

## **Gregory W. Boller**

### **Curriculum Vitae**

#### **Office**

432 FCBE Admin.  
Fogelman College of Business & Economics  
University of Memphis  
Memphis, TN 38152  
901-678-3633 (A)  
901-351-1407 (C)

#### **Home**

408 Angelus St.  
Memphis, TN 38112

### **Professional Experience**

#### **Interim Dean**

Fogelman College of Business & Economics  
University of Memphis  
July 2022 – current

- Partnered with University Schools to create SAIL (Summer Arts Integration & Leadership) immersion program for High School students.
- Partnered with the College of Communication and Fine Arts to create the Center for Arts Integration in Business Performance.
  - Inaugural program (Dance in Business: The Art of Movement) April 2023.
- Created the Center for Supply Chain Management Excellence.
  - Inaugural program (SCM Lessons from the Pandemic) April 2023.
- Established the Cordell Jackson Innovative Music Ventures Fund in the Crews Center for Entrepreneurship.
- Partnered with Bank of America to establish the FCBE Career Fellows Program for African American students majoring in Business.
- Partnered with International Paper to establish the International Paper Supply Chain Management Scholars Program for underrepresented student populations in SCM (1<sup>st</sup> Generation, Minorities and Women).
- Expanded the Fogelman Women in Leadership program to include faculty, staff and outside business professionals; appointed a new Director of the expanded program.
- Repurposed the Wang Chair of Excellence in International Business to the Wang COE in Global Cultural Diversity and used that for an internal retention hire.
- Repositioned the college brand in a new marketing strategy that increased student and prospective student engagement 229% and increased overall reach 56%.
- Realigned college marketing strategy to integrate MARCOM with Advancement and Recruiting.
- Initiated a curriculum redesign of the college's Executive MBA program that will now focus on executive leadership skills.

**Department Chair**

Marketing & Supply Chain Management  
Fogelman College of Business & Economics  
University of Memphis  
2018 – current

- Oversaw 10% five-year undergraduate enrollment growth when the rest of the college and the university fell by 3%.
- Led a two-year curriculum renovation effort to modernize both the Marketing and the Supply Chain Management majors.
- Led a college curriculum change to make Introduction to Supply Chain Management a required core course for all undergraduate business students.

**Director of MBA Programs**

Fogelman College of Business & Economics  
University of Memphis  
2005 – 2009

- Led a curriculum redesign of the MBA program, incorporating Creativity & Innovation, Leadership & Team Building and Ethics into the core.
- Created a front-loaded, cohort MBA program (CDMBA) to help Memphis companies attract top talent out of leading undergraduate business programs.

**Department Chair**

Marketing & Supply Chain Management  
Fogelman College of Business & Economics  
University of Memphis  
2002 – 2005

- Created and led a new department called Marketing and Supply Chain Management to house a new undergraduate major in Supply Chain Management.
- Created New Product Development & Innovation training from for FedEx Managers in Marketing and Information Technology.

**Associate Director**

Institute for Managing Emerging Technology  
Fogelman College of Business & Economics  
University of Memphis  
1999 – 2002

**Marketing Area Coordinator**

Fogelman College of Business & Economics  
University of Memphis  
1997 – 1999

**Associate Professor of Marketing**

Department of Marketing  
Fogelman College of Business & Economics  
University of Memphis  
1994 – current

**Assistant Professor of Marketing**

Department of Marketing  
Fogelman College of Business & Economics  
University of Memphis  
1988 – 1994

**Education****Ph.D. Business Administration**

Major: Marketing  
Minors: Speech Communication and Rhetoric (poetics); Statistics  
Pennsylvania State University  
1988

**M.S. Marketing**

Minor: Psychology (Psycholinguistics)  
Pennsylvania State University  
1984

**B.S. Marketing**

Pennsylvania State University  
1982

**Teaching**

In order from most to least current...

