
Glenn J. Platt

C. Michael Armstrong Professor

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PERSONAL DATA

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EDUCATION

- Ph.D. Carnegie Mellon University, 1993
Graduate School of Industrial Administration
Concentration: Economics and Political Economy
- M.S. Carnegie Mellon University, 1990
Graduate School of Industrial Administration
Majors: Economics and Political Economy
- B.A. University of Florida, 1988
Major: Economics (Departmental Honors)

PROFESSIONAL EXPERIENCE

- 2008 to present C. Michael Armstrong Chair in Interactive Media at Miami University
- 2001 to present Director, Interactive Media Studies, Miami University
- 2005 to present Professor, Department of Marketing, Richard T. Farmer School of Business, Miami University
- 2003 to 2005 Associate Professor, Department of Marketing, Richard T. Farmer School of Business, Miami University
- 1999 to 2003 Associate Professor, Department of Economics, Richard T. Farmer School of Business, Miami University
- 1993 to 1999 Assistant Professor, Department of Economics, Richard T. Farmer School of Business, Miami University

SELECTED ACCOMPLISHMENTS AS INTERACTIVE MEDIA STUDIES (IMS) DIRECTOR

When I began my role as Director of IMS there was only one IMS course. While the field was still nascent, it was clear that a new model for higher education was needed – a horizontal model that broke down traditional silos and leveraged business, technology, design, and communication. As higher education entered an era of significant change and I was committed to providing the vision and direction to create an experientially-based, interdisciplinary program that prepared students for the new innovation economy. Since becoming Director of the program, I have:

- Created over 40 new courses, a thematic sequence, two minors (one in Game Studies), a major, a graduate certificate, and a joint MFA with Graphic Design, overall, serving 800-1,000 students annually.
- Worked with the Development Office in raising approximately \$16 million in gifts for the IMS program, including funding for five new chairs/professorships and a leading-edge visualization lab.
- Lobbied for the creation of four new tenure track faculty positions in IMS and a host of other affiliate positions with various academic divisions.
- Worked directly with the Deans of Arts and Science, Business, Creative Arts, Engineering, and Libraries, while reporting directly to the Provost's Office and Council of Academic Deans.
- Created a university-based client consulting agency, bringing in \$300,000 in corporate gifts, creating IP for the university, and providing consulting experience for students. Created business solutions for P&G, Cardinal Healthcare, Cintas, Convergys, HP, Bank of America, Hulu, Lenscrafters, Pringles, Coca-Cola, Home Depot, dunnhumby, and others. Same group worked with the Dalai Lama and the Tibetan Government in Exile & Google on a recent project.
- Created and led the *AIMS San Francisco Digital Innovation Center*: a semester-long immersive experience in the San Francisco Bay Area. Students intern with startups throughout Silicon Valley and learn from innovation experts from established companies (e.g., Google, Twitter, LinkedIn, Ebay, etc.), VC partners and angel investors, and early stage startups of all sizes. Expanding program with additional Centers in Cincinnati, Chicago, Austin, and NYC, in part with \$500K grant from State of Ohio.
- Created IMS advisory board of industry experts with whom I meet twice a year to gather feedback. This is an "active" board with significant action items and expectations of engagement with the University.
- Created international experiential learning opportunity for IMS students in China, England, and Ireland.
- Created a required internship program in IMS.
- In collaboration with co-authors, coined the term "Inverted Classroom" in a seminal 2000 paper that is the foundation for Khan Academy and other new models of teaching and learning.
- Been twice chosen to present at SXSW Interactive. Once in a top-30 presentation about the Technology and the Future of Higher Education. This talk has also been presented to a number of University Presidents and Boards.
- Developed, hosted, and led an annual international conference on interactive media.
- Helped create new university centers in User Experience and Design, Design Thinking, Visualization, Game Design and Development, and Social Media/Digital Marketing.
- Directed the International Digital Media and Arts Association as President, 2007-2008.
- Developed the relationships with Deans across the University, resulting in leading-edge IMS "owned" labs and classrooms in the College of Arts and Science, School of Business, School of Fine Arts, and School of Engineering and Applied Science.
- Led in the creation of and funding for a rapid prototyping lab, an immersive 3D CAVE, Oculus Rift development site, a visualization wall, a game lab, a usability lab with eye-tracking equipment, and other "bleeding edge" technologies that are all available to undergraduate students and integrated into the IMS curriculum.
- Met regularly with visiting industry experts and spoke with a variety of advisory boards and external stakeholders. I have been an active participant in the University Capital Campaign.
- Created a new program of Professional Development Workshops as an alternative revenue opportunity for the IMS program.
- Asked to be part of rapid-response team put together by CDC and Johns Hopkins to spend two-weeks in isolation, developing online training for staff at hospitals to prevent the spread of ebola.
- Present regularly at alumni and fundraising events and work frequently with university govt. relations.

