Speaker, "Why Community College Students Should Choose the Jones College of Business," University Community College Connection, 2015

Speaker, "Welcome," Accounting Department Community College Connection, 2015

Speaker, "Recent Developments in the Jones College of Business," True Blue Experience Day, 2015

Speaker, "Why Come to MTSU," at the following "True Blue Tour" Admissions Recruiting Events:

- Nashville, 2013, 2014, 2015, 2016
- Knoxville, 2013, 2014, 2015, 2016
- Johnson City, 2013, 2014, 2015, 2016, 2017
- Chattanooga, 2013, 2015
- Franklin, 2015, 2016, 2017
- Jackson, 2013, 2016
- Memphis, 2013, 2016, 2017
- Huntsville, 2015, 2016, 2017
- Birmingham, 2017
- Atlanta, 2015, 2016, 2017

Speaker, "Welcome," Honors College/Jones College Speaker Series, 2014

Team Leader, BRAA Membership Phonathon, 2014

Speaker, "Welcome," ServiceSource Career Forum, 2014

Speaker, "Welcome," UBS Career Forum, 2014

Speaker, "Welcome," Jones College Entrepreneurship Week Conference, 2013, 2015

Speaker, "Welcome," Accounting Department Continuing Professional Education Day, 2013, 2014

Speaker, "Welcome," Jones College Business Law Quiz Bowl Event, 2013

Ad Hoc Committee on Transfer Advising, 2013

Speaker, "Vision for the Future of Business Education," Jones College Alumni Council, 2013

Speaker, "The Value of the MTSU-Concrete Industry Partnership," Concrete Industry Management/MTSU Directors' Meeting, 2013

Master of Ceremonies, MTSU Economic Outlook Conference, 2013

Speaker, "Welcome," Weatherford Chair in Finance Golf Fundraising Event, 2013

Speaker, "Preamble to the U. S. Constitution," Constitution and Citizenship Day, 2013

Speaker, "Welcome to Meet the Firms Event," Accounting Department Meet the Firms Event, 2013

Speaker, "Vision for the Jones College of Business," Accounting Department Advisory Board Meeting, 2013

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

School of Business Administrative Council, 2008-2013

School of Business Student Advisory Committee, 2009-2013

Speaker, "School of Business Programs," School of Business Open Houses, 2009-2013

School of Business Fast Track Executive MBA Program Committee, 2010-2013

School of Business Technology Resources Committee (ex officio), 2010-2013

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Chief Diversity Officer, School of Business, 2010-2013
Council of Academic Associate Deans, 2011-2013
University Task Force on SACS Reaccreditation—Consortial Relationships/Contractual Agreements, 2012-2013
Chair, School of Business Graduate School of Management Task Force, 2012-2013
Chair, School of Business Strategic Plan Development, 2012-2013
University Retention Task Force, 2012-2013
Coordinator, Academic Program Review, School of Business, 2012-2013
Quizmaster, Governor's Economic Challenge Quiz Bowl Competition, 2012-2013
Search Committee for Vice Provost for Planning and Decision Support, 2012-2013
University Academic and Administrative IT Steering Committee, 2013
University Steering Committee on SACS Reaccreditation—Quality Enhancement Plan, 2013
University Compensation Study Advisory Committee, 2013
University Academic Program Review Committee, 2009-2012
Master of Ceremonies, School of Business Graduation, 2010-2012
University Data Governance Steering Committee, 2010-2012
Co-Author, School of Business Diversity Plan, 2010-2012
Faculty Mentor, Grace E. Harris Leadership Institute, 2011-2012
Master of Ceremonies, School of Business Honors Reception, 2011-2012
Speaker, "School of Business Programs," School of Business Admitted Student Luncheons, 2011-2012
Speaker, "School of Business Strategic Plan," School of Business Alumni Society Board Meeting, 2012
Planning Committee, School of Business 75th Anniversary, 2012
Chair, Search Committee for Assistant Vice Provost for Academic and Faculty Affairs, 2012
Steering Committee, University Center on Health Disparities, 2006-2011
University Summer Session Task Force, 2009-2011
Coordinator, School of Business AACSB Accreditation Maintenance Review, 2010-2011
Co-Author, AACSB Accreditation Maintenance Reports, 2010-2011
Chair, Selection Committee, Presidential Research Incentive Program Grants, 2010-2011
Chair, Search Committee for School of Business Corporate Education Director, 2010-2011
Chair, Search Committee for School of Business Director of Financial Operations/Foundation Accounting, 2010-2011
University Research Development Advisory Council, 2010-2011
School of Business Ph.D. Program Committee (ex officio), 2010-2011
Chair, Selection Committee, School of Business Dean's Scholar Professorships, 2011
School of Business Foundation Board of Trustees and Finance Committee, 2009-2010
University Council, 2009-2010
University Dean's Council, 2009-2010
Chair, Selection Committee, School of Business Summer Research Grants, 2010
Speaker, "Corporate Education and Economic Development," VCU Regional Economic Development Conference, 2010
School of Business Promotion and Tenure Guidelines Review Committee, 2007-2009
Thalhimer Executive-in-Residence Program Planning Committee, 2009
School of Business Honors Program Planning Committee, 2009
School of Business Integrated Core Curriculum Committee, 2009
Speaker, "Marketing Honorees," at School of Business Honors Reception, 2009
Speaker, "The Significance of Sigma," at School of Business Beta Gamma Sigma Induction Ceremony, 2009
Speaker, "Generational Marketing," at School of Business Student/Parent Open House, 2009
Speaker, "Majoring in Marketing," at School of Business Student/Parent Open House, 2009
Speaker, "Department of Marketing," at School of Business Student/Parent Graduation Reception, 2008
School of Business Strategic Planning Executive Committee, 2006-2008

