

CAROL JEAN JOHNSON

OFFICE ADDRESS

University of Denver
Daniels College of Business
2101 S. University Blvd., Suite 488
Denver, CO 80208
303.871.2276

ACADEMIC POSITION: **University of Denver** Denver, Colorado
Associate Professor of Marketing September 2001-Present
Department Chair July 2007-Present

EDUCATION: **University of Maryland** College Park, Maryland
Doctor of Philosophy May 1995
Major Field: Logistics and Transportation Management
Minor Field: Marketing

University of Maryland College Park, Maryland
Master of Business Administration May 1990
Major Field: Logistics and Transportation Management
Minor Field: Finance

University of Maryland College Park, Maryland
Bachelor of Science, Cum Laude May 1980
Major Field: Marketing
Honors: Beta Gamma Sigma

EMPLOYMENT Academic Experience:

EXPERIENCE: Visiting Fulbright Lecturer, Vidzeme University College, Valmiera, Latvia 2001-2.
Visiting Fulbright Lecturer, Riga Business School, Riga, Latvia 2001-2.
Associate Professor, Marketing Department, University of Denver, 2001-present.
Visiting Lecturer, University of Maryland at College Park, June 2001.
Assistant Professor, Marketing Department, University of Denver, 1995-2001.
Research Assistant, Teaching Assistant, Lecturer, University of Maryland, 1988-1995.

Professional Industry Experience:**S & M Gift Shops, Inc.**

Hyattsville, Maryland

President/Owner

1970-1988

Owned and managed a chain of four retail outlets which sold cards and gifts, with sales in excess of \$1.5 million annually. Completely responsible for management, logistics, inventory management, marketing, personnel, finance, sales, and purchasing for the company, which had continuous growth and was sold in 1988 to a larger chain of Hallmark card shops at a substantial profit.

**TEACHING
ACTIVITIES:**

Associate Professor, Marketing Department, University of Denver, 2001-present.

Fulbright lecturer, Business faculty, Vidzemes Augstskola, Valmiera, Latvia Fall 2001.

Fulbright lecturer, Business faculty, Riga Business School, Riga, Latvia, Fall 2001.

Assistant Professor, Marketing Department, University of Denver, 1995-2001.

Instructor, Department of Transportation, Business, and Public Policy, Department of Marketing, University of Maryland, 1988-1995.

Undergraduate Courses Taught:

Independent Studies in logistics (6), advanced logistics (6), advanced transportation, supply chain (2).

Honors Thesis Advisor for Amy Austin, 2004.

Honors Thesis Advisor for Jane Kolb, 2004.

Honors Thesis committee member for Anthony Ryan. Thesis "The Mobilization of Neighborhood and Community Interests in a Fragmented Society: How a "Design-Build" Format of Construction Aides Neighborhood Collaboration," defended May 31, 2001.

Honors Thesis Advisor for Nicole Lauer. Thesis "A High Stakes Gamble: Las Vegas Repositioning for the Family Market," presented at Symposium '98: A Conference of Undergraduate Research.

STRATEGIC MARKETING: (undergraduate capstone course) Fall 2001.

INTRODUCTION TO LOGISTICS: (undergraduate elective) Fall 2001.

MKTG 2910: *Consumer Behavior*, Fall 2007.

MKTG 2800 (formerly BSBA 1050): *Introduction to Marketing* (undergraduate integrated core), Fall 2004, Winter 2005, Spring 2005, Fall 2005, Winter 2006, Spring 2006, Fall 2006, Winter 2007, Spring 2007, Winter 2008, Spring 2008.

