
JIMMY D. SENTEZA, PhD, CFA®
Deputy Provost for Academic Affairs - Drake University

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EDUCATION AND CERTIFICATIONS

PhD in Business (Finance),

MBA (Finance), and

Bachelor of Science Business Administration (summa cum laude)

Washington State University, Pullman, WA (1993, 1996, 2000).

Diploma in Tourism and Hotel Management (Austrian State Diploma)

International Hotel & Tourism Management, Austria (1992).

B. Arts (Honors)

Makerere University, Kampala, Uganda (1985).

CFA® (Chartered Financial Analyst)

Member of the CFA Society of Iowa & the CFA Society of East Africa.

EMPLOYMENT RECORD SUMMARY

- Drake University, Des Moines, Iowa: 2000 - current
 - Deputy Provost for Academic Affairs (2023 – current)
 - Faculty: Professor/Associate Professor of Finance with tenure (2007 – current), Assistant Professor of Finance (2000 – 2006) of the Zimpleman College of Business (formerly the College of Business and Public Administration)
 - Faculty Senate President/Vice President (2021 – 2023)
 - Director of the Rolland and Mary Nelson Institute of Global Affairs (2019 – 2023)
 - Chair of the Department of Economics and Finance (2015 – 2019)
- Makerere University Business School (MUBS), Kampala, Uganda: 2008 – 2018
 - Visiting Professor of the Faculty of Graduate Studies and Research
- Macroeconomic and Financial Management Institute of Eastern and Southern Africa (MEFMI): 2017 - 2020
 - Research Mentor in the Fellows Development Program (Financial Sector Management)
- Uganda Martyrs University, Nkozi, Uganda: 2011 – 2012
 - Fulbright Scholar
- Stalla CFA study program (acquired by Kaplan Schweser in 2011): 2005 – 2010
 - CFA® Instructor
- Washington State University
 - Instructor – Washington State University (WSU), 1997 – 2000.
 - Research/Teaching Assistant, Washington State University, 1996 - 2000.

LEADERSHIP SUMMARY

Deputy Provost for Academic Affairs, Drake University

July 2023 – present

Duties and Responsibilities: As Deputy Provost for Academic Affairs, I work alongside and support the Provost in her responsibilities as the Chief Academic Officer responsible for providing leadership and vision for Drake University's eight academic units. My primary functions include:

- Faculty Success and Academic Excellence (60%)
 - Support the hiring and development of academic staff to foster a culture of continuous improvement and excellence.
 - Oversee the implementation and support of the general education curriculum comprising:
 - Areas of Inquiry (AOI) – general education requirements.
 - First Year Seminar (FYS) – foundational student experience.
 - Honors program – academic enrichment for high achieving students.
 - Oversee academic success units - the Speaking Center and formerly the Writing Center.
 - Facilitate faculty annual recognition through honors and awards programs, supporting a culture of achievement and appreciation.
 - Plan and implement data-informed initiatives to promote successful teaching, scholarly productivity, and service engagement.
 - Co-direct Drake University's Quality Initiative (QI) as part of the HLC accreditation (*Building Community, Teaching with Intentionality, Striving for Well-Being*) integrating its principles into the FYS and Center for Teaching and Learning CTL programming and forthcoming student academic success efforts.
 - Develop assessment infrastructure, collect and review assessment data.
 - Align staffing, training, and evaluation processes with identified needs.
- Faculty and Academic Leadership Development (25%)
 - Design and implement professional development endeavors through the CTL aligning its endeavors with Drake University's Quality Initiative.
 - Design and implement onboarding and mentoring programs to enhance new faculty integration and long-term retention.
 - Support the development of strategic initiatives to guide both new and continuing department chairs in academic leadership and operational excellence.
- Office of Sponsored Programs Administration (6%)
 - Lead and oversee strategic growth in external funding for scholarships and innovative teaching.
 - Oversight of the office of sponsored programs director, three additional staff, and a budget.
- Communications to campus (5%)
 - Internal communications efforts to ensure consistent, transparent, and timely dissemination of academic affairs updates across campus stakeholders.
- Institutional Priorities (4%)
 - Provide oversight of budget planning and administrative operations in academic affairs, delivering strategic support to senior leadership.
 - Other duties as assigned by the Provost.