HONORS AND AWARDS

- 2012 – Outstanding Faculty Award (Elective Course) MBA Program
- 2012 – A.K. Morris Alumni Award
- 2009 – Dave Robert Service Award
- 2004 – Associated Student Government (ASG) Teacher of the Year
- 2003 – Nominated for Alumni Effective Educator Award
- 2003 – ASG Honored Professor
- 2002 – ASG Honored Professor
- 2001 – ASG Honored Professor
- 2001 – Recognized by AREA 351 – the teaching technology center – in their Faculty Spotlight
- 2000 – ASG Honored Professor (nominated by two students)
- 1999 – Received the Cincinnati Greater Consortium of Colleges and Universities' Celebration of Teaching Award
- 1998 – Received Miami University E. Phillips Knox Teaching Award, the highest teaching award offered at Miami University
- 1997 – Received the School of Business Teaching Effectiveness Award.
- 1996 – Nominated for the School of Business Teaching Effectiveness Award.
- 1994-1995 – Chosen to participate in the Committee for the Enhancement of Learning and Teaching's Alumni Teaching Scholars Program
- 1991 – Bradley Fellowship, Carnegie Mellon University
- 1988-1990 – Olin Fellowship, Carnegie Mellon University

DOCTORAL THESIS

Title: Location and Stratification: Essays on Urban and Public Economics

Thesis advisors: Professors Dennis Epple (Chair), Howard Rosenthal, and Steven Spear

RESEARCH INTERESTS

Social Media Marketing, Technology and Higher Education, Information Visualization, Design Thinking.

PUBLICATIONS

Platt, G. & Faimon, P, "Brand as API", *The Journal of Digital Media Arts & Practice*, Fall 2014, v10 n1

Coyle, J., Smith, T., Platt, G., "'I'm here to help": How companies' microblog responses to consumer problems influence brand perceptions", 2012, *Journal of Research in Interactive Marketing*, Vol. 6 Iss: 1, pp.27 - 41

Coyle, J., Smith, T., Lightfoot, L., Neace, W, and Platt, G., "'Click Here to Share With a Friend': A Uses and Gratifications Approach to Word-of-Mouth Marketing Effectiveness," 2011, *International Journal of Electronic Marketing and Retailing*, Vol.4, No.4, pp.225 - 247

Magolda, P., & Platt, G. "Untangling Web 2.0's Influences on Student Learning," *About Campus: Enriching the Student Learning Experience*. , v14 n3 p10---16 Jul---Aug 2009.

Magolda, P., & Platt, G. "Unconventional Technologies Build Community," *Leadership Exchange*, 5, 40-41. 2008.

Forgette, R., & Platt, G. "Redistricting Principles, Processes, and Incumbency Protection," *Political Geography*, November 2005, Vol. 24, p. 934-951.

Forgette, R., & Platt, G. "The Disappearing Middle: An Incumbency---Based Explanation of a More Partisan Congress and a Less Partisan Electorate," *American Review of Politics*, Fall 2002, Vol. 23, p.225---243.

Erekson, H, DeShano, K, Platt G, and Ziegert A., "Fungibility of Lottery Revenues in Support of Public Education" *Journal of Education Finance*, Vol.28 No.2, Fall 2002

Principles of Microeconomics – A Complete On-Line Course. Prentice-Hall Publishing: New York, NY/Active Learning Technologies: West Park, NY, 2000. [On---Line Course for WebCT]

Lage, M., Platt, G., & Treglia, M., "Inverting the Classroom: A Gateway to Inclusive Learning Environments," *Journal of Economic Education*, Winter 2000, Vol.31, No.1.

Lage, M. & Platt, G. "The Internet and the Inverted Classroom," *Journal of Economic Education*, Winter 2000, Vol.31, No.1

"Cincinnati in 1840: The Social and Functional Organization of Urban Community During the Pre---Civil War Period by Walter Stix Glazer" Book Review, *Journal of Economic History*, June 2000, Vol.60, No.2.

Black, G. & Platt, G. *Prentice---Hall Learning Initiative Partnership*, Prentice---Hall Publishing: NY, NY/Active Learning Technologies: West Park, NY, 2000.