Creativity in Marketing Communications (UG)  
Creative Marketing Communications (MBA)  
Creativity & Innovation (MBA; EMBA)

Playing the Villain: Ethical Lessons from Drama (UG, Honors)  
Advertising and Sales Promotion (UG)  
Principles of Marketing (UG, Honors)  
Principles of Marketing (UG)  
Social Media Strategies and Analytics (UG)  
Principles of Social Media Marketing (UG)  
Marketing in the Digital Environment (MBA)  
Negotiation Strategies (UG; MBA; EMBA)  
Global Strategic Marketing (MBA)  
Research Methodology (MBA)  
Political Macro-Marketing (MBA)  
Ethical Criticism of Marketing Science (PhD)  
Theory Construction and Evaluation (PhD)  
Market Driven Quality (MBA)  
Marketing Management (MBA)  
Consumer Behavior (UG)  
Consumer Behavior (MS)  
Marketing Research (UG)

## **Academic Scholarship**

### **Refereed Works in Literary Journals**

(2023), "Ravens' Kiss" and "With You Within." In Johnny M. Tucker (Ed.), *Love Poems: Vol. II* (forthcoming). Imagine Press.

(2022), "Babyn Yar." In Kalpna Singh-Chitnis (Ed.), *Sunflowers: An Anthology*. River Paw Press.

(2022), "Untitled by Unknown." <https://www.neologismpoetry.com/June-2022>

### **Articles Published in Edited Book**

(2016), "Poetically Considering Death from a Consumer Culture Theory Perspective" Two Original Poems – Pious Men and Funeral for a Friend, in *Death in a Consumer Culture*, ed. Susan Dobscha, Routledge Interpretive Marketing Research, Routledge, with Gabel, Terrance, et al.

### **Refereed Journal Articles**

(1997), "Firm-Level Political Behavior and the Level of Foreign Market Involvement: Implications for International Marketing Strategy," **Journal of Marketing Management**, 8, 1, Spring/Summer, 1-11, with Bruce Keillor and Robert Luke.

(1997), "Firm-Level Political Behavior in the Global Marketplace," **Journal of Business Research**, 40, 113 - 126, with Bruce Keillor and O.C. Ferrell.

(1994), "Social Criticisms Reflected in TV Commercial Parodies: The Influence of Popular Culture on Advertising," **Journal of Current Issues and Research in Advertising**, Spring, with Alan J. Bush and Victoria D. Bush.

(1993), "The Effects of Argument Structure and Affective Tagging on Consumers' Product Attitudes," **Journal of Consumer Research**, 20 (September), 294-302, with James M. Munch and John L. Swasy.

(1992), "An Empirical Assessment of SERVQUAL," **Journal of Business Research**, 24, 3, 253-268, with Emin Babakus. (Note: Recently recognized as the most influential article in the Journal of Business Research during the last decade).

(1991), "Rethinking the Role of Television Advertising During Health Crises: A Rhetorical Analysis of the Federal AIDS Campaigns," **Journal of Advertising**, 20, 1, 28-37, with Alan J. Bush.

(1990), "Commentary On...The Growing Threat of AIDS: How Marketers Must Respond," **Journal of Health Care Marketing**, 10 (September), 61-63, with Alan J. Bush.

(1990), "Confirmatory Factor Analysis of Correlation Matrices: Some Observations on Fit Statistics, and Estimated Standard Errors," **Journal of Midwest Marketing**, 5 (Spring), 157-161, with Emin Babakus

### **Refereed Conference Publications**

(2015), "Understanding the Effects of Social Media Follower Interactions," paper presented at **53rd Annual Conference of the Society for Marketing Advances**, November 3-7, 2015, San Antonio, Texas, with Choi Hyeong-Gyu, Eric Brey and Daniel Sherrell.

(2006), "The Positive and Negative Consequences of Internal Customer Orientation on Internal Customer-Supplier Relationship Quality," **2006 Winter AMA Educator's Conference (B)**, Marketing Strategy and Marketing Management track, 17, 101, with Ashley Kilburn and R. Jeffrey Thieme.

(2003), "The Globalization of the Tortilla in Mexico," in **Advances in Consumer Research**, Vol. 30, Association for Consumer Research, with Terrance G. Gable

(2003), "Consumer Research, Superordinate Inquiry and Politician-Targeted Marketing and the Political Customer in the United States," in **Advances in Consumer Research**, Vol. 30, Association for Consumer Research, with Terrance G. Gable.

(2003), "Gender and the Role of Empathy in Experienced Presence within Computer Mediated Communications," in the proceedings of the 2003 **Annual Summer Educators' Conference of the American Marketing Association**, Chicago, IL., with Stef Nicovich and T. Bettina Cornwell.

(1999), "Assessing Divergent Views of The Globalization of Consumption: A Cross-Sectoral, Ethnographic Examination of Macro-Level Consumer Choice," in **Advances in Consumer Research**, eds., Stephen J. Hoch and Robert Meyer, Association for Consumer Research, 166-172, with Terrance G. Gabel.

