

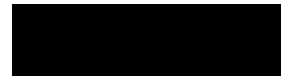
GEORGE S. LOW

8/17

Address:



Telephone:



E-mail:



Citizenship: U.S.A./Canada (dual)

Languages: English, French

Education: Ph.D. in Business Administration, University of Colorado-Boulder, Graduate School of Business Administration, major: marketing, minor: social psychology, 1994.

Master of Business Administration, The University of Western Ontario, Richard Ivey School of Business, marketing and international business areas of emphasis, first quartile rank, 1988.

Bachelor of Arts, Brigham Young University, advertising major, 1982.

Academic

Employment: Radford University, College of Business and Economics

- Dean and Professor of Marketing, 2014 – present

Texas Christian University, M. J. Neeley School of Business

- Associate Dean for Undergraduate Studies and International Programs, 2012 – 2014.
- Associate Professor of Marketing, 2000 – 2014.
- Department Chair, Marketing, 2007 – 2011.
- Assistant Professor of Marketing, 1996 – 2000.

The University of Texas at Arlington, Office of the President.

- American Council on Education Fellow, 2011 – 2012.

University of Lethbridge, Faculty of Management

- Assistant Professor of Marketing, 1994 – 1996.
- Lecturer in Marketing, 1988 – 1990; 1993 – 1994.

Brigham Young University, Marriott School of Management

- Visiting Assistant Professor of Marketing, 1995.

Business

Employment: McCann-Erickson Advertising, Toronto, Group Manager, Media Planning, 1987.

McCann-Erickson Advertising, Edmonton and Calgary, Media Director, 1985 – 1986.

Foster Advertising, Winnipeg, Media Director, 1984 – 1985.

McCann-Erickson Advertising, Montreal, Media Planner, 1982 – 1984.

Administrative Experience Highlights:

Dean, College of Business and Economics, Radford University

Strategic Planning

- Led the development of a comprehensive implementation plan for the College's five-year strategic plan. This implementation plan included the alignment of initiatives with the College's four strategic goals, some new, innovative initiatives for further development by the faculty, persons responsible for implementation of each initiative, metrics to measure improvement and success, and allocated financial resources.
- Served as co-chair of the Economic Development and Community Partnerships Sub-Group and as a member of the Strategic Planning Task Force for Radford University, 2016-2017.

Accreditation

- Worked closely with the faculty and staff of the College of Business and Economics to develop the 5-year AACSB Continuous Improvement Review (CIR) report for 2017.
- Trained as a certified volunteer for AACSB accreditation visits.
- Served on the AACSB CIR site visit team to the University of North Georgia in February, 2017.
- Worked with faculty committees to revise the Faculty Policies and Procedures Manual to clarify and expand on faculty qualifications to align them with new AACSB standards, and to encourage and recognize the quality of peer-reviewed journal publications.

Marketing/Branding

- Led the development of a comprehensive marketing and branding strategy for the College of Business and Economics to raise its profile, culminating in a new positioning strategy, tagline, college icon, and a series of videos to support the new strategy. The videos were pushed out to key targets via social media.

Advancement and Alumni Relations

- Initiated a series of events to meet alumni from the Radford University College of Business and Economics throughout Virginia and other key markets. The purpose of these events was to outline a vision for the College and to build relationships with alumni and to encourage financial giving.
- Worked with the new Advancement Vice President to develop a strategy for decentralized fundraising efforts at Radford University. Served on the search committee for the Advancement Vice President.
- Increased the College of Business and Economics endowment to \$2.5 million.
- Developed and made the donor ask for a \$3 million proposal to support new academic programs in the College of Business and Economics. The donor will make a public announcement in the coming weeks regarding this gift.
- Contributed to and cultivated the donor relationship leading to a \$5 million gift to the University for student scholarships.
- Increased annual giving to the college by 100% in 2016. Increased pledges to the College from \$34,000 in 2015-2016, to \$120,581 in 2016-2017, an increase of 254%.
- Led the formation of endowed scholarship and operating expense funds for the Student Managed Investment Portfolio Organization.
- Received Advancement approval for the new College of Business and Economics Celtic Knot Society, with the goal of increasing annual giving rates to the College.