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

School of Business Promotion and Tenure Committee, 2005-2008 (Committee Chair, 2005-2006)
Speaker, "Majoring in Marketing," at School of Business Student/Parent Open House, 2008
Speaker, "Virginia Business Climate Survey," at School of Business Dean's Seminar Series, 2008
Search Committee for Manager, School of Business Foundation Services, 2008
University Council Representative, 2005-2007
School of Business Foundation Academic Programs Subcommittee, 2006-2007
Search Committee for Marketing Faculty Position, 2007
Search Committee for Director, Office of Public Policy Training, 2007
Department Roles and Rewards Subcommittee, 2007
Reviewer, School of Business Summer Research Grants Program, 2007
Department Representative, School of Business Capital Campaign, 2005-2006
Speaker, "Business Lessons Learned from The Apprentice," at School of Business Student/Parent Orientation, 2006
Speaker, "SERL: Full-Service Survey Research at VCU," at Dean's Seminar Series, School of Business, Virginia, 2006
Reviewer, School of Business Summer Research Grants Program, 2006
University Institutional Review Board—Community Based Research Workgroup, 2006
Chair, School of Business Faculty Council, 2003-2005
School of Business Building Committee—Classrooms, 2003-2005
Speaker, "SERL: Full-Service Survey Research at VCU," at Fall Speaker Series, L. Douglas Wilder School of Government and Public Affairs, 2005
Speaker, "Business Lessons Learned from "The Apprentice," at School of Business Investors' Club Meeting, 2005
Reviewer, School of Business Summer Research Grants Program, 2005
School of Business Faculty Council Representative, 2002-2003
School of Business Committee to Study Qualification Process for Doctoral Program Faculty, 2003
University Summer School Task Force, 2003
University Advisory Committee, Center for Teaching Excellence, 2001-2002
University Undergraduate Curriculum Committee, 1999-2002
School of Business Promotion and Tenure Committee, 1999-2002
Reviewer, Teaching Excellence Small Grants Program, University Center for Teaching Excellence, 2002
Chair, Department Promotion Committee for Professor Michael Little, 2002
Speaker, "State-of-the-Art PowerPoint Techniques," in "Teaching Large Classes Workshop," University Center for Teaching Excellence, 2002
School of Business Grievance Panel, 2000-2001
School of Business Research Steering Committee, 2000-2001
University Search Committee for Sports Management Faculty Position, 2000-2001
Department Roles and Rewards Subcommittee, 2000-2001
Keynote Speaker, "Characteristics of Successful People," Golden Key National Honor Society Induction Ceremony, 2001
Chair, Search Committee for School of Business Associate Dean for Research and Graduate Studies, 2001
Speaker, "What Is Marketing?," School of Business Dean's Lecture Series, 2001
Speaker, "Navigating the Academic Student-Professor Relationship," University Academic Success Program, 2001
University Search Committee for Vice Provost, Academic Affairs, 1999-2000
School of Business Technology Resources Committee, 1998-2000
Search Committee for Management Department Chair, 2000
Speaker, "Opportunities for Undergraduate Students in Marketing," School of Business Campus Visit Day, 2000
Speaker, "Talking to Professors," VCU Academic Success Program, 2000
Speaker, "What Are My Tests Asking Students to Do?" VCU Academic Success Program, 2000
Selection Committee for Faculty Mentors in Instructional Technology, Instructional Development Center, 2000
Speaker, "My Experiences in the Faculty Mentor Program," Instructional Development Center Seminar Series, 1999