Significant Leadership Accomplishments

- Instituted the Academic Affairs Advisory Council (AAAC) to increase faculty support and engagement in major deliberations within Academic Affairs. The council consists of one faculty member from each academic unit and convenes monthly during the academic year.

- Collaboratively designed infrastructure for program learning assessment that is rigorous and supportive.
- Overhauled and created a new Center for Teaching and Learning (formerly the Center for Teaching Excellence) creating a vision and mission, hiring a Faculty Development Specialist, and building an online development resource for faculty and staff.
- Created multiple in-house and external faculty development initiatives.
- Repurposed building space and created a faculty lounge now used for scholarly, developmental, social, and extracurricular activities by both faculty and staff.
- Collaborated with academic deans and the office of Institutional Research to support the provost in executing approximately \$3 million in academic affairs budget reductions, while establishing a framework to proactively address future challenges.
- Created the university's premier scholarship award (the Madelyn Levitt award for scholarship) via a budget-neutral realignment of the Madelyn Levitt faculty awards funding.
- In collaboration with the Faculty Senate, I revamped the first-year learning experience through the creation of and providing support for interdisciplinary learning communities in the FYS.
- Created the following university policies with faculty and staff engagement:
 - Intellectual Property and Copyright Policy replacing a decade-old policy.
 - Generative Artificial Intelligence guidelines.
 - Export Control Policy.
- Interview faculty position candidates and make recommendations to college hiring committees.
- Served as the Office of the Provost's resource person for Faculty Senate committees including the:
 - University Curriculum Committee (UCC)
 - Drake Curriculum Analysis Committee (DCAC)
 - Admission, Retention and Financial Aid Committee (ARFAC)
 - Compensation Committee.
- Other Committee service: Hidden Labor, and Community Engagement.
- Oversee effort to diversify grant funding and grow external funding for scholarships, community engagement, and innovative teaching.
- Develop and deliver resilient student-ready infrastructure for new faculty and academic chair onboarding and mentoring.

**PRESIDENT/VICE PRESIDENT FACULTY SENATE, & CHAIR/VICE CHAIR OF THE SENATE EXECUTIVE COMMITTEE.
JULY 2021 – JUNE 2023**

Duties and Responsibilities:

- As President of the Faculty Senate Executive Committee (or Faculty Senate Cabinet), led the development of initiatives to foster faculty governance and supervised their implementation as appropriate.
- Facilitated faculty advisory duties such as curriculum development, policy review, strategic planning to board of directors, the President, the Provost, and other administrative officers.
- Facilitated the development of educational policy affecting the university by collaborating with key stakeholders and ensuring alignment with institutional goals.
 - Enacted uniform academic regulations to maintain consistency across departments.
 - Developed strategic faculty intercultural educational programming to promote diversity and inclusion.

- Championed shared governance, equity in workload distribution, and faculty morale to create a more inclusive and supportive academic environment.
- Collaborated with senior leadership and trustees regarding academic policies related to curriculum development, as well as strategic initiatives such as expanding online education and evaluating our online program manager (OPM).

Significant Leadership Accomplishments

- Facilitated faculty awareness and consultations with administrative staff during the planning and rollout of the Fall 2023 blended advising model, leading to higher faculty engagement and smoother implementation.
- Coordinated efforts with faculty, students, and administration to secure Senate approval for making equity and inclusion coursework a required part of Drake's general education curriculum in alignment with the university's mission.
- As the faculty representative on the President's Cabinet, encouraged the cabinet to adopt strategic servant leadership, resulting in a decision for the cabinet to visit each academic unit once per academic year.
- Enhanced faculty-administration relations by organizing unit-level town halls for the President, promoted timely communication of sensitive information, engaged with departments to advocate for proposed global strategic growth initiatives, and encouraged the executive committee to evaluate strategic proposals with a long-term perspective focused on Drake's centennial future rather than short-term achievements.