- BSBA 1050 (formerly BSBA 0100): *The Business Idea* (undergraduate integrated core), Spring, Fall 1997; Spring, Fall 1998; Spring, Fall 1999; Winter, Spring, Fall 2000; Winter, Spring 2001; Spring, Fall 2002; Winter, Spring, Fall 2003; Winter 2004, Spring 2004.
- MKTG 2000: *Introduction to Marketing Management* (undergraduate core), Fall 1995; Winter, Spring, Fall 1996; Winter 1997.
- MKTG 3240: *Marketing Channels/Supply Chain Management* (undergraduate marketing elective), Winter 1998; Winter 1999; Spring 2000, Spring 2001.
- MKTG 3707 (formerly MKTG 3706): *Logistics Management*, (undergraduate elective), Spring 1997, Winter 1998, Winter 2000, Winter 2001, Winter 2003.
- MKTG 3704: *Transportation Systems* (undergraduate elective), Summer 1996, Winter 1999, Fall 1999, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006.
- BMGT 472: *Advanced Logistics Strategy* (senior undergraduate capstone course), Fall 1994; Spring 1995.
- BMGT 357: *Consumer Behavior* (undergraduate marketing core), Summer 1992; Fall 1993; Spring 1994.
Course Coordinator for 3 Sections of Consumer Behavior
- BMGT 372: *Logistics Management* (undergraduate transportation/logistics core), Summer, Fall 1991; Spring, Fall 1992; Spring, Fall 1993, Spring 1994.
- BMGT 370: *Transportation Management* (undergraduate transportation/logistics core), Fall 1992; Spring, Summer 1993.
- BMGT 350: *Introduction to Marketing* (undergraduate core), Fall 1988; Spring, Fall 1989; Spring 1990.

Graduate Courses Taught:

- MKTG 4610: *Marketing Strategies*, Winter 2009.
- Outside Chairperson for Kathleen A. Bye, candidate for Doctor of Philosophy degree in Education, *An Examination of Student Academic Review Plus (STARplus): A Program for Academic Behavior Review in Schools*, defended and passed April 21, 2008.
- EMBA 4146 *Supply Chain Module*, Fall 2006.
- BUS 4500: *The Business Professional* (required of certificate students-8 students to date), Fall 2003-2005.
- Riga Business School EMBA: *Logistics Management* (elective-15 students), Fall 2001.
- Riga Business School MBA: *Logistics Management* (elective-40 students), Fall 2001.
- BMGT 772: *Logistics Management* (graduate elective at the University of Maryland, DC campus), June 2001.

Advised graduate thesis for Riga Business Institute: Valdis Blome: "Customer Service Dimensions in a technical wholesale business: company Onninen Baltic," submitted October 2002, completed December 2002, obtaining the highest grade of "10" in the Latvian education system.

Advised two graduate theses for Intermodal Transportation Institute: Molly Tourtelot, "An Examination of Relationships Between Third Party Transportation Providers and Their Customers," submitted August 2000, approved for graduation, August 2001.

Barb Brown, "Ocean Carriers' Success: The Relationship to Technology Usage," submitted August 2000, approved for graduation, December 2001.

Graduate level independent study in logistics (3), supply chain (2).

TRAN 4020: *Transportation Economics* (graduate core course for MS in Intermodal Transportation (ITI)), Fall 1999.

MKTG 4490; TRAN 4020: *Logistics Management* (graduate elective/ITI core), Spring 1997, Winter 1998, Winter 2000, Winter 2001, Winter 2003.

MKTG 4360: *Transportation Systems* (graduate elective), Fall 2003, 2004.

MKTG 4490; TRAN 4010: *Transportation Systems* (graduate elective/ITI core), Summer 1996, Winter 1999, Fall 1999, Fall 2002.

TRAN 4310: *Freight Transportation* (graduate elective), Fall 1999.

MKTG 4490; TRAN 4320: *Supply Chain Management* (graduate elective), Spring 2000, Spring 2001.

HONORS:

Daniels College of Business Award for Excellence, Faculty, May 2007

Educator of the Year, Operation Stimulus 2006

Fulbright Lecturing Award to Latvia (Riga Business School and Vidzeme University College), 2001-2002.

Nominated for Pincinati Endowed Professorship, 2002.