Principles of Microeconomics – A Complete On-Line Course. Prentice---Hall Publishing: New York, NY/Active Learning Technologies: West Park, NY, 2000.

Gifford, J. & Platt, G. "Using an Electronic Scavenger Hunt to Kick Off Your Semester." *The Marketing Educator*, 1999.

Forgette, R., & Platt, G. "Voting for the Person and Not the Party: Party Defection, Issue---Voting, and Process Sophistication," *Social Science Quarterly* August 1999.

Erekson, H, Platt G, and Ziegert A., "Factors Influencing the Adoption of State Lotteries," *Applied Economics*, June 1999.

Epple, D. & Platt, G. "Equilibrium and Local Redistribution in an Urban Economy when Households Differ in both Preferences and Incomes," *Journal of Urban Economics*, January 1998.

Platt, G., Poole, K., and Rosenthal, H., "The Directional and Euclidean Theories of Voting Behavior: A Legislative Comparison," *Legislative Studies Quarterly*, November 1992.

SELECTED GRANTS

- 2014 – Member of team led by Johns Hopkins receiving CDC grant to develop online Ebola training for Hospitals.
- 2014 – Member of Co-PI team \$500K grant from State of Ohio to develop apprenticeship program with Ohio startups.
- 2012 – Member of Co-PI team on multi---million dollar DARPA Grant for developing new models of distributed manufacturing.
- 2010 – Member of team on multi-million dollar NSF Grant for developing interactive kiosks at zoos.

SELECTED PROFESSIONAL PRESENTATIONS

- 2015 – Presented at Brookings on panel about Big Data and Design thinking as part of U.S. State Department Quadrennial.
- 2015-2014 – Presented at TEDxOxford
- 2014 – Coordinated & Moderated at "Omnichannel Marketing Conference" (OH)
- 2013 – Presented Keynote at American Education Publishers Conference (DC)
- 2013 – Co-Led workshop at Armstrong University (GA) on Design Thinking
- 2013 – Presented "The (near) Future of Marketing: Trends to Watch" to Global Marketing Summit at Victoria's Secret.
- 2013 – Coordinated & Moderated at "Omnichannel Marketing Conference" (OH)

- 2013 – Presented “Brand as API” at International Digital Media and Arts Association Conference, Orange County, CA
- 2013 – Presented “MBA for MFAs & MFA for MBAs” at *Creative Coast* conference, Savannah GA
- 2012 – Presented “Brand as API” at SXSW Interactive
- 2012 – Presenter/Leader for Kauffman Foundation Startup Weekend, Oxford, OH
- 2011 – P&G Consumer Solutions Global Meeting, “Brand as API – The Future of Marketing”
- 2011 – P&G Digital Marketing Summit “What is Gamification and Why Does It Matter?”
- 2011 – International Digital Media & Arts Association Conference, Co-Presenter, “Universities in the ‘Free Era,’” Savannah, GA.
- 2011 – Digital UnConference, Cincinnati – *Industry/Academic Partnerships: New Models*
- 2011– ESSEC Business School, Paris, France – Led graduate student workshop on Social Media Marketing
- 2011 – Health Data Initiative Forum at National Institutes of Health, Washington, DC
- 2011 – Sat on Advisory Board for New Media Institute, University of Georgia
- 2010 – Apple Challenge Based Learning Team – our team represented one of four universities chosen to pilot Apple’s Challenge---Based Learning Project
- 2010 – Presented “Universities in the ‘Free Era’” to Boards of Trustees and Executive Boards at Colgate, Duke, Miami University, Ball State, and Rutgers.
- 2010 – SXSW Interactive, “Universities in the ‘Free Era’”, Austin, TX
- 2010 – Mobile Learning Summit, Oxford, OH
- 2010 – NSF CPATH Conference on the future of Computer Science education, Oxford, OH.
- 2010 – Social Media for Non---Profits, Borneo, Malaysia
- 2010 – Conference on Design Principles and Practice, Chicago, IL
- 2009 – American Marketing Association, “Marketing in Virtual Environments,” Cincinnati, OH.
- 2009 – Delaware Design Institute Retreat, Panelist and Presenter, University of Delaware, Newark, DE.
- 2009 – International Conference on Design Principles & Practices, Co-Presenter, “Transformation through Collaboration” Berlin, Germany.
- 2008 – International Digital Media & Arts Association Conference, Co-Presenter, “Diving Deep,” Savannah, GA.
- 2007 – International Digital Media & Arts Association Conference, Co-Presenter, “Transforming the Traditional University,” Philadelphia, PA.