DIRECTOR OF THE NELSON INSTITUTE FOR DIPLOMACY & INTERNATIONAL AFFAIRS

2019 – 2023

Significant Leadership Accomplishments

- Oversaw the development of faculty intercultural strategic initiatives to enhance Drake's curriculum, resulting in growth faculty and staff initiated international partnerships.
- Organized interdisciplinary student global symposia to highlight students' global projects outcomes such as increased cross-cultural understanding and innovative solutions to global challenges during the Global Citizen Forum week in March every year.
- Oversaw the biennial \$25,000 Global Pressing Issues Grant, student scholarships, and other institute grants, working with a team of five and coordinating with academic units to ensure effective administration and outcome publicity.
- Served on a variety of global engagement committees, including the Drake International Grants Committee (secured funding for innovative projects), Global Learning Scholarship Committee (awarded scholarships to deserving students), and the Global Engagement Advisory Council (contributed to developing new international partnerships).

CHAIR, DEPARTMENT OF ECONOMICS AND FINANCE

2016 - 2019

Significant Leadership Accomplishments

- Established and maintained a long-term vision for the department, outlining initiatives such as increasing research output, enhancing student engagement, and fostering community partnerships, in alignment with the missions of the department, college, and university.
- Spearheaded curriculum redesigned to align with industry trends by incorporating data analytics, ESG reporting standards, fintech innovations such as blockchain technology.

- Implemented learning outcomes assessment across all programs.
- Reviewed and updated the university catalog, concentrating on departmental requirements and schedules to ensure consistency with current academic standards.
- Managed financial resources to advance departmental and program mission and vision.
- Initiated and coordinated the annual Finance Day at the Zimbleman College of Business, which included a speaker series with local professionals and alumni discussing topics such as investment strategies for insurers, wealth management in a low-interest rate environment, the CFA program, career opportunities, and related subjects.
- Provided mentoring support to junior faculty in creating new course materials, enhancing student engagement, publishing scholarly articles, and participating in academic conferences to facilitate their annual review process.
- Oversaw the Drake University Finance program's achievement of CFA Institute University Affiliation Status, recognizing the program's adherence to industry standards and its commitment to preparing students for the CFA exam through scholarship opportunities.
- Developed multi-year course rotation plans to support advising and student planning.

TEACHING AND MENTORSHIP SUMMARY

ASSISTANT/ASSOCIATE/ PROFESSOR OF FINANCE

2000 – PRESENT

COURSES TAUGHT

- Managing Individual Finances (Personal Finance)
- Corporate Finance (Undergraduate)
- International Finance (Undergraduate)
- Portfolio Analysis (Undergraduate)
- Investment Analysis and Portfolio Management (Graduate)
- Seminar in Finance (Undergraduate)
- Analysis of Fixed Income Securities and Related Derivatives (Graduate)
- Sustainable Development in Sub-Saharan Africa (Travel seminar)

SELECT MENTORING EXPERIENCE

- Drake Crew Scholars Mentor, **2021 – 2023**
- CFA Program Principal Contact (CFA University Affiliation), **2015 to present**
- CFA Institute Research Challenge Industry Mentor
- MEFMI Fellowship Development Program Mentor– Supervised Candidate Fellow specializing in Regulation of Capital Markets under for Management Program of the Macroeconomic and Financial Management Institute (MEFMI), **2017 - 2020**
- Honors Theses - numerous mentees
- Faculty Advisor - African Caribbean Student Association (ACSA), **2010 – Present.**
- Visiting Professor – Makerere University Business School (MUBS) with the Faculty of Graduate Studies and Research. Provided graduate instructions and mentoring as needed, **2009 – 2016.**

HONORS AND AWARDS

- Fulbright Scholar 2011 - 2012
 - CFA Research Challenge Winning Industry Mentor– CFA Society of East Africa – Uganda.
 - Member of Sigma Beta Delta, an international honor society recognizing top students in business management.
 - Drake Research Grant (2002, 2004, 2022)
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Relevant Scholarship