(1999), "Toward a Cross-Cultural, Qualitative, Marketing & Consumption-Based Understanding of the *Globalization* of Food & Farming," in **Proceedings of the 1999 Cross-Cultural Research Conference**, eds. Gerald Albaum and Scott M. Smith. Provo, UT: Association for Consumer Research/American Psychological Association (Section 23), with Terrance G. Gabel.

(1995), "An Exploratory Investigation Into the Role of Formalized Political Activity in International Marketing Strategy," **Developments in Marketing Science**, Vol. 17, Proceedings of the Academy of Marketing Science, with Bruce D. Keillor and Robert Luke.

(1991), "Experiencing Ad Meaning: Crucial Aspects of Narrative/Drama Processing," in **Advances in Consumer Research**, eds., R. Holman and M. Solomon, Association for Consumer Research, 172-175, with Jerry C. Olson.

(1990), "Issues in the Conceptualization and Measurement of Service Quality: A Research Agenda," **Proceedings of the Decision Sciences Institute Annual Conference**, Vol. 2, 1154-1156, with Emin Babakus.

(1990), "Rank Order Data and the Choice of a Correlation Input to Maximum Likelihood Confirmatory Factor Analysis," in **Developments in Marketing Science**, Vol. 13, ed., B. Dunlap, Academy of Marketing Science, New Orleans, LA: 362-365, with Emin Babakus.

(1990), "Conceptualizing Argument Quality via Argument Structure," in **Advances in Consumer Research**, eds., M. Goldberg, G. Gorn and R. Pollay, Association for Consumer Research, 321-328, with James M. Munch and John L. Swasy.

(1990), "The Vicissitudes of Product Experience: 'Songs of Our Consuming Selves' in Drama Ads," in **Advances in Consumer Research**, eds., M. Goldberg, G. Gorn and R. Pollay, Association for Consumer Research, 621-626.

### **Refereed Conference Presentations**

(2001), "Better Understanding Mexico-U.S. Immigration From A Marketing and Consumption Perspective: The Marketing-Centered Role of the Mexican Politician in the *Age of Modern*

*Globalization*." Presented (as a competitive paper) at the 72nd Annual **Pacific Sociological Association** conference. San Francisco, CA, March 29-April 1, 2001, with Terrance G. Gabel.

(2001), "Qualitatively Understanding the Cultural Significance and the *Globalization* of the Tortilla in Mexico." Presented (as a competitive paper) at the 72nd Annual **Pacific Sociological Association** conference. San Francisco, CA, March 29-April 1, 2001, with Terrance G. Gabel.

(2001), "Privatization and the *Globalization* of Nationalism in Mexico." Presented (as a competitive paper) at the 72nd Annual **Pacific Sociological Association** conference. San Francisco, CA, March 29-April 1, 2001, with Terrance G. Gabel.

(2000), "Better Understanding Mexico-U.S. Immigration From A Marketing and Consumption Perspective (Part I): Consuming the Services of the U.S. Immigration & Naturalization Service." Accepted (as a poster-session paper) at the **Marketing and Public Policy Conference** (sponsored by the American Marketing Association). Washington, D.C., June 2000, with Terrance G. Gabel.

(2000), "Better Understanding Mexico-U.S. Immigration From A Marketing and Consumption Perspective (Part II): The Marketing-Centered Role of the Mexican Politician in the *Age of Modern Globalization*." Accepted (as a poster-session paper) at the **Marketing and Public Policy Conference** (sponsored by the American Marketing Association). Washington, D.C., June 2000, with Terrance G. Gabel.

(2000), "*Globalization* and the *Global Economic Elite* Consumer: Toward the Updating of Mills' *Power Elite* from a Consumption Perspective." Presented (as a competitive paper) at the 71st Annual **Pacific Sociological Association** conference. San Diego, CA, March 2000, with Terrance G. Gabel.

(2000), "A Qualitative Look at the *Vicious Circle of Globalization* in the Context of Mexico-U.S. Immigration." Presented (as a competitive paper) at the 71st Annual **Pacific Sociological Association** conference. San Diego, CA, March 2000, with Terrance G. Gabel.

(2000), "Consumer Research, Superordinate Inquiry and Politician-Targeted Marketing and the Political Customer." Presented (as a competitive paper) at the 71st Annual **Pacific Sociological Association** conference. San Diego, CA, March 2000, with Terrance G. Gabel.

