

Education

Doctor of Philosophy (Ph.D.) & Master of Science (M.S.) Economics and Political Economy

Carnegie Mellon University – Tepper School of Business
1988 – 1993

Awarded Ph.D. in two areas: Economics and in Political Economy

Bachelor of Arts (B.A.) Economics

University of Florida 1984 – 1988
Departmental Honors

Publications

Brand as API

Platt, G. & Faimon, P.
The Journal of Digital Media Arts & Practice, Fall 2014, v10 n1

"I'm Here to Help": How Companies' Microblog Responses to Consumer Problems Influence Brand Perceptions

Coyle, J., Smith, T., Platt, G.
2012, Journal of Research in Interactive Marketing, Vol. 6 Iss: 1, pp.27 – 41

'Click Here to Share With a Friend': A Uses and Gratifications Approach to Word-of-Mouth Marketing Effectiveness

Coyle, J., Smith, T., Lightfoot, L., Neace, W., and Platt, G.
2011, International Journal of Electronic Marketing and Retailing, Vol.4, No.4, pp.225 – 247

Untangling Web 2.0's Influences on Student Learning

Magolda, P., & Platt, G.
About Campus: Enriching the Student Learning Experience. , v14 n3 p10--16 Jul--Aug 2009

Unconventional Technologies Build Community

Magolda, P., & Platt, G.
Leadership Exchange, 5, 40-41. 2008

Redistricting Principles, Processes, and Incumbency Protection

Forgette, R., & Platt, G.
Political Geography,
November 2005, Vol. 24, p. 934-951

The Disappearing Middle: An Incumbency-Based Explanation of a More Partisan Congress and a Less Partisan Electorate

Experience

Department Chair and C. Michael Armstrong Professor of Interactive Media Studies & Marketing Miami University

Aug 1993 – Present Oxford, OH

- Founder & Dept. Chair of first Interactive Media program in the USA (1996)
- 1000 Students presently enrolled
- Developed three degrees
 - B.S. in Games + Simulation
 - B.A. in Emerging Technology in Business & Design
 - Master's in Technology Entrepreneurship
- Game Program/Degree presently ranked third in the world (among public universities and eleventh overall) by Princeton Review
- Past students work in leadership roles at major digital and interactive corporations too numerous to list, but range from Amazon to Google
- Created or taught in over ten international academic programs, from Borneo to China to the UK
- Created first web-based course and first e-commerce course for Miami University
- Brought the first 3D printers, virtual reality lab (including immersive CAVE), personal commercial robot, eye-tracking hardware, blockchain and cryptocurrency workshop, game development lab, projection-mapping course, product management course, etc. to Miami University at very early phases in those life-cycles.
- Creator of the "Inverted Classroom" (also called "Flipped Classroom"), revolutionizing web-driven learning and cornerstone for education disruption. Cited 2300 times (Google Scholar)
- Co-Director of Miami University's Year of Creativity & Innovation
- Raised over \$25 million from donor and corporate sources to support the launch and scale entrepreneurial efforts within the university, including the new department, digital agency, and VR/AR lab.

Director of Digital Innovation Centers Miami University

Aug 2011 – Present San Francisco, Cincinnati, and Luxembourg
Founder of Miami University's Digital Innovation Centers. This experiential learning program is a semester-long apprenticeship program where students work with startups and innovation-driven companies four days a week and spend the fifth day of the week meeting with executives, founders, VCs, and other experts who tour the students through their companies and spend time sharing insight. The program began in San Francisco in January of 2012 and now runs in three cohorts all year-long. Expanded to two other locations: Cincinnati and Luxembourg. Planning to expand to Austin and Chicago soon. Success metrics: nearly all seniors had a job offer by the end of the semester and many juniors did as well. Visits with execs at Twitter, Google, Uber, Facebook, etc. and internships across the Bay Area from small startups to large tech companies.

- San Francisco Program recognized as #3 Technology Entrepreneurship Program by Entrepreneur Magazine

Consultant Miami University

Jan 1996 – Present Oxford, OH

Founder and leader of university student "digital agency", working directly with over 50 clients including P&G, Bank of America, Hulu, His Holiness the Dalai Lama, Google, Coca-Cola, Home Depot, Tesco, The U.S. State Department, Cardinal Health, Cintas, Convergys, Pringles, HP, Lenscrafters, and many others to build functioning digital solutions to business problems. Recently consulted with Softbank Robotics on game-related topics.