- Root, T. H. Senteza, J. Suh, I. and Yoon, J., "From Chips to Intelligence: A Valuation Framework Applied to NVIDIA". A working paper
- Suh, I. and Senteza, J. (2025), "The cross-sectional characteristics of Chinese official financing in Africa", *Journal of Financial Economic Policy*, Vol. 17 No. 3, pp. 457-474.
- Root, T. H. Senteza, J. Suh, I. and Yoon, J. (2023), "Abercrombie & Fitch Co.: Does ESG matter?" *International Journal of Teaching and Case Studies*, Volume 14, Number 1, pp. 11-50.
- Senteza, J. Suh, I. and White T. (2020), "Under Armour, Inc.: Will a Fallen Titan Recover?" *International Journal of Teaching and Case Studies*, Volume 11, Number 4, pp. 285-301.
- Senteza, J. Suh, I. and White, (2019) "Battling the Oil 'Death Spiral': ConocoPhillips vs. Antero Resources Corp.," *Southeast Case Research Journal*, Volume 16, Issue 1, pp. 95-116.
- Long, R. Senteza, J. Suh, I. and White, T. (2018) "J.C. Penney Corporation: Reinventing Retail", *Journal of Finance Case Research*, Volume 17, Issue 1.
- Root, T. Senteza, J. and White, T. (2014) "Characterizing Risk Tolerance by Nationality: A Comparison of the U.S. and Uganda," *Journal of Business and Behavioral Sciences*, Volume 26, Number 2, pp. 7-24.
- Bishop, D. McKnight, G. Senteza, J. Root, T. (2013) "Overcoming Challenges from running a faculty-led Short-term Study experience in sub-Saharan Africa: Case Study Uganda," *International Business: Research, Teaching and Practice*, Volume 71.
- Bale, Jill, Senteza, Jimmy, and White, Toby, (2013) "A Model for Running an Undergraduate Business-Focused Case Competition," *International Research Journal of Applied Finance: Case Studies*.
- Root Thomas, Rozycki John, Senteza Jimmy and Suh Inchul, (2007) "The Finance Curriculum in the New Millennium: A Comprehensive Survey," *Journal of Financial Education*, Volume 33, pp. 1–27. *JSTOR*, <http://www.jstor.org/stable/41948549>.
- Kirk Delaney, Root Thomas, Meyer Bradley, Senteza Jimmy, and Chip Miller "Teaching Evaluation: Does the Switch to an Online Process Make a Difference in how Dick and Jane Rate Their Professor," *Journal of the Academy of Business Education* Volume 7 Fall 2006.
- Njoroge Joyce, Senteza Jimmy, and Suh Inchul, "Learning Styles and Attitude towards Technology: Focus on Business Students," *Journal of College Teaching and Learning* Volume 3 #5 May 2006.
- Njoroge Joyce, Gill Susan, and Senteza Jimmy, "Earnings management: Do large investors care?" *Financial Decisions* Volume 17 # 3 Fall 2005.
- Senteza J., "Institutional Price Pressure: Evidence from NASDAQ-NYSE listings," *The Journal of Applied Business Research*, Vol. 20 Number 2, Spring 2004.
- Wolverton Marvin and Senteza J., "Hedonic Estimates of Regional Constant Quality House Prices," *Journal of Real Estate Research*, Vol. 19 Number 3 2000.

Textbook Reviews

- Investment Analysis and Portfolio Management, by Frank K. Reilly and Keith C. Brown, 8th Edition, Thompson Southwestern, 2006.
- Fundamentals of Multinational Finance, by Michael Moffett, Arthur Stonehill, and David Eiteman 2nd Edition, Pearson Addison Wesley, 2006.
- Cases attached to Financial Management: Theory and Practice by E.R. Brigham, L.C. Gapenski, and M.C. Ehrhardt, 9th Edition, The Dryden Press, 1999.
- Finance by Zvi Bodie and Robert C. Merton Prentice Hall, 1998.

References.

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