(2000), "The Greatly Exaggerated *Globalization*-Driven Death of Consumer Nationalism?: The Ironic Case of Burton Helms and the *Globalization* of Nationalism in Mexico." Presented (as a poster-session paper) at the **Association for Consumer Research** conference. Salt Lake City, UT, October 2000, with Terrance G. Gabel.

(1999), "The *Global Economic Elite* Consumer: Updating Mills' *Power Elite* From a Consumption Perspective." Presented (as a poster-session paper) at the 1999 **Association for Consumer Research** conference. Columbus, OH, October 1999, with Terrance G. Gabel.

(1992), "The Role of Stories in Creating Identification and Building Relationships in Personal Selling," competitively reviewed paper presented in a special topics session entitled, "The Dramatic Interactions in Sales and Services," at the annual conference of the **American Marketing Association**, Chicago, IL., with Thomas W. Leigh.

(1991), "Empathy and Vicarious Performances of Meaning in Response to Commercial Dramas," competitively reviewed paper presented in a special topics session entitled, "All the World's a Stage: Drama and Consumer Research," at the 19th annual conference of the **Association for Consumer Research**, Chicago, IL.

(1988), "Narrative Advertising: Stories and the Transformation of Experience," competitively reviewed paper presented in a special topics session entitled, "Theoretical Directions for Research on Transformational Advertising," at the 15th annual conference of the **Association for Consumer Research**, Cambridge, MA.

(1986), "Whatever Happened to 'Giving' a Paper: The Cybernetics of Academic Self," competitively reviewed paper presented at the annual meeting of the **Eastern Communication Association**, Atlantic City, NJ: May 1-3.

### **Non-Refereed Publications**

(2001), "A Critical Examination of the Navy's Advertising Strategy, Assessment Practices and Measures," **Department of Defense Publications**.

(1997), "Sugar Daddies," Foundation for National Progress, **Mother Jones**.

(1995, November), "Taking Stock in Congress," Foundation for National Progress, **Mother Jones Online**.

(1995, Spring), "Capitol Consumers," **Business Perspectives**, 8-11.

### **Presentations/Interviews**

(September 7, 1995), "Congressional Stock Purchases and Legislative Overlap," Counterspin--nationally syndicated program from Fairness and Accuracy in Reporting, taped interview.

(September 1, 1995), "Congressional Stock Purchases and Legislative Overlap," WLAC; Nashville, live on-air interview.



(August 30, 1995), "Congressional Stock Purchases and Legislative Overlap," KPFK; Los Angeles, live on-air interview.

(August 30, 1995), "Congressional Stock Purchases and Legislative Overlap," WBOO; Portland, live on-air interview.

(August 24, 1995), "Congressional Stock Purchases and Legislative Overlap," WSB; Atlanta, live on-air interview.

(August 22, 1995), "Congressional Stock Purchases and Legislative Overlap," Pacifica Radio Network, taped interview.

(May 25, 1995), "Congressional Stock Purchases and Legislative Overlap," ABC NEWS; DAY-ONE, Producers: Sheila Kaplan and Michael Bicks. Nielsen Rating for the Show was 8.0.

## **Creative Activities/Engaged Scholarship**

### **COVID (Virtual) Theatre**

The Tell Tale Heart (by Edgar Allan Poe): An Audio Theatre Performance (2020), Narrator, Directed by Courtney Oliver, Playhouse on the Square.

<https://www.facebook.com/playhouseonthesquare/videos/824977268273182>

The Wolves: A Virtual Play Reading (2020), Director, New Moon Theatre.

[https://www.dropbox.com/sh/wlsxm8pxlha67dq/AADUeW-DbfHTla\\_pypJ\\_JeOqa?dl=0&preview=The+wolves+movie+export+-+Large+540p.mov](https://www.dropbox.com/sh/wlsxm8pxlha67dq/AADUeW-DbfHTla_pypJ_JeOqa?dl=0&preview=The+wolves+movie+export+-+Large+540p.mov)

Flash Writing: The President Opened a Box (2020), The President, Directed by Donald Sutton, Playhouse on the Square.

