

CURRICULUM VITAE

EDUCATION

Doctor of Philosophy | 2020 – 2024 (ABD) | Drake University
School of Education | Dissertation Advisor: Dr. Robyn Cooper
Research Interest: Generative Artificial Intelligence Ethics in Higher Education

Master of Business Administration | 2006 | University of Iowa
Henry B. Tippie School of Management | Marketing & Finance Concentrations

Bachelor of Arts | 2003 | University of Northern Iowa
Major: Communicators | Minor: Philosophy & Religion (Ethics)

EXPERIENCE – TEACHING

Drake University | August 2016 - Present

MBA Program Director | Zimpleman College of Business | January 2023 - Present

Associate Professor of Practice | Zimpleman College of Business | Marketing | 2022 – Present

Assistant Professor of Practice | College of Business & Public Administration | Marketing | 2016 – 2022

Undergraduate courses developed and taught:

- IS194: E-Commerce
- MKTG120: Digital Marketing
- MKTG101: Principles of Marketing

Graduate courses developed and taught:

- MBA251: Creating Customer Value through Marketing
- MBA251 Online: Creating Customer Value through Marketing
- MKTG298: Digital Marketing (Summer 2018)
- MKTG298: Strategic Marketing for Non-Profits (Independent Study, Summer 2019)
- MKTG230: Marketing Internship for Credit (Independent Study, Summer 2019)
- MKTG298: Special Topics in Marketing – Nonprofit Marketing Strategy (Summer 2020)

William Penn University | 2007 - 2016

Adjunct Faculty | Business Management

Courses taught: Operations Management, Marketing for Managers, Financial Management I & II, and Organizational Management

Grand View University | 2007-2012

Adjunct Faculty | Business

Courses taught: Service Marketing Management & Information Technology Project Management

EXPERIENCE – PROFESSIONAL & EXECUTIVE

Marsh McLennan

Senior Project/Program Manager | Marsh Global Affinity | Contract Employee

2016 – 2017; 2018-2019; 2020-2022

- New business case development and execution, including managing an WC/GL RFP for Amazon’s Delivery Service Provider (DSP Network)
- Project and program management of new business implementations for clients such as Chick-fil-A, ADP, & Amazon

Assistant Vice President of Business Strategy & Planning | Marsh Sponsored Programs

2013 – 2016

- Developed and executed three complex project plans simultaneously for FedEx Ground, MSP’s largest program sponsor while acting as the de-facto program manager. Delivered all three interdependent projects on time and under budget.
- Oversaw development of new business go-to-market strategy, sales pipeline, and overall marketing project management for clients including Chick-fil-A and Enterprise Rent-a-Car.
- Led project and marketing teams in the implementation of new program business as well as the existing clients. Responsible for executive end-user marketing communications strategies for clients including McDonald’s, FedEx, and Enterprise.

Pella Corporation

Retail Marketing Manager | 2010 – 2013

- Provided strategic coordination of all marketing & promotional activities within the Pella Direct Sales Network
- Managed \$40 million annual budget with responsibility for ROI on every element of the marketing mix

Principal Financial Group

Senior Marketing Strategist | Retirement & Investment Services | 2008-2009

- Coordinated PFG’s “Nearing & Enjoying Retirement” cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers enterprise-wide.

Senior Product Development Consultant | Principal Bank | 2006-2008

- Responsible for all product development and project management on large, cross-business-unit web products and online banking solution includes retirement income management tools, health savings accounts, life insurance & annuity distribution products, and FDIC IRA solutions.

PROFESSIONAL DISTINCTIONS & CERTIFICATIONS

LEGO® SERIOUS PLAY® Methods & Materials Teams and Group Facilitator Certification