Daniels College of Business Scholarship of Teaching Award, 1999

Nominated for William T. Driscoll Master Educator Award, 2000

Nominated for Daniels Award for Excellence, 1998, 2004, 2005

Outstanding Paper in Channels Track,

Academy of Marketing Science Conference, 1997

The Edith Tripp Outstanding Advisor Award, 1996, 1997, 1999

The Allan N. Nash Outstanding Doctoral Student Award, 1994

The Allen J. Krowe Award for Teaching Excellence, 1992, 1994

(awarded annually to the outstanding doctoral student teacher)

Recognized as one of top 15% of teachers at the University of Maryland (6 semesters)

Woman's Transportation Seminar Graduate Scholarship, 1994

NDTA Foundation Memorial Medal for Literary Merit for the NDTA Top Articles: First Place, 1991

Transportation and Logistics Society Honorary Professor of the Year, 1993

PUBLICATIONS: Published Dissertation:

Emerson, Carol J., "Determinants of Business-to Business Customer Satisfaction: Logistics and Marketing Dimensions," (Chair: Professor Curtis Grimm), Department of Transportation, Business, and Public Policy, The Maryland Business School, University of Maryland at College Park, College Park, Maryland 20742, 1995.

Journal Articles (refereed):

Bacon, Donald R., Pallab Paul, Caron Johnson and Theresa Conley, (2008) "Improving Writing Through the Marketing Curriculum: A Longitudinal Study," *Journal of Marketing Education*, Vol, 30, No. 3, pp. 217-225.

Johnson, Carol J., Curtis M. Grimm and Valdis Blome, (2007) "Buyer – Seller Relationships in the Baltic Region: An Exploratory Analysis," *International Journal of Logistics Management*, Vol. 18, No. 2, pp. 157 – 173 (lead article).

Johnson, Carol J., Lidiya Sochnich, and Charles Ng, (2006), "Working Toward a Seamless Supply Chain: An Exploratory Analysis of the Impact of Supply Chain on Company Performance," *Journal of Transportation Management*, Vol. 17, No. 1, pp. 61-68.

Johnson, Carol J. and Paul Nuzum, (Fall 2005), "The Global Supply Chain: Challenges and Solutions," *Journal of Transportation Management*, Vol. 16, No. 2, pp.1-13 (lead article).

Evers, Philip and Carol J. Johnson, (Winter 2000), "Performance Perceptions, Satisfaction, and Intention: The Intermodal Shipper's Perspective," *Transportation Journal*, Vol. 40, No. 2, pp. 27-39.)

Johnson, Carol J., Robert E. Krapfel, Jr., and Curtis M. Grimm, (2001), "A Contingency Model of Supplier-Reseller Satisfaction Perceptions in Distribution Channels," *Journal of Marketing Channels*, Vol. 8, No. 1-2, pp. 65-90.

Emerson, Carol J. and Curtis M. Grimm, (1999)"Buyer-Seller Relationships: Another Look at Customer Satisfaction," *Journal of Business & Industrial Marketing*, special edition, Vol. 14, No. 5/6, pp. 403-415.

Evers, Philip and Carol J. Emerson, (Spring 1998), "An Exploratory Analysis of Factors Driving Intermodal Transportation Usage," *Journal of Transportation Management*, Vol. 10, No. 1, pp. 34-44.

Emerson, Carol J. and Curtis M. Grimm, (1998), "The Relative Importance of Logistics and Marketing Customer Service: A Strategic Perspective," *Journal of Business Logistics*, Vol. 19, No. 1, pp. 17-32.

Emerson, Carol J. and Curtis M. Grimm, (1996), "Logistics and Marketing Customer Service: An Empirical Test of the Mentzer, Gomes, and Krapfel Model," *International Journal of Physical Distribution and Logistics Management*, Vol. 26, No. 8, 1996, pp. 29-42.

Emerson, Carol J., Curtis M. Grimm, and Thomas M. Corsi, (1992), "The Advantage of Size in the U.S. Trucking Industry: An Application of the Survivor Technique," *Journal of the Transportation Research Forum*, Vol. 32, No. 2, pp. 369-378.

Emerson, Carol J. and Richard F. Poist, (1991), "Integrated Logistics Management '90s Style," *Defense Transportation Journal*, Vol. 47, No. 2, pp. 29-32.