New Academic Programs

- Developed, funded (through re-allocation of resources), and launched the Center for Innovation and Analytics in the College in 2016.
- Started the COBE Fellows Program, a four-year, cohort-based academic program for high-performing incoming freshmen business students.
- Supported the faculty in the development of a new Accounting Certificate and a Master of Science in Finance.
- Launched the Executive-in-Residence Program in the College, welcoming three visitors to campus in the inaugural semester, Fall 2014, and continued to build the program in 2015, 2016, and 2017.
- Helped the faculty to improve the undergraduate curriculum, focusing on course changes to enhance coverage of analytics and innovation. Successfully sought and received faculty approval for an increase in student GPA for admission to all business majors.
- Led efforts to increase international exchange programs and international student enrollment, including a new MBA program in Bangalore, India, and a 2+2 program partnering with a business school in China.
- Supported the planning of a new Student Venture Lab, an entrepreneurship space in the business school to facilitate and encourage student new venture creation and private investment.
- Successfully planned and launched the first annual College of Business and Economics Business Boot Camp, on January 13, 2017. Students travelled to Fairfax, Virginia, stayed one night at the Fairfax Marriott hotel, and worked with COBE alumni to develop their professional skills in areas such as networking, delivering an elevator pitch, effective resume writing, using LinkedIn, dressing for success, individual branding, a business etiquette dinner, and speed interviewing. Students also had a team session on creative problem-solving using real business cases.
- Supported the development and launch of the BB&T Business Plan Competition in 2015. The 2nd annual competition, in 2016, attracted over 400 student participants. Alumni entrepreneurs and investors were the competition judges.
- Developed a proposal and secured funding for the 30-Day Creative Sprint, a unique month-long exercise in innovation for students from three colleges on campus, led by a nationally-known artist.
- Supported efforts to launch new, interdisciplinary programs in which college faculty and programs will play an integral part: a Creative Media inter-college bachelor's degree combining coursework in Marketing, Management, Music, Art, and Communication, and a capstone multi-media online project; a Security Studies program that combines campus expertise in Criminal Justice, Cybersecurity, and Forensic Accounting.
- Supported Admissions and Enrollment Management to promote the accelerated MBA to high-achieving admitted incoming freshmen who could complete the BBA in 4 years and the MBA in an additional year.
- Worked with faculty committees to gain approval for curriculum changes to the MBA Program to include courses in analytics and innovation.

Outreach and Economic Development

- Led efforts to improve relationships with businesses, civic organizations, and non-profit economic development offices in the New River Valley in order to improve the partnerships between Radford University and the community.
- Reorganized the Dean's Advisory Council to add new members and to move less-active members to a group named "Friends of the Dean's Advisory Council."
- Developed an MOU with a company in Northern Virginia that engages students in professional business experiences.

Outreach and Economic Development (continued)

- Collaborated with other units on campus and universities in the region to propose a new Appalachian Outreach Institute, designed to enhance economic development.
- Supported the creation of the I-81 Innovation Corridor, a collaborative effort with universities across Virginia that will develop innovative programs and joint ventures focusing on workforce development and economic growth in key industries.

Leadership and Organization

- Completed a re-organization and staffing plan for the College of Business Economics Dean's Office, hired staff, and implemented weekly staff meetings to improve productivity in the office.
- Appointed a new department chair for the Management Department and hired a new Associate Dean.
- Hired a new Director of the MBA Program, led the development of a strategy to increase enrollment.
- Helped initiate an effort to train faculty and staff in the area of suicide prevention on campus.
- Achieved recognition as one of the Best Business Programs by the Princeton Review 2015.
- Led an initiative to enhance professional development and career services for students, working with student leaders, Radford Career Services staff, COBE Advising Center staff, and COBE Dean's Advisory Council members. The goal is to achieve higher levels of job placement and starting salaries for graduating students.
- Recruited two high-profile speakers to visit campus each year for the BB&T Global Capitalism series.
- Selected to participate in the LEAD Virginia class of 2015.