Strategic Play Group, LTD. | 2019 | Registration Number: D2019304

Commercial Lines Coverage Specialist | Hartford School of Insurance | 2016

Certified Project Management Professional (PMP) | Project Management Institute

2010 – 2021 | PMI certification number: 1344567

AWARDS & RECOGNITION

David B. Lawrence Outstanding Undergraduate Teacher of the Year

Drake University College of Business & Public Administration | 2019-2020

Outstanding Graduate Admissions Ambassador

Master of Business Administration | 2020

OUTREACH – LEADERSHIP & COMMUNITY INVOLVEMENT

ACLU of Iowa

Board of Directors & Board of Trustees | 2018 – 2024

Strategic Planning Committee Member 2018 - 2024

Governance Committee Member 2022- 2024

Governance Committee Chair 2023-2024

Executive Committee 2023-2026

Vice President 2023-2024

First Unitarian Church of Des Moines

Board of Trustees | Executive Assessment Committee Member | 2018 – 2021

Building Tomorrow Team | 2017 – 2018

Family Promise Host Training & Volunteering 2017 - 2021

Slow Food Des Moines

Board of Directors | Treasurer & Project Manager | 2012 - 2018

United Way of Central Iowa

Emerging Leaders Initiative | 2006 – 2010; 2019-2020

Women’s Leadership Connection | 2015 – 2017; 2018-2019

OUTREACH – PROFESSIONAL ASSOCIATIONS

American Marketing Association of Iowa | 2016 – 2020

American Advertising Federation | 2016-2018

PMI Central Iowa | 2013 – 2018; 2022-Present

OUTREACH – RECRUITING & DEVELOPMENT

Tudor’s Collegiate Strategies | Professional Development Training (w/ Drake Admissions Staff) January 2018

Business Professional of America State Competition | Judge | February 18, 2018

DECA State Competition | Judge | February 24, 2019

Executive Director of Innovation, Entrepreneurship, & Human Center Designed Search Committee Chair | Fall 2019

Denise Essman Family Innovation Grant | December 2019 & March 2020

OUTREACH – CONSULTING & PROFESSIONAL PRACTICE

Marsh Sponsored Programs | FedEx, Enterprise Rent-A-Car, & Chick-fil-A projects

Aug – Dec 2016

Drake University John Pappajohn Entrepreneurial Center & Iowa Center for Economic Success February 2017 – Present

Global Insurance Accelerator | Motions Cloud | February 2017

Marsh Sponsored Programs | McDonald's Redesign | October 2017 – January 2018

Marsh Sponsored Programs | Chick-fil-A New Business Implementation | Feb 2018 – July 2019

Marsh Global Affinity | Global Warranty Project | August – September 2019

National Pork Board | Digital Marketing Task Force | September 2019

Global Insurance Accelerator | Kiwi Insurance (now Pilotbird) | February – April 2020

Kiwi Insurance | Advisory Board | May 2020 – present

Global Insurance Accelerator | Solar Insure | February – April 2021

Marsh Global Affinity | Amazon DSP Global Implementation Project | Feb 2021-Dec 2022

Global Insurance Accelerator | RainyDayPal | February – April 2022

Marsh Global Affinity | ADP New Business Digital Transformation Project | July – Dec 2022

Global Insurance Accelerator | ReFocus AI | January – April 2023

OUTREACH – EXECUTIVE & PROFESSIONAL COURSES DEVELOPED &/OR TAUGHT

Drake University John Pappajohn Entrepreneurial Center Bootcamps | Feb – Nov 2017

Business Strategy Formation | Big Idea Sketchbook

Business Planning | Business Roadmap | Marketing Strategies and Tactics

Iowa Center for Economic Success | Dreambuilder Series | April 2018 – Present

Business Ideation & Business Model Canvas (Business Plan)

Marketing Strategy

Drake University Mandela Fellowship for Young African Leaders (YALI) | July 9, 2019

Marketing Strategy & Consumer Behavior and Digital Marketing

Nexus Executive Women's Alliance | March 10, 2020

LEGO® Serious Play®

Drake Executive Education: Supervisory Leadership Program | September 23 & 24, 2021

LEGO® Strategic Play®

OUTREACH – MEDIA & PUBLICATIONS

Business Record | *Keeping Up: Local Marketing Experts Predict the Next Big Things* | September 2, 2016

Fortune Magazine – Commentary | [Amazon's Newest Venture is Likely to Be a Bust](#) | August 21, 2017

Business Record | *In 2018 I Believe the Economy Will...* | January 26, 2018

KCCI News at 6 (CBS Affiliate) | *Facebook Interview* | Aired April 9, 2018

Des Moines Register | [Hey Did You Hear Podcast](#) | April 13, 2018

KCCI News at 6 & 10 (CBS) Interview | Nike/Kaepernick | Aired September 4 & 5, 2018

AgriSync | [Sales Podcast: Measuring the Customer Experience with Michael Kremer](#) | Recorded December 17, 2019,
Published January 29, 2020

Applied Art & Technology: Art of Marketing Podcast | Recorded October 30, 2020

SERVICE – DRAKE UNIVERSITY

Drake University Brand Initiative Steering Committee | 2017 – 2018

Drake University Digital Marketing Consulting | 2017-2018

Proactive Advising Project & Starfish Pilot | Fall 2017 -2018

Drake University Graduate & PhD Commencement Ceremony Marshall | Spring 2018

2020 Global Conference on Diversity & Inclusion in Higher Ed Planning Committee |

Spring 2019 - March 2020

Design Thinking Working Group | April 2019

Changemaker Campus Working Group | June 2019 – June 2021

Drake University Live Mascot Program Ambassador | September 2019 – May 2020

Executive Director of Innovation, Entrepreneurship, & Human Center Designed Search Committee Chair | Fall 2019

