

Dr. Bradford R. Eichhorn, DBA, PMP

CURRENT

University of Memphis – Associate Professor in Teaching
Department of Marketing and Supply Chain Management
Fogelman College of Business and Economics

Teaching Interests

Operations Management, Lean Six Sigma, Project Management,
Program and Portfolio Management, Innovation Management,
Supply Chain Management, Statistics, Supply Chain Analytics,
Applied Business Forecasting, Multivariate Statistical Methods

Research Interests

Current research concentration is on Project Management from the business user perspective.

EDUCATION

Cleveland State University – Cleveland, Ohio
Doctor of Business Administration, (3.88/4.00) December, 2014
Dissertation “The Impact of User Involvement on Information Systems Projects”

Cleveland State University – Cleveland, Ohio
Masters of Science - summa cum laude (3.91/4.00), 1977
Mathematics major - Operations Research

Cleveland State University – Cleveland, Ohio
Bachelors of Science - magna cum laude (3.63/4.00), 1975
Computer Information Science major (Electrical Engineering minor)

EXPERIENCES

2015 – Present University of Memphis Assistant Professor in Teaching

Dr. Eichhorn is a full-time instructor in the Fogelman College of Business and Economics, Department of Marketing and Supply Chain Management. He has helped many students with independent studies, honors courses, and career counseling. His primary teaching efforts are:

- SCMS 2610 Introduction to Supply Chain Management
- SCMS 2710 Business Analytics – Statistics (standard and honors)
- SCMS 3510 Operations Management (standard and honors)
- SCMS 4510 / 6510 Operations Planning and Control (standard and honors)
- SCMS 4512 Special Topics: Lean Six Sigma
- SCMS 4513 Lean Six Sigma
- SCMS 4811 Independent Study

He also serves on committees for online instruction and tools, the department's textbook committee, and the university's Teaching and Learning Advisory Committee

2012 – 2015 Cleveland State University Visiting Instructor

Dr. Eichhorn was as a full-time professor with teaching experience in:

<u>Undergraduate</u>	<u>Graduate</u>
OSM 201 Business Statistics 1	OSM 511 Introduction to Operations Management
OSM 202 Business Statistics 2	OSM 517 Lean Six Sigma
OSM 311 Introduction to Operations Management	OSM 527 Strategic Sourcing / Purchasing
OSM 417 Lean Six Sigma	OSM 545 Quality Control and Management
OSM 422 Project Management	MBA 603 Management of Innovation and Technology
OSM 427 Strategic Sourcing / Purchasing	OSM 622 Project Management
OSM 445 Quality Control and Management	
OSM 496 Independent Study	

2011 – 2012 Cleveland State University Instructor (Spring)

Dr. Eichhorn provided full time teaching to cover for a sudden serious illness by another professor. He taught three sections of MBA 603 Innovation and Technology Management as well as one section of OSM 511 Operations Management.

2010 Cleveland State University Instructor (Spring)

Dr. Eichhorn taught one section of OMS 422 Project Management. He taught classroom material and utilized the computer lab resources to provide hands-on exposure to MS Project.

2009 Baldwin-Wallace College

Instructor

Dr. Eichhorn assisted Dr. Lee Pickler instruct the “Project Management Knowledge and Processes” seminar. This one-day course provides a working knowledge of project management and the PMBOK® knowledge areas.

2005 Cleveland State University

Instructor

Dr. Eichhorn taught Project Management (OMS 622) to 38 students. Although he has taught Project Management in the software departments of multiple industries, approaching the subject from an academic point of view to students not intending to be full-time professional project managers required a different approach.

2004 Keller Graduate School (DeVry University)

Instructor

Dr. Eichhorn taught Systems Analysis, Planning and Control (IS 581) to eight graduate students. The class was challenging due to an error introduced by the school’s grading system that created student distrust in one student. The resolution involved a detailed review of their work through the semester that eventually supported the grade given.

2004 – 2015 BREDLE Enterprises, Inc.

President

Dr. Eichhorn founded BREDLE Enterprises to fill the gap in regional senior strategic IT management talent. The professionally delivered services included strategic technology guidance, program and project management for very large and/or high risk programs, mentoring and coaching, and technology process improvement – all founded on solid data analytics and research.

2000 – 2001 – Forest City Enterprises

Role: Project Management Trainer / Mentor / Coach

Dr. Eichhorn designed, developed and implemented project methodologies for this national multi-billion-dollar real estate development and management company. The effort included detailed training and implementation of MS Project 2000, Issue Management, Status Reporting, and Change Control processes. He also worked with a dozen project managers on thirty projects at various stages of progress.

2000 – 2002 - Project Management Professional Mentoring

Role: Project Manager Mentor

Dr. Eichhorn assisted two professionals to achieve their PMI certifications as Project Management Professionals. One mentee was a consultant actively engaged at a client site; the other was a client managing multiple projects.