Forgette, R., & Platt, G.
American Review of Politics, Fall 2002,
Vol. 23, p.225-243

Fungibility of Lottery Revenues in Support of Public Education

Erekson, H, DeShano, K, Platt G, and Ziegert A.
Journal of Education Finance, Vol.28
No.2, Fall 2002

Principles of Microeconomics – A Complete On-Line Course

Platt, G.
Prentice-Hall Publishing: New York,
NY/Active Learning
Technologies: West Park, NY, 2000

Inverting the Classroom: A Gateway to Inclusive Learning Environments

Lage, M., Platt, G., & Treglia, M.
Journal of Economic Education, Winter
2000, Vol.31, No.1

The Internet and the Inverted Classroom

Lage, M. & Platt, G.
Journal of Economic Education, Winter
2000, Vol.31, No.1

Cincinnati in 1840 Book Review

Platt, G.
Journal of Economic History, June 2000,
Vol.60, No.2

Using an Electronic Scavenger Hunt to Kick Off Your Semester

Gifford, J. & Platt, G.
The Marketing Educator,
1999

Voting for the Person and Not the Party: Party Defection, Issue-Voting, and Process Sophistication

Forgette, R., & Platt, G.
Social Science Quarterly August 1999

Factors Influencing the Adoption of State Lotteries

Erekson, H., Platt G., and Ziegert A.
Applied Economics, June
1999

Equilibrium and Local Redistribution in an Urban Economy when Households Differ in Both Preferences and Incomes

Epple, D. & Platt, G.
Journal of Urban Economics, January
1998

The Directional and Euclidean Theories of Voting Behavior: A Legislative Comparison

Platt, G., Poole, K., and Rosenthal, H.
Legislative Studies Quarterly, November
1992

- Part of founding team for conferences in Omnichannel Marketing, Health Tech, Digital Media, Technology & Music (brought Laurie Anderson as keynote event)

- SXSW Presenter (Twice)

 - Topic: Higher Education Disruption

 - Topic: Building Brands Based on API Principles

- TEDx Presenter (Twice)

 - Topic: New Education Models Based on Mesh Network Principles

 - Topic: The Future of Esports

- Developed & Led Design Thinking Workshops for Corporate and Academic Clients

- Speaker at Hundreds of Events Ranging from Corporate (e.g., Brandemonium, Victoria's Secret Marketing Workshop) to Academic (e.g., ESC Esports Summit)

- Consulted with VCs and Corporate Clients on Subjects Including Digital Marketing, SEO/SEM, UX, Game Development, Esports, and Gamification (e.g., consulted with Softbank Robotics on game-related project in Dubai)

- Asked by U.S. State Department to Lead the Effort to Build the Video Game & Esports Ecosystems in the MENA Region

- Worked with US CDC (Centers for Disease Control) to Develop Online Training for Ebola Safety at the Peak of the Crisis

Co-Director of Esports Miami University Varsity Esports

May 2016 – Present Oxford, OH

- Founder & Co-Director of Miami University Esports (The first Division I Varsity Team in USA)

- Creating first US graduate program in Esports Management

- Varsity Team won 2017 NACE National Championship in Overwatch

- Esports Program one of the top handful of university programs (including a #1 ranking by ValueGamer)

Founder JukeStrat

Nov 2018 – Present International

JukeStrat advises high growth companies, prominent universities, and international governments how to build and benefit from game education, Esports, a robust game industry, and gaming strategies (i.e. gamification).

President International Digital Media and Arts Association

2006 – 2008 International

The International Digital Media and Arts Association (iDMAA) was founded in early 2004 by a group of 15 universities. iDMAA is dedicated to serving educators, practitioners, scholars, and organizations with interests in digital media. Served on the board before and after Presidency.

Awards

Knox Teaching Award Miami University

Highest teaching award given by Miami University.

Curry Teaching Award Miami University

Awarded by College of Creative Arts

Outstanding MBA Faculty Award Miami University

Awarded by Farmer School of Business MBA Program

Award for Teaching Excellence Miami University

Awarded by The Farmer School of Business

Dave Roberts Service Award Miami University

Awarded for Distinguished Service to Miami University

A.K. Morris Alumni Award Miami University

Awarded for Distinguished Service to Miami University Alumni