One-on-One with Drake Women's Basketball | October 14, 2019

Drake University 2021 Global Conference on Diversity & Inclusion in Higher Ed Planning Committee | Spring 2019 –

March 2021 | Communications Committee Member

The Drake/Wellmark Challenge (*Making Connections to Address Rural Food Insecurity*) Advisory Group | Spring 2020

Drake University Graduate Council | Spring 2023

Generative AI at Drake - Round Table | Spring 2023

English Seminar: AI in Education Guest Speaker | College of Arts & Sciences | March 2, 2023

AI in Higher Education: Large Language Model Panelist | College of Arts & Sciences | March 7, 2023

Drake Interdisciplinary AI Teaching Café Facilitator: March 28 & April 7, 2023

SERVICE – ZIMPLEMAN COLLEGE OF BUSINESS (FORMERLY CBPA)

CBPA Graduate Curriculum Committee | Spring 2017 – Spring 2020

CBPA Graduate Programs Digital Marketing Consultant | Fall 2017

CBPA Online Teaching Support Team | Spring 2018 – Present

Drake Chapter NAWMBA Faculty Advisor | Spring 2018 – 2020

CBPA National Advisory Council Marketing & Branding Subcommittee | June 2018 – June 2019

Principal Financial Group Ideation Project Group Consultant | Fall 2018

CBPA Admitted Student Day & High school Student Preview Panels | April 2019

Executive Director of Innovation, Entrepreneurship, & Human Center Designed Search Committee Chair | Fall 2019

CBPA 2020 Women's Leadership Breakfast Planning Committee | Fall 2019- present

CBPA Delta Sigma Pi Faculty Advisor | Fall 2020 - present

CBPA Sumer 2020 Student Engagement Presentation: *Navigating Digital Media in 2020* | August 5, 2020

CBPA Student Admissions Virtual Visits | September 2020 – April 2022

CBPA Outreach and Research Social Impact Award Committee Member | 2022-2023

ZCB Graduate Curriculum Committee Member | Spring 2023 – present

Zimpleman College of Business Admitted Student Day | April 14, 2023

PROFESSIONAL DEVELOPMENT

DRAKE UNIVERSITY

Drake University Annual Learning Symposium | August 2016
New Faculty Pedagogy Project | Spring 2017
ITS Online Pedagogy Workshop | April 14, 2017
Media Training | Drake Public Relations | April 21, 2017
Proactive Advising Training | May 16, 2017
Scholarship of Teaching & Learning Workshop | May 25-26, 2017
Drake University Annual Learning Symposium | August 2017
ITS Workshop: Setting up Blackboard Course to Meet Syllabus Requirements | Jan 30, 2018
ITS Workshop: Managing Blackboard Content to Facilitate Learning | February 6, 2018
ITS Workshop: From Face-to-face, Web-enhanced & Blended to Online Learning | Mar 5, 2018
Drake University Annual Learning Symposium | August 2018
Drake Global Service Learning Travel Development Seminar | Monterrey Tec, Guadalajara, MX March 16-23, 2019
Campus Book Club | *So you want to talk about race* by Ijeoma Oluo | Spring 2019
Drake University Annual Learning Symposium | August 16, 2019
Drake Online Design Dialogs | July 2, July 30, & August 13, 2020
Black Lives Matter at Drake | August 28, 2020
Navigating Political Differences in an Age of Polarization | October 19, 2020

QUALITY MATTERS

Evaluating Your Course Design | January 29, 2018
Orienting Your Online Learners | May 10, 2018

CONFERENCES & SEMINARS

SXSW Interactive Badge | Austin, TX | March 10-16 2017
Engaged Faculty Institute | Iowa Campus Compact | September 27 & 28, 2018
Association for Business Simulation & Experiential Learning (ABSEL) | Seattle, WA | Mar 21-23, 2018
AMA Design Thinking Virtual Conference | April 23 & 24, 2019
Global Insurance Symposium | Des Moines, IA | April 24 & 25, 2019
2019 Midwest Campus Compact Conference | Minneapolis, MN | May 29-31, 2019
LEGO® SERIOUS PLAY® Facilitator Training | Chicago, IL | August 13-15, 2019