1996 – 1997 Lucent “Autonomy Project”

Role: Project Manager / Program Quality Assurance

Lucent Technologies was birthed as part of the AT&T breakup. They determined that to sell one facility, they would need to install a complete ERP system so that it could be “autonomous” from AT&T. We provided program and project management services for this \$25M time-constrained project. The project was so successful that we won awards from both our company and the client.

1996 – Child Support Enforcement Agency System

Role: Project Manager

Dr. Eichhorn performed the initial planning effort for an innovative object-oriented development for the Oregon Child Support Enforcement Agency System (CSEAS). Part of this engagement included the creation, teaching and implementation of project management methodologies and tools to track this large, complex project.

1989 – 1995 – Forest City Enterprises

Role: Manager of Systems and Programming; then Acting MIS Director

Dr. Eichhorn was responsible for recruiting, supervising, budgeting and ongoing project management for all application systems. As acting Corporate MIS Director, he managed a staff of 15 professionals and 28 contract and consulting professionals. While responsible for technical IS strategic planning, he accomplished a major hardware, operations and network outsourcing project producing an annual savings of \$300,000.

1984 – 1989 – Ferro Corporation

Role: Business Systems Manager; then Global Systems Manager

Dr. Eichhorn was responsible for all US financial and manufacturing systems. As the company moved towards global standardization, he was selected as the Global Systems Manager to identify and implement a single standard MRP II system, coordinate capital budgeting and IT procurement and start formal quarterly global IT communications while improving reliability and customer satisfaction.

1978 – 1979 – Control Data Corporation / Brussels, Belgium

Role: European Systems Engineer

Dr. Eichhorn was the technical person on a team of three to establish a local service bureau for Control Data Corporation for their expanding European market.

1976 – 1978 – Control Data Corporation

Role: Business Systems Developer / Programmer Analyst

Dr. Eichhorn began his professional career designing, building and deploying various business systems for use predominantly by CDC employees to track their customer usage and billing. This included work on a PL/I compiler and the design, development, testing and deployment of a commercial sort utility including all of the research to determine the best mathematical algorithm given the known characteristics of the typical data to be sorted.

AWARDS and FELLOWSHIPS

2017 – Albert Nelson Marquis Lifetime Achievement Award

Awarded for being listed in Marquis' Who's Who for over 20 years, over 30 years in a profession, published two or more articles, and one or more awards outside of Marquis Who's Who

2006 – 2007 – Marquis' Who's Who in Finance and Business

2004 – Recognized as a “**Significant Contributor**” to the publication of the PMBOK® Guide, Third Edition (see Appendix C.4, p 322)

2000 – 2003 – Marquis' Who's Who in America

2000 – Present Certified: Project Management Professional from PMI

Internationally recognized Project Management certification (PMP #30233)

1996 – President's Award from Claremont Technology Group

Awarded for achieving the greatest customer satisfaction and company profitability on a large, time constrained project

1990 – 1994 – Marquis' Who's Who of Emerging Leaders in America

1989 – 2001 – Marquis' Who's Who in the Midwest

1986 – Certified Data Processor

1984 – Certified Systems Professional

1984 – Institute for Certified Computer Professionals

1979 – Control Data Corporation award for the high quality on-time deployment of the European Data Center

1977 – Beta Gamma Sigma Honorary Society for Collegiate Schools of Business

1975 – 1977 – Continuous member of Dean's List; graduate school

1971 – 1975 – Continuous member of Dean's List; undergraduate school

RESEARCH / WORKING PAPERS

2022 – “Requirements, Risk, and Reward”

Current research exploring the interactions of business requirements and risk on an IT project’s performance from the perspective of the business user

2021 – Presenter for “Coffee with an Instructional Designer”

Created the “LaunchPad” for quick and reliable D2L and Canvas course access

2014 – “Common Method Variance Techniques”

Presented at the Midwest SAS User Group in Chicago, IL in October, 2014

2008 – Supply Chain Research Proposal

“The Impact of Robust Information Technology Capabilities on Multiple Performance Measures” (unpublished)

1975 – Circuit Simulation

I supported computer simulation of various electrical circuits for two professors of Electrical Engineering at Cleveland State University as part of my graduate teaching assistantship.

PROFESSIONAL MEETINGS

2014 – “Common Method Variance Techniques”

Proceedings presenter in Advanced Analytics at SAS MWSUG 2014 in Chicago, IL

2013 – “The Impact of User Involvement on Information System Projects”

at DSI Baltimore, November 16, 2013

2013 – Analytics Summit

at University of Cincinnati, OH, May, 2013

2011 – Northeast Ohio PMI Professional Development Day

Speaker on the topic of “Real Life Agile and Project Management”

2002 – Northeast Ohio PMI Professional Development Day

Alternate Speaker on the topic of “Why Project Management?”