<https://www.facebook.com/playhouseonthesquare/videos/295839454742539/>

Flash Writing: It Bees that Way (2020), A Deputy Sheriff, Directed by Donald Sutton, Playhouse on the Square. <https://www.facebook.com/playhouseonthesquare/videos/788827331642774/>

### **Theatre**

(2022) A Bright Room Called Day; Herr Swetts (Devil), Directed by Jamie Warrow, University of Memphis Department of Theatre and Dance.

\* (2021) The Lifespan of a Fact; John D'Agata, Directed by Robert Hetherington, Circuit Playhouse.

(2019) The Pillowman; Ariel, Directed by Kevin Cochran, New Moon Theatre at Theatre Works.

(2019) 1984; O'Brien, Directed by Courtney Oliver, Circuit Playhouse.

(2019) Sweat; Stan, Directed by Irene Crist, Circuit Playhouse.

(2018) August Osage County; Bill, Directed by Jerry Chipman, Theatre Memphis.

\*\*\* (2018) All Saints in the Old Colony; Kier, Directed by Jeff Posson, Playhouse on the Square at Theatre Works.

(2017) 12 Angry Jurors; Juror #7, Directed by John Rone, Theatre Memphis.

(2017) Lord of the Flies; Naval Officer, Directed by Jordan Nichols, Playhouse on the Square.

(2017) Hamlet; Claudius, Directed by Ryan Kathman, New Moon Theatre at Theatre Works.

(2016) The Odd Couple; Speed, Directed by Jason Spitzer, Germantown Community Theatre.

(2016) All the Way; Sen. James Eastland, Sec. Robert McNamara, Gov. Paul Johnson Jr., and Rep. William McCulloch, Directed by Stephen Hancock, Playhouse on the Square.

(2016) Love Letters; Andrew Ladd, Directed by Tony Isbell, Germantown Community Theatre.

(2015) Titus Andronicus; Titus Andronicus, Directed by John Maness, New Moon Theatre at Theatre Works.

\*\* (2015) All My Sons; Joe Keller, Directed by John Maness, Germantown Community Theatre.

(2014) Best of Enemies; C.P. Ellis, Directed by John Maness, Playhouse on The Square (Circuit Playhouse).

(2014) As You Like It; Duke Frederick and Duke Senior, Directed by Anita Jo Lenhart, Theatre Memphis.

(2013) Frankenstein; The Creature, Directed by Gene Elliott, New Moon Theatre at Theatre Works.

(2013) The Royal Family; Herbert Dean, Directed by Jerry Chipman, Theatre Memphis.

(2013) Six Degrees of Separation; Geoffrey, Directed by Tony Isbell, Theatre Memphis.

(2012) Bug; Jerry Goss, Directed by Gene Elliott, New Moon Theatre at Theatre Works.

(2012) King Lear; Earl of Kent, Directed by Anita Jo Lenhart, New Moon Theatre at Theatre Works.

(2012) Circle Mirror Transformation; James, Directed by Irene Crist, Theatre Memphis.

\*\* (2011) Richard III; Richard III, Directed by Bo List, Theatre Memphis.

(2010) Comedy in Thirds; Larry, Directed by Jeanna Juleson, Germantown Community Theatre.

(2010) Buffalo Gal; Roy, Directed by Jerry Chipman, Theatre Memphis.

(2009) The Play's The Thing; Sandor Turai, Directed by John Rone, Germantown Community Theatre.

(2008) Born Yesterday; Ed Devery, Directed by Marler Stone, Germantown Community Theatre.

(2008) The Night of The Iguana; Shannon, Directed by Jerry Chipman, Theatre Memphis.

(2007) House of Blue Leaves; Billy, Directed by Jerry Chipman, Theatre Memphis.

(2006) Over The River and Through The Woods; Nick, Directed by Kevin Shaw, Germantown Community Theatre.

(2005) Child's Play; Father Mozian; Directed by Pamela Poletti, Theatre Memphis.

(2005) Rumors; Ken; Directed by Bennett Wood, Theatre Memphis.

(2005) Misery; Paul; Directed by Marler Stone, Germantown Community Theatre.

(2004) A Streetcar Named Desire; Stanley; Directed by Jerry Chipman, Theatre Memphis.

(2003) Devil's Trap; Mortimer; Directed by Michael Holiday, Germantown Community Theatre.