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Speaker, "Maximizing Memory," VCU Academic Success Program, 1999
Speaker, "What Are My Tests Asking Students to Do?" VCU Academic Success Program, 1999
Presenter, "Faculty Best Practices--Increasing Time on Task," VCU Academic Success Program Faculty Institute, 1999
Department Subcommittee on Travel/Summer Teaching Allocations, 1999
Speaker, "Integrating Audio into Course Web Sites," VCU Instructional Development Center Faculty Showcase, 1999
University Academic Regulations Committee, 1997-1998
Speaker, "Opportunities for Undergraduate Students in Marketing" School of Business Campus Visit Day, 1998
Speaker, "Using Audio in PowerPoint 97," VCU Instructional Development Center Seminar Series, October 1998
Speaker, "Note Taking Strategies," VCU Academic Success Program, 1998
Search Committee, School of Business Associate Deans, 1998
School of Business Undergraduate Curriculum Committee, 1994-1997 (Committee Chair, 1995-1997)
School of Business Parents' Council, 1995-1997
School of Business Advisory Board Curriculum Committee, 1995-1997
School of Business Organizational Structure Committee, 1997
VCU--Carver Community Partnership Steering Committee, 1997
University Faculty Senate Representative, 1993-1996
University Enrollment Strategies Group, 1994-1996
Tenure Committee for Professor Diane Cook-Tench, School of Mass Communications, 1996
Department Subcommittee for Relationship Marketing Conferences 1994-1995
Selection Committee, University Community Associates Program, 1995
Promotion Committee for Professor Dennis McDermott, Department of Marketing and Business Law, 1995
Tenure Committee for Professor Pamela Kiecker, Department of Marketing and Business Law, 1995
Speaker, "Reconciling Teaching and Research Demands" School of Business Doctoral Students' Association, 1995
School of Business Computing Resources Committee, 1992-1994
School of Business Undergraduate Curriculum Task Force, 1993-1994
University Committee on Formation of VCU Adcenter, 1993-1994
Chair, School of Business Teaching Task Force, 1993-1994
Secretary, Department Faculty Meetings, 1990-1993
Department Subcommittee to Evaluate Marketing Principles Texts, 1990, 1993
University Class Ring Vendor Selection Committee, 1990, 1993
Faculty Press Representative at Southern Governors' Association Meeting, 1993
Marketing Department Recruiting Committee, 1993
Speaker, "Teaching Techniques" School of Business Doctoral Students' Association, 1993
School of Business Faculty Development Seminar Committee, 1993
Department Curriculum Committee, 1990-1992
Student Advisor at Registration, 1990-1992
Coordinator, School of Business Image Study, 1992
Department Subcommittee on By-Laws, 1992
University Campaign Committee to Promote General Obligation Bond Issue, 1992
Department Subcommittee on Assessment, 1992
Department Subcommittee to Evaluate Marketing Publications, 1990-1991
Seminar Participant, VCU 101 Student Orientation Course, 1990-1991
School of Business Proposal Development Committee for S & K Famous Brands, 1991
Coordinator, Research Project, Center for Public Affairs, 1990
Coordinator, Research Project, Department of Athletics, 1990
Coordinator, Research Project, School of Business Undergraduate Curriculum Committee, 1990
School of Business Fundraising Phonathon Volunteer, 1990
School of Business Feasibility Study Committee for Retail Institute, 1989-1990
Department Subcommittee on Curriculum Review, 1990

UNIVERSITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Speaker, Individual Growth and Development in the Free Enterprise System," Delta Sigma Pi Business Fraternity, 1990

UNIVERSITY SERVICE AT GEORGIA STATE UNIVERSITY

Marketing Department Recruiting Committee, 1986-1989
Search Committee for Marketing Department Chair, 1988-1989
MBA Program Marketing Advisory Committee, 1988
Marketing Department Committee on University Self-Study, 1986
Advisor to Graduate Programs Council, 1986
Speaker, Georgia State University Doctoral Fellows, 1986

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

Partnership 2020, Nashville Area Chamber of Commerce, 2013-present

- Lead Investor, 2013-present
- Leadership Cabinet, 2014-present

Member, Board of Directors, Rutherford County Chamber of Commerce, 2015-present

- Board Chair, 2017-present
- Member, Board of Directors, Rutherford County Business Education Partnership, 2017-present
- Speaker, "Business at Its Best" annual meeting, 2017
- Executive Committee, 2015-present
- Board Chair-Elect, 2016
- Chair, Economic Development Council, 2015

Cornerstone Investor, Tennessee Chamber of Commerce and Industry, 2014-present

Member, Advisory Council, Business Management and Administration, Marketing, and Finance Career Cluster, Tennessee Department of Education, 2014-present

Member, Technology Community Group, Rutherford County Chamber of Commerce, 2014-present

Speaker, "Welcome to the Tennessee State Tax Seminar," 2014, 2015, 2016, 2017

Member, Board of Directors (ex officio), Leadership Middle Tennessee, 2013-2017

- Class Membership Selection Committee, 2015 and 2016

Leadership Middle Tennessee Rutherford County Session—Globalization, 2015, 2016, 2017

- Master of Ceremonies, MTSU Session, 2015, 2016, 2017
- Member, Rutherford County Program Committee, 2015, 2016

Speaker, "Welcome to the ATHENA Leadership Forum," 2016, 2017

Speaker, "Dale Carnegie Training in the Jones College of Business," Dale Carnegie National Conference, 2017

Speaker, "Hitting the Ground Running: Leadership Transitions in Development," CASE Kentucky Conference, 2017

Speaker, "The Dale Carnegie® Program in the Jones College of Business," Insurors of Tennessee Board of Directors Meeting, 2017

Speaker and Master of Ceremonies, "Start it Up Conference," Jones College of Business, Middle Tennessee State University, 2017

Speaker, "Welcome," Boyens Group "Sales Success" Seminar, 2017

Master of Ceremonies, Jones College of Business Community Awards Reception, 2014-2017

Member, Williamson County Chamber of Commerce, 2014-2016

Speaker and Master of Ceremonies, "Welcome to the 21st Century Work That Matters Conference," Jones College of Business, Middle Tennessee State University, 2016

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speaker and Panelist, "Workforce Readiness and Higher Education in Tennessee," Tennessee Department of Education Conference, 2016