2002 – Mid-Ohio Training Consortium

Luncheon speaker on the topic of “Project Management for Trainers”

PAPERS and PUBLICATIONS

2018 – “Business User Impact on Information System Projects”

Eichhorn, B.R. & Tukul, O. I. (2018), International Journal of Managing Projects in Business, 11(2), 289-316

<https://doi.org/10.1108/IJMPB-02-2017-0016>

2015 – “A Review of User Involvement in Information System Projects”

Eichhorn, B. R., & Tukul, O. I. (2015). A Review of User Involvement in Information System Projects. International Journal of Information Technology Project Management (IJITPM), 6(1), 26-53.

<https://doi.org/10.4018/ijitpm.2015010102>

2014 – “Common Method Variance Techniques”

Proceedings presenter at MWSUG 2014 in Chicago, IL

Eichhorn, B. R. (2014, October 14). Common Method Variance Techniques. Retrieved February 13, 2015.

2014 – “A Review of User Involvement in Information System Projects”

Eichhorn, B.R., & Tukul, O.I. (2016) Project Management: Concepts, Methodologies, Tools, and Applications June, Vol 1, 1-33

2013 – “The Impact of User Involvement on Information System Projects”

at DSI Baltimore, November 16, 2013

2002 – 2004 Active member of the PMI 2004 PMBOK® Guide Third Edition Update Team

Subteam Involvement:

- Framework Team
- Knowledge Areas Team
- Overview Team
- Process Groups Team

Recognized as a “**Significant Contributor**” to the publication of the PMBOK® Guide, Third Edition (Appendix C.4, p 322)

1997 – “Manage Contingencies, Reduce Risk: The PCA Technique”

PM Network, October 1997, (p 47-49)

PROFESSIONAL DEVELOPMENT

2020 – Winter Summit

Attended seven tracks of the University of Memphis' webinar to advance online teaching skills in collaboration with their use of D2L (LMS).

2020 – Summer Institute Master Class

Attended all sessions of these webinars to advance knowledge and skill in the areas of virtual classroom management, syllabus development, accessible content, and more.

2015 – Six short courses in online teaching (January – March)

Blackboard Best Practices	5 Best practices for teaching Online
Making the Grade Center work	Creating instructor presence online
Importance of Introductory video	Accessibility best practices

2014 – Teaching with Mobile Devices (Nov. 25)

Technical options for audio and video capture using multiple platforms

LEADERSHIP and RELATED EXPERIENCES

2020 – 2022 – Axiom Construction Group consultant

Providing strategic planning for rapid growth in infrastructure projects

2018 – 2022 – Collierville Literacy Council

Volunteer data analyst for operational data
Information technology strategy consultant

2015 – Present – Bible Study Fellowship

Substitute Teaching Leader, Staff member

2009 – 2011 – Elder and Treasurer

Pathway Church, Strongsville, Ohio

2000 – 2004 – Boy Scout Badge Counselor

Personal Management: Troop 520, Hinckley, Ohio

1994 – 2000 and 2002 – Elder

Medina Alliance Fellowship, Medina, Ohio

1994 – 2001 – Treasurer

Medina Alliance Fellowship, Medina, Ohio

1974 – 1975 – Vice President

Cleveland State University Tae Kwon Do Association

1971 – 1973 – Manager

Cleveland State University Swim Team

TECHNICAL SKILLS

Learning Management systems: Canvas, BrightSpace (D2L), Blackboard, Starfish, Cengage, CONNECT, Aplia

MS Office Suite, MS Project / MS Project Server

Fortran, Visual Basic for Applications

SAS, @Risk, Minitab, SPSS, Primavera (Project and Portfolio)

LANGUAGE AND OTHER EXPERIENCES

2001 – 2005 – Pilot

FAA Private Pilots License #2729032

1978 – 1979 – French

Utilized French as a second language while working in Brussels, Belgium for 12 months.

1975 – 1st Degree Black Belt, Tae Kwon Do

1967 – 1968 – Pipe Organ

Private lessons from graduate student at Baldwin-Wallace's Lindsay-Crossman Chapel

1961 – 1966 – Organ

Private lessons from a private instructor in the home

PROFESSIONAL ORGANIZATIONS

2018 – Bluff City Aviation

Board Member for IT and Quality Control

2018 – 2022 Collierville Literacy Council

Strategic consultant for process and technology improvement

2017 – 2022 – Shelby Literacy Council

Strategic advisor on Information Systems

Technical consultant for their operational database and business analytics

2012 – 2015 - Decision Sciences Institute

Member

2007 – 2010 – Artisan Import and Development, Inc.

Board Member

1998 – 2000 - Precious Hand Child Care

Chairman, Board of Directors

1997 – 2023 - Project Management Institute

Active Member

1994 – 1995 – Compassion Foster Care Agency

President, Board of Directors

REFERENCES

Dr. Sandelford Schaeffer, III, EdD

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