

Residence
8401 Chesney Lane
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Miami University
800 East High Street
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Oxford, OH 45056
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EDUCATION

1989

M.B.A
Loyola College
Marketing

1985

B.S Business
Eastern Illinois University
Marketing

ACADEMIC APPOINTMENTS

2015 Clinical Faculty/Lecturer
Miami University
Department of Marketing

2011-present

Chief Academic Advisor
Miami University
Department of Marketing

2008 - Present

Full-time Instructor
Miami University
Department of Marketing

2003 - 2008

Part-time Instructor
Miami University
Department of Marketing, Department of Strategic Communications

2006-2007

Adjunct Faculty

Northern Kentucky University

Graduate Department of Marketing and Management

2003 - 2004

Associate Professorial Lecturer

Thomas More College

Business Administration Department

1997 - 2002

Adjunct Faculty

Anne Arundel Community College

Business and Public Administration Department

PUBLICATION SUPPORT

Hutt and Speh, 11ed, Business Marketing Management, Engagement Exercises and Instructor Resources –author

TEACHING HONORS

2014

Miami University

Delta Sigma Pi Faculty Recognition

2014

Miami University

Nominee National Panhellenic Council Outstanding Faculty Advisor

2012 - 2014

Miami University

Center for the Enhancement Learning, Teaching and Under Graduate Assessment Faculty Commendations, Top 100 Faculty Commendations

2011

Miami University

Nominee Outstanding Professor of the Year Miami University Associated Student Government

GUEST LECTURER

2012

Brand refresh, rebuild, redesign, refocus, recycle

Eastern Illinois University Charleston, Illinois

Co presented branding strategies with Professor Kesha Coker, October 2012.

PROFESSIONAL CONFERENCES and PRESENTATIONS

2014

Presenter: *Vendor Scorecard Development and Implementation: An Interactive Workshop* Institute for Supply Chain Management – Cincinnati, October 14, 2014.
Cincinnati, OH.

2014

Panel Moderator: Miami University Women in Business hosts Key Bank panel, Dress for Success.

2008

Discussant: Miami University Interdisciplinary Studies April, 2008.

TEACHING EXPERIENCE

Graduate (Northern Kentucky University, 2007)

MBA Strategic Marketing Management

Undergraduate

(Miami University)

Branding and IMC

Introduction to Public Relations

Marketing Principles

Marketing to Organizations-B2B

Services Marketing: A Customer Experience Management Practicum

Strategic Communication

(Anne Arundel Community College)

Leadership and Management

Business Communication

(Thomas More Accelerated Program)

Introduction to Business

DEPARTMENTAL/UNIVERSITY SERVICE

Academic Advising

Miami University Department of Marketing Chief Academic Advisor 2013 – present

Miami University Committee of Advisors

Miami University New Student and Parent Orientation Co-Presenter 2011 - present

Miami University Academic Advisor Academic Advising of Majors 2008 - present

Freshman Registration and Orientation Advisor 2008 - present

Miami University Honors Portfolios Reviewer 2011

Miami University Women in Business Professional Development Advisor 2011-present

Faculty Advising

Miami University Women's' Club Lacrosse 2011 – present

Miami University Farmer School of Business Women in Business 2010- present

Alpha Gamma Delta Fraternity Faculty Advisor 2011- present

OUTSIDE SERVICE

2014

OBR/CETE CTAN Test writer/reviewer, subject matter expert: Marketing

2012

Reviewer CONNECT Online, McGraw Hill

2009

Reviewer McGraw-Hill Textbook Review and Focus Study, LaJolla, CA.

2010

Case Reviewer: Harvard Business Publishing

MEDIA COVERAGE

2014

Start School Later Guest appearance Laura Ingraham Radio Talk Show

COMMUNITY SERVICE

2010- Present

Ohio Director: Start School Later National Advocacy Coalition

2012 – Present

Sycamore Athletic Boosters Board

2004 – 2006

Montgomery Nursery School Board

2000-2001

President/Founder Friends of Folger McKinsey

2000-2003

Founder: Coalition for Balanced Excellence in Education

PROFESSIONAL EXPERIENCE

Consultant

Positioning and Rebranding

2014

Center Grid, Blue Ash, OH

Branding and positioning consultant pro bono

2009- Present

ASK Communications, Cincinnati, OH

Sole proprietor. Competitive intelligence and strategic positioning.

Supply Chain Management

2009-2011

ICx Technologies (Acquired by Flir), Hanover, MD

Consultant, Supply Chain infrastructure development, contract management

1986-1996

Northrop Grumman Corporation, Baltimore, MD

Subcontract Specialist and operations management materials manager.

Created Workplace Program/Work-At-Home alternative

Published Westinghouse Electric Flexible Workplace Program Policy and

Procedure Manual, *Alternate Work Arrangements*.

Presidents Quality Achievement Awards

Special Performance Awards

Corporate Award for Small Disadvantaged Business

Governor's Citation for Excellence in Small Disadvantaged Business

1985-1986

Kraft Foods Corporation

Sales and marketing/merchandising

1983

Walt Disney Corporation

Summer Intern, Magic Kingdom College Program

PROFESSIONAL AFFILIATIONS

Institute for Supply Management – Presenter, member

Start School Later – Ohio Director

American Marketing Association

COURSES DEVELOPED

2014

Cincinnati Immersion Program

Services Marketing: A Customer Experience Management Practicum

2012

Business Marketing Management

2011

Summer Business Institute Business Environment and Business Organizations

REFERENCES

Mike Curme
Associate Vice President & Dean of Students
Miami University
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Miami University
Oxford, Ohio 45056
513-529-1877
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Marti Kyger
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Terra Ziporyn Snider
Executive Director
Start School Later
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