\*\*\* Won, Ostrander Award for Best Lead Actor in a Drama

\*\* Nominated, Ostrander Award for Best Lead Actor in a Drama

\* Nominated, Ostrander Award for Best Supporting Actor in a Drama

## **Audio Theatre**

(2016) The Spoon River Anthology; Cooney Potter, Directed by Robert Arnold, Chatterbox Audio Theatre. <https://chatterboxtheater.org/shows/spoon-river-2/>

(2014) Bathysphere; The Leader, Directed by Robert Arnold, Chatterbox Audio Theatre.  
<https://chatterboxtheater.org/shows/bathysphere/>

(2009) Snow Globe; Larry, Directed by Robert Arnold, Chatterbox Audio Theatre.  
<https://chatterboxtheater.org/shows/snow-globe-act-one/>  
<https://chatterboxtheater.org/shows/snow-globe-act-two/>

(2007) The Dead Girl; Father Roche, Directed by Kyle Hatley, Chatterbox Audio Theatre.  
<https://chatterboxtheater.org/shows/the-dead-girl-episode-1-welcome-to-bloody-springs/>  
<https://chatterboxtheater.org/shows/the-dead-girl-episode-2-the-eyes-of-god/>  
<https://chatterboxtheater.org/shows/the-dead-girl-episode-3-the-man-who-carries-the-water/>

## **Film**

(2020) Slap the Devil Down; Professor, Directed by Steven Teague, Piano Man Pictures (in production).

(2018) The Interrogation; James Cotton, Directed by Chad Barton, Piano Man Picture (in post).

(2017) Solus; Lulu's Father, Directed by Rachel Taylor, Piano Man Pictures (in post).  
<https://www.pianomanpictures.com/solus-film>

(2017) High Impact Despondency; Patrick, Directed by Chad Barton, Piano Man Pictures.  
<https://www.pianomanpictures.com/hid-film>

Hirsch (2013); Senior Government Official, Directed by Chad Barton and Patrick Churvis, Piano Man Pictures.  
<https://www.pianomanpictures.com/hirsch-film>

Scenes from Lear: A Film Perspective (2013); Kent, Directed by Steve Ross and Anita Jo Lenhart, University of Memphis Productions.  
<https://vimeo.com/71052078>

## **Sponsored Programs and Grants**

2017 Co-PI (with C. Chang as PI), The Baptist Memorial Healthcare-University of Memphis Healthcare Executive Leadership Institute Training Project for training and preparing emerging healthcare leaders to take on larger and administrative responsibilities. Funded at \$204,784, 7% academic year effort.

## Training and Consulting

Last ten years...

2022 - ongoing

Collierville High School (Ms. Ashley Blanton)  
Acting Tradecraft for Professional Presentations  
Training for DECA students

2021 - ongoing

FedEx (Ms. Michelle Bossart)  
High Performance Teams  
Training

2017 - ongoing

International Paper (Mr. Ed Garrison and Ms. Maria Hubbard)  
Fundamentals of acting and improvisation for leaders  
Training as part of the International Paper Leadership Institute

2016 - ongoing

Playhouse on the Square (Mr. Jason Gerhard)  
Teaching artist for Intro, Intermediate and Advanced Adult Student Acting; Advanced Teen Acting

2019 - ongoing

The Village at Germantown (Mr. Mike Craft)  
Creativity and Improvisation for Strategic Goal Setting  
Training and Facilitation

2018

Southern Sun Asset Management (Mr. Gentry Martin and Mr. Tucker Davis)  
Fundamentals of acting and professional presentation skills  
Training

2017

FedEx Services (Ms. Anna Mallett and Mr. Brian Tisdale)  
Fundamentals of acting and improvisation training improvisation ideation  
Training and Facilitation

2017 - ongoing

Baptist Memorial Health Care (Dr. Stephanie Clark)  
Baptist Executive Leadership Institute  
Leadership Training

2017 Baptist Memorial Health Care (Dr. Stephanie Clark)

Baptist Executive Leadership Institute  
Baptist Women's Hospital  
Women's Health Care Marketing, Consulting

2017 - ongoing

Baptist Memorial Health Care (Dr. Stephanie Clark)  
Fundamentals of acting for women in leadership  
Training

2017

International Paper (Mr. Ed Garrison and Dr. Shawn Jones)  
Professional presentation skills  
Training

2015 - 2022

FedEx Services (Ms. Kimberly McFadden Effinger)  
Ideation Recruiting & Brainstorming Training for Integrated Clearance Systems  
Training and Facilitation

2014

Enable Business Capital (Mr. Keith Dillihunt)  
Marketing Strategy Consulting

2014

Willow Anesthesia (Ms. Juloy Raymer)  
Clinical Empathy through Shakespeare  
Executive Presence/Presentation Performance  
Training