Associate Dean of Undergraduate Studies and International Programs, Neeley School of Business, TCU

- Led faculty committee and developed a comprehensive strategy and plan for international programs in the Neeley School of Business, 2012 – 2013. The plan included recommendations for new curriculum, fundraising, faculty and student grants, and a new Center for Responsible Global Business.
- Strengthened relationships with stakeholders who financially support Neeley international programs.
- Increased the number of short-term international study abroad programs at the undergraduate level from three to six, significantly increasing the number of Neeley students enrolled for 2013 and 2014.
- Became trained and certified to participate in the AACSB accreditation mentoring program. Assisted in preparing the 2013 5-year Neeley School AACSB maintenance of accreditation report.
- Met with young finance alumni who work in investment banking to assist them in the formation of a new alumni board that will facilitate networking with exceptional undergraduate students and increase the placement of students with investment banking firms in national markets.
- Led efforts to improve national recruiter and student satisfaction survey results in the Bloomberg BusinessWeek undergraduate rankings – #28 overall and #5 in student satisfaction in 2013.

Vice President, Development, Alliance For Children, Fort Worth, Texas (non-profit executive board)

- Increased donations for North Texas Giving Day from \$80,000 in 2012 to \$152,000 in 2013.
- Oversaw a significant increase in total fundraising for 2013, \$2,067,000, a 10% increase vs. 2012.

ACE Fellow, Mentored by the President of the University of Texas at Arlington

- Shadowed President James D. Spaniolo for one academic year.
- Attended cabinet meetings, leadership team meetings, strategic planning forums.
- Assisted the President with special projects.
- Member of the President's office staff, actively participated in regular staff meetings with the President.
- Participated in three week-long intensive training seminars as part of the program, learning state-of-the-art best practices in higher education in areas including budget and finance, strategic planning, operations and physical plant, safety and security, leadership, crisis management, and communications.
- Completed a 360 feedback analysis with Lominger, and focused on areas for improvement. Top strengths were integrity, trust, managing diversity, composure, and building effective teams.
- Visited 40 universities worldwide to study best practices and learn from presidents and vice-presidents.
- Completed a best practices ACE Fellowship project on strengthening alumni relationships and leveraging those relationships for fundraising efforts.
- Continue to be mentored (since 2014) by E. Gordon Gee, President of West Virginia University.

Department Chair, Marketing, Neeley School of Business, TCU

- Directed the complete redesign of the undergraduate and MBA marketing curricula.
- Led the successful bid and hosting of the 45th American Marketing Association/Sheth Doctoral Consortium in June, 2010, one of the highest profile events in the marketing discipline.
- Formed a Marketing Advisory Board consisting of senior marketing executives to engage alumni and professionals in achieving departmental goals.
- Chaired a successful search to hire the current Dean of the Neeley School of Business at TCU, assisted by the R. William Funk & Associates search firm.
- Hired three new faculty and managed the tenure and promotion process for four faculty.
- Implemented a comprehensive marketing program to increase the number of undergraduate majors.
- Improved department collegiality by meeting with all faculty, holding monthly birthday gatherings, and by planning and implementing effective, productive department meetings.