Book Chapters:

Johnson, Carol J. (2006) "Creating Demand for the Integrated, Seamless Passenger Transportation System: Performing Up to Customer Expectations," *Passenger Intermodal Transportation*, NCIT, University of Denver, book manuscript.

Trade Publications:

Johnson, Carol J. and Paul Nuzum, (2006), "Product Proliferation: The Scourge of Lean Supply Chains," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "RFID—Lessons Learned," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "Supply Chain Leaders Share their "Best Practices" for Managing their Major Challenges," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "Offshore Outsourcing—Lower Operating Costs vs Longer Lead-times," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "Growing Reliance on Supply Chain Software Applications," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "How Supply Chain Leaders Are Accommodating Customers' Rising Service Requirements," published by ProLogis for distribution to its customer base.

Johnson, Carol J. and Paul Nuzum, (2005), "Re-designing and Streamlining Supply-chain Networks," published by ProLogis for distribution to its customer base.

Books and Instructors Guides:

Johnson, Carol J., *Test Bank to Accompany Marketing The Core, 3e* (Kerin), McGraw-Hill/Irwin, 2009.

Johnson, Carol J., *Test Bank to Accompany Management, A Practical Introduction, 4e* (Kinicki), McGraw-Hill/Irwin, 2009.

Johnson, Carol J., *Test Bank to Accompany Marketing, 9e*, McGraw-Hill/Irwin, 2009.

Johnson, Carol J., *Test Bank to Accompany Strategy 2008-2009* (Ketchen), McGraw-Hill/Irwin, 2009.

Johnson, Carol J., *Test Bank to Accompany Strategic Management, Creating Competitive Advantage, 4e* (Dess), McGraw-Hill/Irwin, 2009.

Johnson, Carol J., *Test Bank to Accompany Organizational Behavior: [essentials]* (McShane), McGraw-Hill/Irwin, 2008.

Johnson, Carol J., *Test Bank to Accompany Crafting and Executing Strategy, 16e* (Thompson), McGraw-Hill/Irwin, 2008.

Johnson, Carol J., *Test Bank to Accompany Management* (Ghillyer), McGraw-Hill/Irwin, 2008.

Johnson, Carol J., *Test Bank to Accompany Introduction to Business* (Dias), McGraw-Hill/Irwin 2008.

Johnson, Carol J., *Test Bank to Accompany Management* (Hill/McShane), McGraw-Hill/Irwin 2008.

Johnson, Carol J., *Test Bank to Accompany Introduction to Business, 8e* (Nickels), McGraw-Hill/Irwin, 2007.

Johnson, Carol J., *Test Bank to Accompany Marketing The Core, 2e* (Kerin), McGraw-Hill/Irwin, 2006.

Johnson, Carol J., *Test Bank to Accompany Marketing, 8e* (Kerin), McGraw-Hill/Irwin, 2005.

Johnson, Carol J. and Michael J. Vessey, *Instructor's Resource Manual and PowerPoint CD Package Guide to Accompany Marketing The Core* (Kerin), McGraw-Hill/Irwin, 2004.

Johnson, Carol J., *Test Bank to Accompany Marketing The Core* (Kerin), McGraw-Hill/Irwin, 2004.

Instructional Cases Publicly Available:

Emerson, Carol J. and Steven Charlier, "The Atcheson, Topeka and Santa Fe Railroad," used in ITI classes, 1999.

Johnson, Carol J. and Steven Charlier, "The Hub Group," used in ITI classes, 2000.

Conference Proceedings (refereed):

Emerson, Carol J. and Steven Charlier, "The Atchison, Topeka, and Santa Fe Railroad," *1999 Proceedings of the North American Case Research Association Annual Meeting*, Santa Rosa, October 1999.

Emerson, Carol J. and Darl Bien, "Introducing International Experience into the Classroom: The Case of University Exchange Programs," *1998 Society for Marketing Advances Conference Proceedings*, New Orleans, November 1998.

Emerson, Carol J. and Steven Charlier, "The Atchison, Topeka, and Santa Fe Railroad," *1999 North American Case Research Association Annual Meeting Case Presentation*, Santa Rosa, October 1999.