External Reviewer, Promotion to Associate Professor for Dr. Wayne Slough, Virginia Commonwealth University, 2016

Speaker, "Business Education at the Jones College," Rutherford County Chamber of Commerce Business Education Partnership Seminar, 2016

Speaker, Economic Development Recruiting Event—Project Engage, Nashville Area Chamber of Commerce (June and July), 2016

Speaker, "The Impact of Regionalism on Real Estate in Nashville," Brainstormers National Real Estate Conference, 2016

Speaker, "Reboot and Rebrand: How to Get Others to See You Differently When You've Overhauled Your Organization," Nashville American Marketing Association Chapter, 2016

Speaker, Keynote Address, "The Dale Carnegie® Program and Insurance Education at the Jones College," Insurers of Tennessee Agency Growth Conference, 2016

GIKA Legate, Global Innovation Knowledge Academy, 2016

Speaker, "The Role of Leadership on Small Business Innovativeness," Global Innovation Knowledge Academy Annual Conference, 2016

Reviewer, Global Innovation Knowledge Academy Annual Conference, 2016

Speaker, "Welcome," Region 4 Future Business Leaders of America Competitive Events Meeting, 2014, 2015

Speaker, "Welcome to the Tennessee State Tax Seminar," 2014, 2015

Speaker, "A Portrait of the Dean as Salesperson," Southern Business Administration Association Annual Meeting, 2015 (with John Boyens and Carolyn Tumbleson)

Speaker, Economic Development Recruiting Event, Nashville Area Chamber of Commerce (October and November), 2015

External Reviewer, Five Year Review of Dean, Leon Hess Business School, Monmouth University, 2015

Speaker and Master of Ceremonies, "Welcome to the 21st Century Generations@Work Conference," Jones College of Business, Middle Tennessee State University, 2015

Speaker, "Business Education Innovation at MTSU's Jones College of Business," Mt. Juliet Chamber of Commerce, 2015

Speaker, "Dale Carnegie Training in the Jones College of Business," Dale Carnegie Franchise Owners International Conference, 2015

Speaker/Presenter, "MTSU on the Hill," Tennessee State Capitol, 2015

Member, Executive Committee, and Chair-Elect, Board of Directors, Rutherford County Chamber of Commerce, 2015

Speaker, "A Three Minute Moment on Education," Leadership Middle Tennessee Maury County Event, 2015

Speaker, "My Experience in Leadership Middle Tennessee," Leadership Middle Tennessee Alumni Breakfast, 2015

Speaker and Master of Ceremonies, "Welcome to the 2020 Millennial Game Plan Conference," Jones College of Business, Middle Tennessee State University, 2014

Speaker, Keynote Address, "The Current State of Insurance Education at MTSU," Insurers of Tennessee Agency Growth Conference, 2014

Speaker, "Overview of the Jones College Business Program," Rutherford County Chamber of Commerce High School Counselor Training Seminar, 2014

Speaker, "Welcome," Leadership Middle Tennessee Graduation Ceremony, 2014

Speaker, Economic Development Recruiting Event at Smyrna Airport, Rutherford County Chamber of Commerce, 2014

Speaker, "Welcome," Tennessee Business Education Association Conference, 2013

Speaker, "Vision for the Future of Business Education," MTSU Economic Outlook Conference, 2013

Speaker, "Impact of the Jones College on Economic Development," Rutherford County Chamber of Commerce Diplomats Luncheon, 2013