Research:

Refereed Journal Publications

- Nigel F. Piercy, George S. Low, and David W. Cravens (2011), "Country Differences Concerning Sales Organization and Salesperson Antecedents of Sales Unit Effectiveness," *Journal of World Business*, 46 (1), 104-115.
- David W. Cravens, Nigel F. Piercy, and George S. Low (2006), "Globalization of the Sales Organization: Management Control and its Consequences," 35 (3), *Organizational Dynamics*, 291-303.
- Nigel F. Piercy, George S. Low, and David W. Cravens (2004), "Consequences of Sales Management's Behavior- and Compensation-Based Control Strategies in Developing Countries," 12 (September), *Journal of International Marketing*, 30-57.
Summarized in *Marketing News*, 2004, 38 (September 15), 66.
- David W. Cravens, Greg W. Marshall, Felicia G. Lassk, and George S. Low (2004), "The Control Factor," 13 (January-February), *Marketing Management*, 39-44.
- Nigel F. Piercy, George S. Low, and David W. Cravens (2004), "Examining the Effectiveness of Sales Management Control Practices in Developing Countries," 39 (3), *Journal of World Business*, 255-267.
- David W. Cravens, Felicia G. Lassk, George S. Low, Greg W. Marshall, and William C. Moncrief III (2004), "Formal and Informal Management Control Combinations in Sales Organizations: The Impact on Salesperson Consequences," 57 (March), *Journal of Business Research*, 241-248.
- David W. Cravens, Nigel F. Piercy, and George S. Low (2002), "The Innovation Challenges of Proactive Cannibalization and Discontinuous Technology," *European Business Review*, 14 (4), 257-267.
- George S. Low, David W. Cravens, Ken Grant, and William C. Moncrief III, (2001), "Antecedents and Consequences of Salesperson Burnout," *European Journal of Marketing*, 35 (5/6), 587-611.
- Ken Grant, David W. Cravens, George S. Low, and William C. Moncrief III (2001), "The Role of Satisfaction With Territory Design on Salespersons' Motivation, Attitudes, and Work Outcomes," *Journal of the Academy of Marketing Science*, 29 (2), 165-178.
- George S. Low and Jakki J. Mohr (2001), "Factors Affecting the Use of Information in the Evaluation of Marketing Communications Productivity," *Journal of the Academy of Marketing Science*, 29 (1), 70-88.
- George S. Low and Charles W. Lamb, Jr. (2000), "The Measurement and Dimensionality of Brand Associations," *Journal of Product and Brand Management*, 9 (6), 350-368.
- George S. Low and Jakki J. Mohr (2000), "Advertising vs. Sales Promotion: A Brand Management Perspective," *Journal of Product and Brand Management*, 9 (6), 389-414.
- George S. Low (2000), "Correlates of Integrated Marketing Communications," *Journal of Advertising Research*, 40 (May-June), 27-39.

Refereed Journal Publications (continued)

- George S. Low and Jakki J. Mohr (1999), "Setting Advertising and Sales Promotion Budgets in Multi-Brand Companies," *Journal of Advertising Research*, 39 (January-February), 67-78.
- George S. Low and Rex T. Moody (1996), "The Effect of Sales Promotion Type and Amount on Internal Reference Price," *Pricing Strategy & Practice: An International Journal*, 4 (1), 21-27.
- George S. Low and Ronald A. Fullerton (1994), "Brands, Brand Management and the Brand Manager System: A Critical-Historical Evaluation," *Journal of Marketing Research*, 31 (May), 173-190. Reprinted in *Brand Management*, "a collection of the most significant and influential articles in the field of brand management," 1998, Leslie de Chernatony, ed., Dartmouth Publishing Company, Aldershot, England, pp. 333-350.
- George S. Low and Donald R. Lichtenstein (1993), "The Effect of Double Deals on Consumer Attitudes," *Journal of Retailing*, 69 (Winter), 453-466.
- Jakki J. Mohr and George S. Low (1993), "Escaping the Catch-22 of Trade Promotion Spending," *Marketing Management*, 2 (2), 30-39.