Emerson, Carol J. and Darl Bien, "Introducing International Experience into the Classroom: The Case of University Exchange Programs," *1998 Society for Marketing Advances Conference Presentation*, New Orleans, November 1998.

Emerson, Carol J., "Business-to-Business Customer Satisfaction: The Influence of the Environment and Customer Service," presentation at the *1998 Marketing Exchange Colloquium*, Vienna.

Evers, Philip and Carol J. Emerson, "An Exploratory Analysis of Factors Driving Intermodal Transportation Usage," presentation at the *1998 Intermodal Distribution Education Academy*, Dallas, May 1998.

Emerson, Carol J., Robert E. Krapfel, Jr., and Curtis M. Grimm, "A Contingency Model of Supplier-Reseller Satisfaction Perceptions in Distribution Channels," presentation at the *Academy of Marketing Science Conference*, Coral Gables, 1997.

National Presentations:

Johnson, Carol J. and Paul N. Nuzum, "Solutions for Today's New Challenges in Global Supply Chains," 2004 Council of Logistics Management Annual Conference, Philadelphia, PA, October 2004.

Johnson, Carol J. and Paul N. Nuzum, "Creation of Supply Chain Value," 2002 Council of Logistics Management Annual Conference, San Francisco, CA, September 2002.

RESEARCH IN PROGRESS: Articles:

Johnson, Carol J. and Curtis M. Grimm, "The Effect of Internationalization on Interfirm Relationships," in conceptual stage.

Porterfield, Toby, Johnson, Carol J. and Curtis M. Grimm, "Cooperation and Coordination in Industrial Supply Chain Relationships," in conceptual stage.

GRANTS:

Faculty Research Fund Grants (2), \$6,000, 2005.
Center for Teaching and Learning Grant, \$20,000, 2005.
Women's Library Association Collection Development Grant, \$1015, 2005.
PINS Summer Research Grant with Lidiya Sokhnich, \$3,000, 2004.
Center for Teaching and Learning Grant, \$20,000, 2004.
Faculty Research Fund Grant, \$3500, 2002.
Faculty Research Fund Grant, \$1500, 2001.
Fulbright Lecturing Award, Latvia, \$27,180, 2001.
Small Internationalization Grant, \$700, 2001; \$500, 1996.

Women's Library Association Collection Development Grant, \$1500, 2000.

Women's Library Association Collection Development Grant, \$3000, 1999.

**PROFESSIONAL
MEMBERSHIPS:**

American Marketing Association
American Production and Inventory Control Society
American Society of Transportation and Logistics
Council of Supply Chain Management Professionals, National
Education Committee member
Denver Transportation Club
Intermodal Association of North America
Transportation Research Forum
Women's Transportation Seminar

**SERVICE
ACTIVITIES:**

Professional:

Reviewer for *Transportation Journal*, *Journal of Transportation Management*, *Journal of Business Logistics* (ad hoc), *AMA Summer Educators' Conference*, 2007, *Council of Logistics Management Educator's Conference*, 1996, 1998; *AMA Winter Educators' Conference*, 2001; *Society for Marketing Advances Conference*, 1998, 1999; *Relationship Marketing Conference*, 1997; *Transportation Research Forum Student Paper Contest*, 1997; *Journal of Business and Industrial Marketing*.

Editorial board, *Journal of Transportation Management*, March 2004-present.

Editorial board, *Transportation Journal*, August 2006-present.

Specialist reviewer for Council for International Exchange of Scholars (CIES), August 2003-present.

National Education Committee member, *Council of Supply Chain Management Professionals*, June 2005-present.

Education Chairperson, *Council of Supply Chain Management Professionals*, Rocky Mountain Roundtable, August 1999-present.

Board member Terry L. Priest Foundation, January 2003-present.

Member, Business Administration Specialist Review Committee for the Fulbright Scholar Program. August 2004-present.

Member Operation Stimulus steering committee 2002-present.

National Vice-President of Chapter Relations, *Transportation Research Forum*, September 2003-August 2005.