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

Speaker, "Entrepreneurship," Youth Leadership Rutherford, Rutherford County Chamber of Commerce, 2013
Speaker, "Vision for the Future of Business Education," Rutherford County Chamber of Commerce, 2013
Speaker/Panelist, "The Many Faces of the Associate Dean: Working with Diverse Stakeholders," AACSB Associate Deans' Conference, 2012
Marketing Reviewer, McGraw-Hill/Irwin Inc., 1993-2011
Reviewer and Member of Council of Reviewers, *Marketing Management*, 1992-2011
Ad Hoc Reviewer, *Journal of Business Research*, 2010-2011
Speaker, "Generational Marketing," at Virginia Insurance Day Conference, 2009
Speaker, "Generational Marketing," at Risk and Insurance Studies Center (RISC) Conference, Richmond, VA, 2009
Marketing Reviewer, Prentice-Hall, 2007-2008
Speaker, "Branding Your Chapter," at Gamma Iota Sigma Annual Conference, Richmond, VA, 2008
Reviewer, Society for Marketing Advances Dissertation Competition, 2006-2007
Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2007
Reviewer, Society for Marketing Advances Dissertation Competition, 2005-2006
Speaker, "Municipal Branding Strategies," Virginia Municipal League Annual Conference, 2006
Facilitator, Town Hall Meeting, "Virginia's Role in International Trade," Virginia Conference on World Trade, 2006
Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2006
Reviewer, State Council for Higher Education (SCHEV) Outstanding Faculty Awards Competition, 2005
Panelist, "Progress of Women and Minorities in the New South," New South Consortium Survey Directors' Conference, University of Arkansas, 2005
Speaker, "VCU Life Sciences Survey 2005: Views of Southern Women and Minorities," New South Consortium Survey Directors' Conference, University of Arkansas, 2005
Reviewer, Society for Marketing Advances Dissertation Competition, 2005
Speaker, "Marketing in Today's Higher Education Environment," J. Sargeant Reynolds Community College Faculty Convocation, 2004
Reviewer, American Marketing Association Winter Educators' Conference, 2004
Speaker, "Tech-Teaching vs. Tech-learning in Marketing Education," American Marketing Association Summer Educators' Conference, 2003
Speaker, "Developing a New Generation of Service Quality Measures for Local Telephone Service: An Academic—Public Policy Partnership," American Marketing Association Marketing and Public Policy Conference, 2003
Speaker, "Retailing Issues in the Credit Union Environment," in Virginia Credit Union League Marketing Workshop, 2003
Reviewer, Society for Marketing Advances Annual Conference, 2003
Reviewer, Academy of Marketing Science Annual Conference, 2003
Marketing Reviewer, Prentice-Hall, 2003
Chair, Teaching Special Interest Group, American Marketing Association, 2000-2002
Special Session Chair, American Marketing Association Summer Educators' Conference, 2002
External Reviewer for Promotion/Tenure of Dr. Jerome Katrichis, University of Hartford, 2002
Reviewer, Society for Marketing Advances Annual Conference, 2002
Chair, Competition for Award for Innovative Excellence in Marketing Education, American Marketing Association Summer Educators' Conference, 2002
Reviewer, American Marketing Association Summer Educators' Conference, 2002
Discussant, American Marketing Association Summer Educators' Conference, 2001
Ad Hoc Reviewer, *Journal of Business and Behavioral Sciences*, 2001
Panel Moderator, "Tenure and Post-Tenure Review for Virginia College Faculty," Board of Visitors Conference, State Council of Higher Education for Virginia, 2001
Speaker, "Lessons from a 'Pendulum' Approach to Improving Marketing Education," Virginia Marketing Faculty Consortium, 2001

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Reviewer, Society for Marketing Advances Annual Conference, 2001
Reviewer, American Marketing Association Summer Educators' Conference, 2001
Reviewer, Academy of Marketing Science Annual Conference, 2001
Chair, Technology Committee, Teaching Special Interest Group, American Marketing Association, 1999-2000
Discussant, Society for Marketing Advances Annual Conference, November 2000
Speaker, "Lessons from a 'Pendulum' Approach to Improving Marketing Education," Society for Marketing Advances Annual Conference, 2000
Ad Hoc Reviewer, *Journal of Marketing Research*, 2000
Ad Hoc Reviewer, *Industrial Marketing Management*, 2000
Marketing Reviewer, Houghton-Mifflin, 2000
Speaker, "Using Technology to Implement the 'Seven Principles for Good Practice' in Marketing Education," Academy of Marketing Science Annual Conference, 2000
Reviewer, Society for Marketing Advances Annual Conference, 2000
Chair, Marketing Education Track, American Marketing Association Winter Educators' Conference, 2000
Special Session Chair, "Technology in Marketing Education Roundtable Discussion," American Marketing Association Winter Educators' Conference, 2000
Speaker, "Manufacturer Ownership of Motorcycle Dealers," Virginia Motorcycle Dealers Association, 2000
Reviewer, *Journal of the Academy of Marketing Science*, 1991-1999
Reviewer, Decision Sciences Institute Conference, 1999
Paper Presenter, National Conference on College Teaching and Learning, Jacksonville, Florida, 1997, 1998
Discussant, Direct Marketing Educator's Conference, Chicago, Illinois, 1997
Reviewer, Southern Marketing Association Annual Conference, 1997
Speaker, "Networking as a Marketing Strategy," Richmond Chamber of Commerce, 1997
Marketing Reviewer, Blackwell Publishing, 1995-1996
Reviewer, American Marketing Association Winter Educator's Conference, 1996
Reviewer, Research Conference on Ethics and Social Responsibility, 1995
Reviewer, American Marketing Association Summer Educator's Conference, 1995
Reviewer, Southwest Marketing Association Conference, 1995
Reviewer, Research Conference on Relationship Marketing, Emory University, 1994
Marketing Reviewer, Macmillan Publishing, 1991-1993
Marketing Reviewer, Allyn and Bacon, 1990-1991, 1993
Reviewer, Academy of Business Administration Annual Conference, 1993
Reviewer, Midwest Marketing Association Annual Conference, 1993
Section Editor, *Marketing Information: A Professional Reference Guide*, Atlanta, Georgia: Business Publications Division, Georgia State University, 1993
Speaker, "Marketing in the Changing World," Freedoms Foundation Conference, Valley Forge, Pennsylvania, 1993
Paper Presenter, American Marketing Association Winter Educators' Conference, San Antonio, Texas, 1992
Marketing Reviewer, McGraw-Hill, Inc., 1990-1991
Reviewer, Academy of Marketing Science Annual Conference, 1991
Session Chair and Discussant, Southern Marketing Association Annual Conference, Atlanta, Georgia, 1991
Selection Committee, Steven Shaw Best Paper Award, Southern Marketing Association Annual Conference, 1991
Paper Presenter, American Marketing Association Winter Educators' Conference, Orlando, Florida, 1991
Reviewer, American Marketing Association Summer Educators' Conference, 1991
Speaker, "Frequency Marketing Tactics," Goochland County Chamber of Commerce, 1991
Speaker, "Internal and External Marketing," City of Richmond Management Academy, 1991
Marketing Reviewer, Times-Mirror Mosby Publishing, 1987-1989
Marketing Reviewer, Allyn and Bacon, 1988-1989
Marketing Reviewer, McGraw-Hill, Inc., 1988-1989