Refereed Research Grant Monographs Published

- Jonlee Andrews and George S. Low (1998), "New But Not Improved: Factors That Affect the Development of Meaningful Line Extensions," Cambridge, MA: Marketing Science Institute, Report No. 98-124.
- George S. Low and Jakki J. Mohr (1998), "Brand Managers' Perceptions of the Marketing Communications Budget Allocation Process," Cambridge, MA: Marketing Science Institute, Report No. 98-105.
- George S. Low and Jakki J. Mohr (1992), "The Advertising - Sales Promotion Trade-off: Theory and Practice," Cambridge, MA: Marketing Science Institute, Report No. 92-127.

Refereed Conference Publications

- George S. Low and Jakki J. Mohr (1991), "The Budget Allocation Between Advertising and Sales Promotion: Understanding the Decision Process," in *Enhancing Knowledge Development in Marketing*, vol. 2, eds. Mary C. Gilly et al., Chicago, IL: American Marketing Association, 448-457.

Non-Refereed Publications

- Jonlee Andrews and George S. Low (1999), "New But Not Improved: Factors That Affect the Development of Meaningful Line Extensions," *Harvard Business Review*, 77 (March-April), 19-22.
Reprinted in *Insights From MSI* (1999), Susan Keane, ed., Cambridge, MA: Marketing Science Institute, Summer, p. 5.
- George S. Low (1992), "Conference on Sales Promotions from the Consumer, Manufacturer, and Retailer Perspectives," Cambridge, MA: Marketing Science Institute, Report No. 92-103.

Work in Progress

George S. Low, "The Evolution of Brands: A Theoretical Framework."

Refereed Conference Presentations

George S. Low, "Measuring Marketing Communications Productivity: In Search of Marketing Metrics," Academy of Marketing Conference, Coventry, July 6 – 8, 2010.

George S. Low, "The Effect of Sales Promotions on Brand Associations," Academy of Marketing Conference, Aberdeen, July 8 – 10, 2008.

George S. Low, "Airbus A380," Academy of Marketing Conference, Aberdeen, July 8 – 10, 2008.

George S. Low, "Brand Managers' Perceptions of Media and Creative Quality: A Comparative Analysis," Academy of Marketing Conference, London, July 3 - 6, 2006.

George S. Low and Jakki J. Mohr, "Marketing Communications Budget Allocations: Synergistic and Differential Effects on Outcomes," American Marketing Association Winter Educators' Conference, Austin, Texas, February 21 - 24, 1998.

Jonlee Andrews and George S. Low, "Why do Firms Launch Meaningless Product Line Extensions?" American Marketing Association Summer Educators' Conference, Chicago, Illinois, August 3 - 5, 1997.

George S. Low and Jakki J. Mohr, "The Promotional Budget Allocation Decision: An Empirical Test," American Marketing Association Winter Educators' Conference, Hilton Head, South Carolina, February 3 - 6, 1996.

George S. Low and Rex T. Moody, "The Effects of Sales Promotion Type and Amount on Internal Reference Price," Marketing Science Institute Conference on Behavioral Perspectives on Pricing, Boston, Massachusetts, April 27 - 28, 1995.

Ronald A. Fullerton and George S. Low, "Brand Management Before Brand Managers: Manufacturers' Consumer Brands, 1870 - 1950," Sixth Conference on Historical Research in Marketing and Marketing Thought, Atlanta, Georgia, May 24, 1993.

George S. Low, "The Comparative Effects of Advertising and Sales Promotion on Brand Image: A Conceptual Framework and Research Propositions," Administrative Sciences Association of Canada, Marketing Division, Québec City, Canada, June 8, 1992.

George S. Low, "Evaluating Promotional Productivity: A Managerial Perspective," Administrative Sciences Association of Canada Doctoral Consortium, Québec City, Canada, June 6, 1992.

George S. Low and Rex T. Moody, "The Effects of Sales Promotion Type and Amount on Internal Reference Price and Brand Image," University of Nebraska Doctoral Symposium, Lincoln, Nebraska, April 9, 1992.