Member, Osage Mercado Committee, 2004.

Presented seminar on the case method of teaching, Vidzemes Agustskola, January 16, 2002.

Presented seminar on teaching philosophy and syllabus construction, Vidzemes Agustskola, November 28, 2001.

Panel member for choosing five Fulbright Scholars from Latvia to the USA, October 31, 2001.

Participated in the International Scientific Conference, "*Qualitative Interaction of the Learned Society and New Economy*," Riga, October 26, 2001.

Speaker for Jefferson County Secondary Teacher Training Program, January 2000.

Planned the *Intermodal Founding Fathers* executive development seminar, Snowmass, July, 1999.

Presentation at CLM Doctoral Symposium, "Developing Excellence in Teaching," Anaheim, October 10, 1998.

Invited speaker for Jefferson County Teacher Training Day, November 10, 1998.

Panel member for APICS discussion meeting, "Educating the Workforce," April 15, 1998.

Judge for *American Marketing Association Peak Awards*, Denver, February 22, 1997.

Judge for *1997 DNA/DECA Scholarship Competition*, May 16, 1997.

Gave *probono* workshop session on Delivering Customer Service for the Denver Transportation Club and Delta Nu Alpha, May 16, 1997.

Attended the Women's Transportation Seminar National Conference, May 7-10, 1997 to communicate the importance of the Intermodal Transportation Institute to the transportation community.

Planner of the *North American Intermodal Transportation Summit*, Denver, October 16-17, 1997.

Attended monthly meetings of the American Production and Inventory Control Society (APICS).

Attended continuing education sessions, CAPS Logistics, (Supply Chain Designer, Route Pro Builder), October 1997.

Attended CLM Conference, Orlando, FL, October 1997.

University:

Member, Undergraduate Curriculum Review Committee, April 2008-present.

Member, Undergraduate Council, April 2008-present.

Marketing Lecture given to ESL student classes, April 13, 2009.

Session Chair, Symposium 2005: A Conference of Undergraduate Research, May 12, 2005.

Discoveries Advisor, Aug-Sep 2004.

Session Chair, Symposium 2004: A Conference of Undergraduate Research, May 10, 2004.

Worked with Department of Athletics and Admissions, visiting with and opening my classroom to prospective scholar-athletes, and prospective students, September 2002-2005.

Department representative to Admissions Open House, October 2003, April 2004, October 2004.

Member, PINS Selection Committee, September 2003-June 2005.

Participant in Department of Residence student staff program, October 19, 2003.

SOAR advisor September 1996, 1997, 1998, 2002, 2003, 2004.
Panel member for Center for Service Learning and Civic Engagement workshop, August 5, 2002.
Introduced service learning component to BSBA 1050, spring 2001-2004, MKTG 2800, fall 2004-spring 2006.
Faculty Representative to provide feedback to Blackboard about how their product is being used in my class, May 17, 2001.
Presentation to Penrose Librarians, "Focus of the Customer: Service Quality at Penrose Library," April 18, 2000, pro bono.
Faculty Advisor to University of Denver Operation Stimulus Case Team, 2000. (Team took first place over teams from colleges such as Michigan State), 2003.
Platform party member, August 2000 Commencement, congratulating the five MS in Intermodal Transportation graduates.
Developed and wrote "Completing the Masters Thesis: Guidelines for ITI Students," with Andrew Goetz and Patrick Sherry, 2000.
Member of Who's Who in American Colleges and Universities committee, 1998, 1999.
Organized Effective Teaching Seminar for ITI faculty, June 21, 1999.
Mentor, 1996, 1997.
Participated in SOAR as a faculty advisor, 1996, 1997, 1998,
Faculty facilitator for Pioneers in the Rockies, September 1996, September 1997.
Participated in *University Convocation*, September 1995, September 1996, September 1997, September 1998.
Member of *University Mentoring Committee*, January 1997-May 1998.
Member of *Center for Teaching and Learning Board*, University of Denver, March 1997-May 1998.
Member of *Intermodal Transportation Institute*, University of Denver, September 1995-September 2003.
Member of *Executive Planning Committee*, Intermodal Transportation Institute, September 1995-2000.
Chair of Curriculum Development, *Intermodal Transportation Institute*, September 1996-August 2000.
Developed and participated in the ITI MS Orientation Day, 1999, 2000.
Successfully launched MS in Intermodal Transportation (16 students enrolled, 12 graduated), Fall 1999.