2015

New Memphis Institute (Ms. Courtney Leon)  
Negotiation skills  
Training

2014

ALSAC/St. Jude (Mr. Richard Shadyac)  
Ideation for ALSAC National Marketing Team

2014

Hilton Worldwide (Ms. Virginia Soliman)

Ideation for D3 Team

Training

2013 - 2015

Institute of Internal Auditors/Internal Systems Audit and Control Association (Ms. Catina Williams; FedEx)

Negotiation Skills

Executive Presence/Presentation Performance

Creativity and Innovation Leadership (Ideation)

Training

2013

St. Jude Brain Tumor Team (Ms. Armemarie McClellan)

Brainstorming Facilitator for Phase I Clinical Trials Process Re-design

Consulting and Facilitation

2013

Memphis Advertising Federation (Ms. Susan Ewing)

Social Media Marketing

Training

2013

Merck (Mr. Matthew Topinka)

Negotiation Skills

Training

2010 - 2017

ALSAC/St. Jude (Dr. Allison Gusmus)

Negotiation Skills

Executive Presence/Presentation Performance

Creativity and Innovation Leadership (Ideation)

High Performance Team Leadership

Training

2010 - 2012

Baptist Memorial Healthcare (Ms. Carol Bubnick)

Executive Presence/Presentation Performance

Creativity and Innovation Leadership (Ideation)

High Performance Team Leadership

Training

2010 - 2014

Leadership Collierville (Ms. Cathy Dean)  
Creativity and Innovation Leadership (Ideation)  
Training

2010 - 2013

The Colleges of Memphis (Mr. Douglas Scarborough)  
Member of Mayor Wharton's branding team for marketing the colleges of universities of  
Memphis  
Consulting

### **Dissertations (Chaired and Member)**

2020 Maria Hubbard (Member)  
2020 Wendy Barnes Bassett (Member)  
2017 Hyeong-Gyu Choi (Member)  
2005 Ashley Kilburn (Chair)  
2003 Salvador Trevino Martinez (Chair)  
2003 Wakiuru Wamwara-Mbugua (Chair)  
1999 Stefan Nicovich (Chair)  
1998 Terrance Gabel (Chair)  
1994 Bruce Keillor (Chair)

### **Honors and Awards**

2019 The Last Lecture, Helen Hardin Honors College.  
[https://www.memphis.edu/honors/getinvolved/last\\_lecture\\_series.php](https://www.memphis.edu/honors/getinvolved/last_lecture_series.php)  
2015, (2012 - 2014, 2010) Excellence in Teaching Award (finalist or won), Department of  
Marketing & Supply Chain Management  
2014 Engaged Creative Teaching Excellence Award, Fogelman College of Business & Economics  
2012 Honors Teacher of the Year Award, Fogelman College of Business & Economics  
2012, (2002, 1996 - 1998, 1992 - 1994) Distinguished Teaching Award (nominated), University  
of Memphis  
1998, 1997 Teaching Excellence Fellowship (nominated), University of Memphis  
1992 Best Applied Research Award, Fogelman College of Business & Economics  
1987 Ossian R. MacKenzie Award for Undergraduate Teaching in Business, Smeal College of  
Business, Penn State University  
1986 American Marketing Association Consortium Fellow  
1985 Fellowship for Research, GTE



## **Additional University Service**

### **Department**

Undergraduate Curriculum Committee (Chair)  
Graduate Curriculum Committee (Chair)  
PhD Program and Research Committee  
Journal Ranking Committee  
Promotion and Tenure Committee  
Doctoral Teaching Evaluation Committee  
Faculty Recruiting Committee  
PhD Student Recruiting Committee  
External Affairs Committee

### **College**

Honors Program Director  
Undergraduate Programs (Chair)  
Master's Programs Sub-Council (Chair)  
AACSB Close-the-Loop Committee (UG)  
Doctoral Programs and Research Sub-Council  
Continuous Improvement Committee  
MBA Curriculum Re-Design Team (Chair)  
FedEx Ad Hoc Task Force -- Emerging Technology Complex  
Wilson Hospitality Curriculum Design Team  
Memphis Area High Tech Council

### **University**

Undergraduate Curriculum Committee  
Graduate Curriculum Committee  
Promotion and Tenure Appeal, Faculty Advocate