Invited or Non-Refereed Paper Presentations

George S. Low, David W. Cravens, and Nigel F. Piercy, "Strategizers and Warriors: Strengthening the Relationship Between Marketing and Sales," Marriott School of Management, Brigham Young University, June 8, 2005.

George S. Low, David W. Cravens, and Nigel F. Piercy, "Strategizers and Warriors: Strengthening the Relationship Between Marketing and Sales," Texas Marketing Faculty Colloquium, Hankamer School of Business, Baylor University, Waco, Texas, March 4, 2005.

George S. Low and David W. Cravens, "The Relationship Between Marketing and Sales," Marriott School of Management, Brigham Young University, August 19, 1998.

George S. Low and Jakki J. Mohr, "Marketing Communications Budget Allocations," Marketing Science Institute Workshop on Managing Advertising Expenditures (MAX), Harvard University, Cambridge, Massachusetts, September 17 - 19, 1997.

George S. Low, "The Brand Manager and Sales Force Relationship," special session, American Marketing Association Winter Educators' Conference, Hilton Head, South Carolina, February 3 - 6, 1996.

George S. Low and Jakki J. Mohr, "Marketing Communications Budget Allocation Decision," Marketing Science Institute Conference on Marketing Communications Strategies Today and Tomorrow: Integration, Allocation, and Interactive Technologies, Cambridge, Massachusetts, March 25, 1994.

George S. Low and Jakki J. Mohr, "The Advertising - Sales Promotion Trade-off: A Managerial Budget Allocation Perspective," Marketing Science Institute Consumer Goods Steering Group Meeting on Research Priorities, Harvard University, Cambridge, Massachusetts, January 22, 1992.

Research Interests:

- integrated marketing communications management, brand management
- managerial judgment and decision making
- impact of organizational variables on marketing communications management
- resource allocation issues
- comparative impact of sales promotions and advertising on brand equity
- assessment of marketing productivity, marketing metrics

Research Grants Awarded:

Marketing Science Institute, "The Marketing Science Institute: 50 Years of Knowledge Generation," 2010, \$9,000.

Marketing Science Institute, "The Relationship Between Marketing and Sales: Conflict, Coordination, and Effectiveness," with W. Moncrief and D. Cravens, 1998, \$6,215.

Marketing Science Institute, "Why do Firms Launch Meaningless Product Line Extensions?" with J. Andrews, 1996, \$5,000.

Marketing Science Institute, "The Promotional Budget Allocation Decision: An Empirical Test," with J. Mohr, 1993, \$7,500.

Marketing Science Institute, "The Advertising - Sales Promotion Trade-off: Theory and Practice," with J. Mohr, 1991, \$3,500.

Journal and Conference Reviewing:

- Ad hoc reviewer for the Journal of Marketing, 1997 – 2014.
- Ad hoc reviewer for the Journal of Advertising, 1998 – 2001.
- Ad hoc reviewer for the Journal of Business Research, 2003 – 2006.
- Ad hoc reviewer for the Journal of the Academy of Marketing Science, 1995 – 2004.
- American Marketing Association Winter and Summer Educators' Conferences: 1993, 1994, 1998, 1999, 2000, 2001, 2002, 2003 – marketing communications, marketing strategy, marketing research, brand management, advertising, and marketing education tracks; track chairs: Debbie MacInnis, Jakki Mohr, Connie Pechmann, Chuck Lamb, Thomas Gruca, Ajay Menon, Diana Haytko, George Franke, Jonlee Andrews, Chris White, John Hulland, and Tom Duncan.
- Marketing History Conference, 1995, 1997, 1999 (conference chair, Stan Hollander)

Teaching Experience:

- Business Speakers Course (undergraduate, Radford), 2015-2016.
- Marketing Strategy (undergraduate marketing capstone course, TCU), 1996 – 2007.
- Market-Driven Strategy/Marketing Management (MBA core marketing course, full-time and professional, TCU), 1999 – 2002; 2005, 2008, 2009, 2010.
- Pricing Strategy and Tactics, International Marketing, Sports Marketing, Social Media, MBA electives, TCU, 2009- 2010.
- Integrated Marketing Communications (MBA second year elective, full-time, TCU), 1996 – 1998; 2005; undergraduate elective (TCU), 2008, 2013.
- Marketing Management (undergraduate, TCU, BYU), 1995 – 1998, 2003, 2011-2014.
- Advanced Marketing Management (Executive MBA core marketing course, TCU), 2001.
- Advertising and Promotions (undergraduate, Lethbridge), 1988 – 1996.
- Principles of Advertising (undergraduate, Colorado), 1993.
- Marketing Strategy (undergraduate, marketing capstone course, BYU), 1995.
- Marketing Management (undergraduate, marketing capstone course, Lethbridge), 1989.
- Marketing (undergraduate, Lethbridge), 1989 – 1995.
- Principles of Marketing (undergraduate, Colorado), 1990.
- Marketing Research (undergraduate, Lethbridge, Colorado), 1988 – 1996.
- Business Policy and Strategy (undergraduate, Lethbridge), 1988.
- Marketing High-Technology Products (evening continuing education, Colorado), 1992.
- Developing Market-Focused Strategies (half-day seminar for visiting business leaders from Argentina, TCU), April and October 1999.

Executive Education:

Developing Multi-Year Strategic Plans (Pepsi), Branding of Services (Pegasus), Marketing Strategy Development (Ben E. Keith Foodservice, Texas Farm Bureau).

Consulting:

- PepsiCo (1999–2001)
- Imperial Oil Ltd. (Exxon) (1987)
- McDonald’s Corp. (2005)
- Ben E. Keith Foodservice (2007)
- McCann Erickson Inc. (1987)
- Texas Farm Bureau (2008)

Academic Service:

Radford University

- Chair, Search Committee, Executive Director of Career Services, 2016.
- Member, Search Committee, President, 2016.
- Member, Search Committee, Vice-President of Advancement, 2014.
- Member, University Strategic Planning Task Force, 2016-2017.
- University Strategic Planning Sub-group Co-Chair, Economic Development and Community Partnerships, 2016-2017.

Texas Christian University

- TCU Intercollegiate Athletics Committee, 2012 – 2014.
- TCU Global Citizenship QEP Committee; Marketing & Communications Task Force (chair), 2012 – present.
- TCU Frog Camp Faculty, Colorado Alpine Camp, 2003, 2013.
- Faculty Advisor to the TCU Student Chapter of LDSSA, 2002 – 2011.
- M. J. Neeley School of Business, Undergraduate Programs Committee, 1996 – 1999; 2006 – 2007.
- M. J. Neeley School of Business, MBA and PMBA Core Faculty Committees, 1999 – 2006.
- M.J. Neeley School of Business, Summer Institute Development Committee, 2005 – 2006.
- M.J. Neeley School of Business, MBA Strategy Committee, 2004 – 2006.
- TCU – Neeley School of Business, Dean’s Search Committee, 2007 - 2008 (chair).
- TCU Faculty Senate, M. J. Neeley School of Business representative, 1999 – 2002.
- TCU Undergraduate Council, M. J. Neeley School of Business representative, 1999 – 2002; 2006 – 2007.
- TCU Faculty Senate Academic Excellence and Student Relations Committees, 1999 – 2002.
- M. J. Neeley School of Business, Dean’s Advisory Committee, 2000 – 2003.
- M. J. Neeley School of Business, Supply Chain Management Curriculum Task Force, 2001 – 2002 (chair).
- M. J. Neeley School of Business, Research Task Force, 2000 – 2001.
- Faculty Advisor to the TCU Student Chapter of the American Marketing Association, 1997 – 2002.
- Conference Chair of the Texas Marketing Faculty Colloquium, Hosted by TCU in April 2004.
- Faculty Advisor to Jason Pruisman, M.B.A Student, independent study project, “On-line Marketing Communications,” 1998.
- Charles Tandy American Enterprise Center, M.B.A. Student Enterprise Group Advisor, 1996 – 2004.