College:

Chair, Marketing Department, July 2007-present.
Director, MS Marketing, July 2007-present.
Member, Academic Council, July 2007-present.
Member, Management Team, July 2007-present.
Chair, Faculty Work Task Force, January 2008-present.

Course coordinator for Supply Chain Management Graduate Business Certificate, September 2002-present.

Course coordinator for Supply Chain Management Concentration in MBA, September 2002-present.

Secretary, Beta Gamma Sigma, DU Chapter, September 2000-present.

Member, HRTM School P & T Committee February 2009-present.

Member, Dean's Search Committee, September 2007-May 2008.

Supported Beta Gamma Sigma initiation as faculty reader, 2001-2006.

Member, *Undergraduate Honors Experience committee*, June 2005-2006.

Participant in Alternative Approaches to Assessing Teaching: Where Do We Go From Here?, Faculty Friday, November 12, 2004.

First-Year Experience Mentor, 2004.

Member, *BSBA Core Revision Design Team*, September 2003-February 2004.

Subject of feature article in Daniels College of Business magazine, Spring 2003.

Interviewed by local television channel 7 regarding the Pacific coast port lockout of October 2002.

Represented the marketing department in The Dynamic Nature of Business class, BSBA 1010. Spoke to students about careers in marketing and how to obtain a marketing degree, April 15, 2002, November 10 and November 12, 2003.

Member, *Strategic Planning Internal Environment Committee*, May 2001-February 2002.

Member, *Strategic Planning Guiding Principles Committee*, May 2001-February 2002.

Member, *Strategic Planning Educational Goals Committee*, May 2001-February 2002.

Member, *Strategic Planning Student Goals Committee*, May 2001-August 2002.

Member, Daniels Advisory Group for Center for Service Learning and Civic Engagement, HUD Grant, October 2000-May 2005.

Gave remarks on behalf of the Daniels faculty at the *Groundbreaking Ceremony*, September 26, 1997.

Member of *Undergraduate Program Committee*, September 1998-June 2006.

Member of *MBA Pedagogy Committee*, September 1998-2003.

Member of the curriculum development team for *The Business Idea* (BSBA 0100) course for the new integrated undergraduate core.

Member of *Educational Technology Committee*, Daniels College of Business, September 1996-March 1997.

Participated in *Undecided Major Student Dinner*, sponsored by DCB Student Services Office.

Liaison faculty between the Daniels College of Business and the University *Center for Teaching and Learning Board*, March 1997-May 1998.

Member of *Ethics Committee*, Daniels College of Business, September 1995-September 1996.

Delta Sigma Pi, Gamma Sigma Chapter, Faculty Brother, April 1992-1995.
Workshop Leader for Classroom Presentation, Teaching in the College of Business and Management at the University of Maryland Workshop, August 1991, August 1992, August 1993.

Department:

Leader of MS Marketing curriculum redesign team, September 2007-present.
Leader of undergraduate marketing core curriculum redesign team for department, January 2007-present
Course coordinator MKTG 2800, September 2004-present.
Co-founder and director of Daniels College of Business Supply Chain Roundtable, February 2002-present.
Faculty undergraduate advisor, September 1995-present.
Departmental Study Abroad representative, October 2003-2004.
Developed 3/2 marketing curriculum, January 2003.
Developed and gave training sessions to three colleagues regarding advising undergraduates, December-February 2003.
Developed and gave training session to adjunct marketing faculty regarding excellence in teaching, January 2003, September 2006-present (ongoing).
Provided draft of article for first marketing newsletter, January 2003.
Faculty Advisor to all marketing majors, September 2000-February 2003.
Department Recruiting Committee, August 2000-November 2000, August 2007-November 2007.
Department Technology Head, September 2000-2003.
Coordinator Marketing Department Communications including marketing department website, September 2000-2003.
Faculty Advisor to 1/2 of marketing majors, September 1995-August 2000.
Honors Student Liaison between university honors program and marketing department honors students, September 1997-present.
Active member of Marketing Roundtable, September 1995-present.
Marketing Association, Faculty Advisor, September 1995-June 1998.
Transportation and Logistics Society, Faculty Member, September 1991-1995.