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Marketing Reviewer, Addison-Wesley, Inc., 1989

STATE, REGIONAL, NATIONAL, INTERNATIONAL COMMITTEE OR PROFESSIONAL SERVICE AT GEORGIA STATE UNIVERSITY

Paper Presenter, Academy of Marketing Science Conference, Orlando, Florida, 1989

Marketing Reviewer, Addison-Wesley, Inc., 1989

Marketing Reviewer, Business Publications, Inc., 1989

Marketing Reviewer, R. D. Irwin Publishing, 1987-1988

Committee Co-Chair, Social Programs, American Marketing Association Atlanta Chapter, 1988

Committee Chair, Mini-Courses, American Marketing Association Atlanta Chapter, 1986-1987

Marketing Reviewer, Dryden Press, 1986-1987

Speaker, "The Nuts and Bolts of Marketing Research," American Marketing Association Atlanta Chapter, 1987

Reviewer and Discussant, Southern Marketing Association Conference, New Orleans, Louisiana, 1987

Judge, Marketing Awards Competition, American Marketing Association Atlanta Chapter, 1987

Speaker, "Academic Careers in Marketing," American Marketing Association, Georgia State University Chapter, 1987

Paper Presenter, American Marketing Association Summer Educators' Conference, Chicago, Illinois, 1986

Speaker, "A Marketer's Short Course in Marketing Research, American Marketing Association Atlanta Chapter, 1986

COMMUNITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY

Contestant, "Read for Succeed" Celebrity Spelling Bee, 2017

Contestant, Ballroom BRA (Breast Reconstruction Awareness) "Dancing with the Stars Fundraiser, 2017

Speaker, "Welcome," Nashville CABLE Keynote Speaker Presentation, 2017

Speaker, "Welcome," Rutherford CABLE Keynote Speaker Presentation, 2017

Speaker, "Communication Tips," Murfreesboro Public Schools Leadership Academy, 2016, 2017

United Way for Rutherford and Cannon Counties, 2014-present

- Executive Committee, 2017-present
- Board of Directors, 2015-present
- Resource Development Committee, 2014-present; Chair, 2017-2018
- Speaker, "Nonprofit Engagement," United Way Catalysts Meetings (2), 2017
- Chair, Workforce Engagement Committee, 2016
- Speaker, "Pitch Basics," United Way Community Partners Training, 2016
- Speaker, "Building Intentional Relationships," United Way Community Partners Training, 2016
- Chair, Major Corporate Gifts Committee, 2015

St. Paul's Episcopal Church, 2014-present

- Lector, 2015-present

Speaker, "Recent Innovations in the Jones College of Business," MTSU Community Leadership Academy, 2014, 2015, 2016

Speaker, Kickoff of MTSU Employee Giving Campaign, 2014, 2015, 2016

Presenter/Sponsor, "Nashville 12th Awards," 12th and Broad, 2016

Speaker, "The Dale Carnegie Initiative and New Flex MBA in the Jones College of Business," Columbia Kiwanis Club, 2015

Member, Selection Committee, "Nashville 12th Awards," 12th and Broad, 2015

Speaker, "Business Education Innovation at MTSU's Jones College of Business," Nashville Kiwanis Club, 2015

COMMUNITY SERVICE AT MIDDLE TENNESSEE STATE UNIVERSITY (cont.)

Speaker, "Innovate Your Career," 12th and Broad "Punctuate You!" Event, 2015
Speaker, "The Art of the Pitch," 12th and Broad "Punctuate!" Event, 2015
Panel Moderator, 12th and Broad "What's Your Side Hustle?" Event, 2015
Master of Ceremonies, 12th and Broad "Whose Card Is It Anyway?", 2015
Speaker, "Welcome to the Executive Leadership Course," Rutherford CABLE, 2013, 2014
Speaker, "Case Studies of Entrepreneurs," Premiere Speakers Bureau Lunch and Learn Program, 2014
Speaker, "Vision for the Future of Business Education," Murfreesboro Breakfast Rotary Club, 2014
Speaker, "Vision for the Future of Business Education," Nashville Rotary Club, 2014
Speaker, "Vision for the Future of Business Education," Murfreesboro Noon Rotary Club, 2014
Speaker, "Vision for the Future of Business Education," Nashville Lions Club, 2014
Speaker, "Characteristics of Innovative Entrepreneurs," Century II Lunch and Learn Program, 2014
Speaker, "Characteristics of Innovative Entrepreneurs," Rutherford CABLE, 2014
Celebrity Waiter, Murfreesboro Exchange Club Fundraising Dinner, 2014
Speaker, "Vision for the Future of Business Education," Manchester Rotary Club, 2014
Speaker and Presenter, Rutherford CABLE Center for Executive Leadership Class Graduation, 2014
Speaker, "Update on the Jones College of Business Nonprofit Outreach," Rutherford/Cannon County United Way Leadership Partners, 2013
Speaker, "Vision for the Future of Business Education," Columbia Kiwanis Club, 2013
Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Brentwood Chapter, 2013
Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Franklin Chapter, 2013
Speaker, "Vision for the Future of Business Education," Southeast Business Forums, Murfreesboro Chapter, 2013
Speaker, "Vision for the Future of Business Education," Smyrna Rotary Club, 2013

COMMUNITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY

St. Bridget's Church, 1989-2004, 2008-2013

- Lector, 1990-2000, 2002-2004
- Eucharistic Minister, 1993-2000, 2002-2004
- Group Leader, Scripture Study Group, 1999-2000
- Search Committee for Principal of St. Bridget's School, 1998-99
- Stewardship Committee, 1993-94
- Capital Campaign Committee, 1994

Board of Directors, *The Catholic Virginian*, newspaper for the Catholic Diocese of Richmond, 2006-2013

Panelist, M&T Bank Annual Economic Summit, 2012

Rotary Club of Innsbrook, 2003-2010

- Board of Directors, 2008-2009
- Club Educator, 2006-2008
- Fundraising Committee, 2007-2008
- Strategic Planning Committee, 2007-2008
- Chair, Program Committee, 2004-2005
- Centennial Project Committee, 2003-2004
- Chair, "Open World" U.S./Russian Exchange Program, 2003
- Club Bulletin Committee, 2003

Speaker, "VCU School of Business—An Update," Western Henrico Rotary Club, 2009

Speaker, "Rotary Traditions," Short Pump Rotary Club, 2009

St. Michael's Church, 2004-2008

- Lector, 2006-2008

COMMUNITY SERVICE AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

- Catechist, 2005-2006
- Speaker, "Don't Waste a Good Crisis," at Innsbrook Executives Business Club, 2008
Speaker, "Business Lessons Learned from 'The Apprentice'," Richmond Rotary Club, 2005
Speaker, "Business Lessons Learned from 'The Apprentice'," Innsbrook Rotary Club, 2005
Speaker, "Thoughts on Contemporary Marketing," Western Henrico Rotary Club, 2004
Rotary Club of Richmond, 1991-2003
- Rotary Ambassadorial Scholarship Selection Committee, 1997-2001 (Chair, 2000-2001)
 - Chair, Rotary International Foundation Committee, 1998-2000
 - Speaker, "The Rotary International Foundation," Rotary Club of Richmond, 1999
 - Membership Task Force, Richmond Rotary Club, 1999
 - 4-Way Test Committee, 1993-1997
 - Newsletter Committee, 1993-1997 (Editor, 1996-97)
 - Board of Directors, 1995-97
 - Speaker, "Membership Survey Results," 1995
 - Co-Chair, International Youth Project Committee, Richmond Rotary Club, 1993-1994
 - Fellowship Committee, 1991-1992
 - Environmental Committees, 1991-1992
 - Local Host, Rotary International Ambassadorial Scholar, 1992
- Speaker, "Customer Service and Satisfaction," Mechanicsville Rotary Club, 2003
Speaker, "It's a Market Out There," Richmond Chapter, American Association of Credit Professionals, 1995
Advisory Committee for Christian Marriage Formation Program, Catholic Diocese of Richmond, 1992-1994
Group Leader, Christian Marriage Formation Program, Catholic Diocese of Richmond, 1992, 1994
Speaker, "Commentary on *Mr. Sears' Catalogue*," Virginia Historical Society, 1994
Downtown Richmond Retailing Advisory Task Force, December 1991
Speaker, "Building Self-Esteem with Positive Action," Commonwealth Girl Scout Council of Virginia, 1990

COURSES TAUGHT AT MIDDLE TENNESSEE STATE UNIVERSITY

Dale Carnegie® Human Relations Course, 2015-present

COURSES TAUGHT AT VIRGINIA COMMONWEALTH UNIVERSITY

Marketing Research (graduate—Master's) 1992-1993, 1996-2002, 2011
Market Analysis/Buyer Behavior (Executive MBA Module), 2008-2011
Market Segmentation and Positioning (Executive MBA Module) 2009-2010
Marketing in the Organization (Executive MBA Module) 2009-2010
Marketing Strategy (Executive MBA Module), 2008-2010
Marketing Analytics (graduate—Master's), 2008, 2009
Senior Seminar in Marketing (undergraduate—Honors), 2009
Introduction to Marketing (undergraduate), 1990-2008
Survey Research Methods (graduate--Doctoral), 2005-2007
Marketing Strategy (graduate—Master's), 2004
Introduction to Marketing Research/
Information for Marketing Decisions (undergraduate) 1992-1995, 1997-2002
Research for Direct Marketing (team-taught, graduate—Master's), 1997-2001
Distribution Channels (undergraduate), 2001
Strategic Retail Management, 1999 (team-taught, graduate—Master's)

COURSES TAUGHT AT VIRGINIA COMMONWEALTH UNIVERSITY (cont.)