University of Lethbridge

- Faculty of Management representative on University General Faculties Council, 1994 – 1996.
- Faculty of Management representative on School of Fine Arts Council, 1988 – 1989.
- Faculty of Management Computer Needs Committee, 1989 – 1990; 1994 – 1996.
- Faculty of Management Search Committee, 1990; 1994 – 1996.
- Ad hoc committee to develop Faculty of Management marketing communications strategy, 1988 – 1989.
- University Athletics Marketing Advisory Committee, 1995.

Professional Service and Development:

- LEAD Virginia Class of 2015—state-wide program for leaders in Virginia focused on social capital and networking to advance efforts to improve education, economic development, and health care.
- AACSB Deans' Conference, 2014-2017.
- AACSB Accreditation Site Visit Team Member, 2017, 2018.
- Alliance for Children, Fort Worth, Texas. Board Member, Executive Committee Member. Chair, Development Committee. Jan. 2013 – 2014.
- QPR Suicide Prevention Program, certified trainer, QPR Institute, 2013.
- AACSB seminars: Global Business Curriculum Development, 2013; Critical Thinking, 2013.
- Southern Business Deans' Conference, 2014-2017.
- AACSB Associate Deans' Conference and Accreditation Mentor Training, 2012.
- AEIA (Association of International Education Administrators) Annual Conference, 2013.
- Track co-chair, Brand and Product Track, Academy of Marketing Science Conference, May, 2011.
- Conference co-chair, American Marketing Association Winter Educators' Conference, Feb. 7-10, 2004.
- Developed and taught Spring in France MBA Course, Dijon, France, May - June, 2000, 2001.
- Case Teaching (1994) and Writing (1988) Workshops, University of Western Ontario, Richard Ivey School of Business.
- International experience in France, Canada, Hungary, Germany, Austria, Poland, and Slovakia.

Community Volunteer Work:

- Winterfrost Farm, Radford, VA, Ride-A-Rescue program. Help feed and care for over 50 horses.

Awards and Honors:

- ACE Fellow, 2011-2012. Academic placement at the University of Texas at Arlington, mentor: Jim Spaniolo, President. Visited 40 colleges, universities, and higher education organizations.
- Fulbright Scholarship, University of Mauritius, 2011-2012 (declined).
- Best paper award, Journal of Product and Brand Management, volume 9 (2000) – also awarded top 50 downloaded papers award (of 50,000 in the database) by Emerald Literati Network, 2005.
- Member, Delta Sigma Pi, Business Fraternity.
- Member, Beta Gamma Sigma, International Business Honor Society.
- TCU Faculty Summer Research Award, Charles Tandy American Enterprise Center, 1996 – 2005.
- Who's Who in the World, 2001, 2004; Who's Who in America, 2002 - 2005; Who's Who in Finance and Business, 2005, 2008, 2010; Who's Who in American Education, 2005, 2006, 2007, 2008, 2010.
- Nominated for the TCU Student House of Representatives 1996 Professor of the Year Award.

Awards and Honors (continued):

- Best Paper Award, Marketing Communications Track, American Marketing Association Winter Educators' Conference, 1996.
- Research Excellence Award, University of Colorado-Boulder Graduate School, 1993, \$250.
- Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 1992 – 93, \$15,000.
- Doctoral Consortium Fellow, American Marketing Association, 1992, Michigan State University.
- Gerald Hart Doctoral Research Fellowship, Graduate School of Business Administration, University of Colorado.

References:

Available on request