TEACHING INTERESTS

Digital Branding, Social Media Marketing, Client Practicum

COURSES TAUGHT

Developed Executive Education curriculum in Digital Marketing delivered at Miami’s Cincinnati Campus.

- IMS 419: Digital Branding
- IMS 418: Social Media Marketing and Online Community Management
- MKT 632: Digital Marketing (Executive MBA)
- IMS 440: Interactive Media Studies Practicum
- IMS 452: Senior Thesis
- IMS 340, IMS 390C, IMS 440: Digital Innovation Center (San Francisco, Cincinnati, Chicago)
- IMS 410: Digital Development Methods
- MKT 291: Principles of Marketing
- MKT/ARC: 380 Sustainable Building and the New School of Business
- ECO 399: Business in Russia
- ECO 320: Sustainability, Trade, and Latin America
- ECO 399: Business in Australasia
- ECO 435: Urban & Regional Economics
- ECO 333: Public Economics
- ECO 201: Principles of Microeconomics
- ECO 202: Principles of Macroeconomics

Developed and taught Miami University courses in China, Australia, Russia, Costa Rica, Australia, New Zealand, Hong Kong, England, and Ireland.

SELECTED TEACHING SERVICE

- Directed over 30 graduate and undergraduate independent studies
- Supervised or was a member of 17 masters' theses committees
- Member of five doctorate committees
- Supervised two undergraduate honors theses
- University Honors Student Mentor

RECENT PROFESSIONAL SERVICE

- 2015 – Program Review for new Digital Media program at University of Mississippi
- 2012-2015 – Mentor for The Brandery (Top 20 Startup Accelerator)
- 2010 – Reviewer, Journal of Excellence in College Teaching
- 2010 – New Media Consortium Accreditation Summit
- 2010 – Program Reviewer for Digital/Game Program, Savannah College of Art and Design, Savannah, GA
- 2008-2014 – Ball State Center for Media Design Advisory Board
- 2007-2008 – President, International Digital Media and Arts Association
- 2004-2007 – Board member and Conference Chair (2005), International Digital Media and Arts Association
- 2010-2012 – New Media Consortium C---Lab Member

RECENT UNIVERSITY SERVICE

- 2015 – Co-Chair of “Year of Creativity and Innovation” (Presidential initiative)
- 2013-2015 – Member of Interdisciplinary Advisory Committee
- 2015 – Present to University Leadership Development Program
- 2005-2015 – Present to Alumni Teaching Scholars (University Learning Community) about Technology
- 2013 – Search Committee for VP of IT
- 2013 – Hosted Jayne McGonigal, Convocation Speaker
- 2012 – Presented to CPAC Summer Conference
- 2012 – Member of Miami 2020 Strategic Planning Team
- 2012 – Member of Liberal Education Redesign Committee
- 2003-2010 – Member of University Senate
- 2009-2012 – Member of IT Strategic Advisory Committee (Provost---led committee with all the Deans)
- 2001-2015 – Presented “The Meaning of a Liberal Education” at first-year orientation
- 2009-2015 – Presented at “Reunion College” and “Winter College” on various topics, most recently on Social Media and Business.
- 2003-2010 – Member of Liberal Education Council (managing the Liberal Education requirements for the University)
- 2002-2004 – Provost’s Student Academic Achievement Award Committee
- 2001-2004 – President’s Academic Enrichment Award (PAEA) Committee
- 2005-2015 – Member of Chair’s Council for Dean of Arts and Science and Dean of Fine Arts
- 2002-2015 – Co---Led University Learning Technology Summer Institute (week long professional development workshop)

RECENT DIVISIONAL AND DEPARTMENTAL SERVICE

- 2004---2012 – Member of School of Business Technology Committee
- 1993---2012 – Chair or Member of Over Thirty Search Committees
- 2000---2011 – Co---Chair of AIMS Curriculum Committee
- 1999---2012 – Chair or Member of Promotion and Tenure Committee
- 2005---2012 – Member of Full Professor Committee
- 2009---2012 – Member of Miami Design Collaborative
- 2010---2012 – Member of Interdisciplinary Technology and Design Competition Committee

Additionally, I annually serve on 30-50 committees (e.g., search, strategic planning, and others) and present to external constituencies (e.g., alumni, groups, Parents’ Council, selected donors, and others) and Development officers.