Marketing Management (Executive MBA Module), 1995-1997
Marketing Control (Executive MBA Module), 1995-1997
Marketing Research (Executive MBA Module), 1995-1997
Customer Satisfaction Measurement (Executive MBA Module), 1995-1997
Marketing Strategy (Executive MBA Module), 1997
Market Segmentation (Executive MBA Module), 1995-1996
Distribution Channels (Executive MBA Module), 1995-1996
Personal Selling and Sales Promotion (Executive MBA Module), 1996
Advertising and Direct Marketing (Executive MBA Module), 1996
Marketing Research--Field Work (undergraduate), 1990-1991
Marketing in the Changing World (undergraduate), 1989-1991
Distribution Channels (graduate—Master's), 1987-1989
Introduction to Marketing (undergraduate), 1988-1989
Marketing Management (graduate—Master's), 1988-1989
Distribution Channels (undergraduate), 1989
Advanced Marketing Research (graduate—Master's), 1987-1988
Marketing Research (undergraduate), 1985-1988
Marketing Research (graduate—Master's), 1985-1987

SERVICE ON THESIS/DISSERTATION COMMITTEES AT VIRGINIA COMMONWEALTH UNIVERSITY

Doctoral Dissertation Committee for Dr. Wayne Slough, 2006-2008
Doctoral Dissertation Committee for Dr. Susan Fitzpatrick, 2005-2007
Master's Thesis Committee for Mr. Justin White, 2005-2006
Doctoral Dissertation Committee for Dr. Charles Conyers, 2003-2004
Master's Thesis Committee for Ms. Kathleen Flippen, 1998-1999
Doctoral Dissertation Committee for Dr. Tracy Tuten, 1995-1996
Master's Thesis Committee for Ms. Julie Carwile, 1993

SERVICE ON THESIS/DISSERTATION COMMITTEES AT GEORGIA STATE UNIVERSITY

Doctoral Dissertation Committee for Dr. Judy Powell, 1990-1991

DEVELOPMENT OF INSTRUCTIONAL MATERIALS

Producer/Developer, CPS Interactive Chapter Questions for *Essentials of Marketing* (10th Edition), Perreault and McCarthy, McGraw-Hill, 2006
Producer/Developer, Online Learning Center Chapter Quizzes for *Essentials of Marketing* (10th Edition), Perreault and McCarthy, McGraw-Hill, 2006
Producer/Developer, Online Learning Center Chapter Quizzes for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
Producer/Developer, Motivated Learner DVD Package for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005
Producer/Developer, Instructor PowerPoint Slides/Lecture Notes for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005

DEVELOPMENT OF INSTRUCTIONAL MATERIALS (cont.)

Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (15th Edition), Perreault and McCarthy, McGraw-Hill, 2005

Producer/Developer, Online Marketing Management Course, McGraw-Hill and Collegis Inc., 2004

Producer/Developer, Student PowerPoint Slide Shows for *Essentials of Marketing* (9th Edition), Perreault and McCarthy, McGraw-Hill, 2003

Producer/Developer, Instructor PowerPoint Slides/Lecture Notes for *Basic Marketing* (14th Edition), Perreault and McCarthy, McGraw-Hill, 2002

Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (14th Edition), Perreault and McCarthy, McGraw-Hill, 2002

Producer/Developer, Student PowerPoint Slide Shows for *Basic Marketing* (13th Edition), Perreault and McCarthy, McGraw-Hill, 1999

FUNDED RESEARCH PROJECTS

National Institutes of Health, "Standards of Research Conduct," 2007-2011

Council on Virginia's Future, Office of the Governor, Virginia Business Climate Survey, 2006-2008

Virginia Judicial Performance Evaluation Commission/Virginia Supreme Court, Virginia Judicial Performance Evaluation Surveys, 2006-2008

Department of Human Resource Management, Commonwealth of Virginia, "Workers' Compensation Customer Satisfaction Study," 2007

Virginia Department of Aviation, VDOA Passenger Survey, 2007

Department of Human Resource Management, Commonwealth of Virginia, "Workers' Compensation Customer Satisfaction Study," 2000, 2001, 2002, 2003, 2004, 2005, 2006

Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Consumer Survey," 2005-2006

Virginia Department of Alcoholic Beverage Control Board, "ABC Licensee Survey and ABC Citizen Survey," 2006

Virginia Department of Health, "Behavioral Risk Factor Surveillance System," 2006

Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Lender Survey," 2005

Virginia Housing Development Authority, Commonwealth of Virginia, "VHDA Call Center Survey," 2005

Department of Human Genetics, Virginia Commonwealth University/March of Dimes, "Virginians' Awareness of and Attitudes toward Genetic Services," 2005

Department of Emergency Management, Commonwealth of Virginia, "Survey of Virginians' Attitudes toward Emergency Preparedness," 2005

Virginia Economic Development Partnership, "VEDP Prospect Feedback Survey," (with Michael D. Pratt) 2005

James Madison University, "Survey of Virginians' Attitudes toward James Madison University," 2005

Department of Emergency Management, Commonwealth of Virginia, "Survey of Virginians' Emergency Preparedness," (with Carolyn Funk) 2004

Virginia Retirement System, "Virginia Retirement System Proposed Special Pay Plan Study," 2004 (with David Scott and Robert D. Holsworth)

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