CONSULTING: *Arete Solutions, worked with MKTG 2800 students and entrepreneur to develop a business plan, Spring 2005, pro bono.*

Lillie Ree Scentuals, worked with MKTG 2800 students and entrepreneur to develop a business plan, Spring 2005, pro bono.

Shinobi Legal Services, worked with MKTG 2800 students and entrepreneur to develop a business plan, Spring 2005, pro bono.

Beautiful Blooms, worked with MKTG 2800 students and entrepreneur to develop a business plan, Winter 2005, pro bono.

Big City Burrito, worked with MKTG 2800 students and entrepreneur to develop a business plan, Winter 2005, pro bono.

Silver Fox Restaurant, worked with MKTG 2800 students and entrepreneur to develop a business plan, Winter 2005, pro bono.

Right Size Bra, worked with MKTG 2800 students and entrepreneur to develop a business plan, Winter 2005, pro bono.

Red Carpet Baby!, worked with MKTG 2800 students and entrepreneur to develop a business plan, Fall 2004, pro bono.

GI Designs, worked with MKTG 2800 students and entrepreneur to develop a business plan, Fall 2004, pro bono.

Arts Street, worked with MKTG 2800 students and entrepreneur to develop a business plan, Fall 2004, pro bono.

NoNo's Café, worked with BSBA 1050 students and entrepreneur to develop a business plan, Spring 2004, pro bono.

Park Hill Dental Arts, worked with BSBA 1050 students and entrepreneur to develop a business plan, Spring 2004, pro bono.

Celebrity Kids, worked with BSBA 1050 students and entrepreneur to develop a business plan, Spring 2004, pro bono.

Youthworks! T-Shirt Silk Screening, worked with BSBA 1050 students and entrepreneur to develop a business plan, Spring 2004, pro bono.

Colorado Auto Brokers, worked with BSBA 1050 students and entrepreneur to develop a business plan, Winter 2004, pro bono.

Amadeus Nuts, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter, Spring 2004, pro bono.

Rialto Café, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter 2004, pro bono.

Sage Concepts, Inc., worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter 2004, pro bono.

YouthWorks! Mercado, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter 2004, pro bono.

YouthWorks! MY Bank, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter 2004, pro bono.

Viva Travels, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Winter 2004, pro bono.

Community Sailing of Colorado, Ltd., worked with BSBA 1050 students and entrepreneur to develop a business plan and electronic customer list, Fall 2003, pro bono.

The Yoga Connection, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Fall 2003, pro bono.

Paper Pleasures, worked with BSBA 1050 students and entrepreneur to develop a business plan and rearrange her retail shop in Cherry Creek, Fall 2003, pro bono. Continue to meet with her quarterly to discuss her future plans for the business.

Nicholas T. Bear, worked with BSBA 1050 students and entrepreneur to develop a business plan and inventory and display her retail store in NW Denver, Fall 2002, pro bono.

Nic Nac Nook, worked with BSBA 1050 students and entrepreneur to develop a business plan and inventory and display her retail store in NW Denver, Fall 2002, pro bono.

JD Edwards, analyzed survey data for demand generation group, marketing programs department, July 2002.

LavaLinche Limited, worked with BSBA 1050 students and entrepreneur to develop a business plan and promotional plan, Spring 2001, pro bono.

Prima Products Global, Ltd., conducted a market analysis of the Denver area for this maker of inexpensive pocket knives, May 1997-December 1998.

Intermodal Association of North America, conducted an Intermodal Freight Volume Forecast, September 1997-September 2000.

Intermodal Association of North America, conducted a Customer Service Study, September 1997-September 2000.