

Education

- 2026 (Dec) **Doctor of Philosophy | Drake University**
Dissertation Chair: Robyn Cooper, Ph.D.
Dissertation Working Title: *Generative AI in business education*. (Status: Finalizing Proposal)
- 2006 **Master of Business Administration | University of Iowa**
Tippie College of Business | Concentrations in Marketing & Finance
- 2003 **Bachelor of Arts | University of Northern Iowa**
College of Humanities, Arts & Sciences
Major: Communications | Minor: Philosophy & Religion (Ethics)

Faculty Appointments & Teaching Experience

- 2023-present **Associate Professor of Practice | Drake University**
Zimpleman College of Business | Marketing & Org Leadership Department
- Developed Marketing BSBA program research study and wrote related curriculum redesign motions approved by undergraduate curriculum committee (2024-2025)
 - Drake University Core Undergraduate Curriculum Redesign Working Group (2024-2025)
 - Drake University AI Faculty Liaison (Spring 2024-present)
 - Drake University AI Policy Working Group (2023-present)
- Undergraduate courses developed and taught:
- IS1 94: E-Commerce
 - MKTG 101: Principles of Marketing
 - MKTG 120: Digital Marketing
 - MKTG 195: Marketing Management
- Graduate courses developed and taught:
- MBA 251: Creating Customer Value through Marketing
 - MKTG 298: Special Topics in Marketing - Digital Marketing
 - MKTG 298: Special Topics in Marketing – Non-Profit Marketing Strategy
- 2016-2022 **Assistant Professor of Practice | Drake University**
College of Business & Public Administration | Marketing Department
- Changemaker Campus Working Group (2019-2021)
 - Winner of the 2019-2020 David B Lawrence Outstanding Undergraduate Teacher of the Year Award
 - Recognized as the Outstanding Graduate Admissions Ambassador for MBA program outreach (2020)
 - Drake University Brand Redesign Steering Committee (2017-2018)
- 2007 – 2016 **Adjunct Faculty | William Penn University**
Business Administration Undergraduate Program | Des Moines Campus
Courses developed & taught: Operations Management, Marketing for Managers, Financial Management I & II, and Organizational Management

Academic Administration Experience

2022-23; 2024-25 **MBA Program Director | Drake University**

Zimpleman College of Business

- Oversaw all aspects of MBA program curriculum governance, admissions decisions, and exceptions/extensions
- Chaired Zimpleman Graduate Curriculum Committee, overseeing Zimpleman-wide curricular updates and innovations, including the discontinuance of the Cyber Security emphasis and certificate program, the MAcc, and several Zimpleman & interdisciplinary elective graduate courses.
- Conducted thorough competitive analysis of online MBA programs and utilized findings to identify marketing key messages and value propositions to differentiate Drake from other online MBA programs and drafted program website copy
- Served as the academic and marketing strategy consultant during Drake's Online's 2024-25 transition from 7-year OPM contract to university-owned solutions, conducted thorough online MBA competitive analysis and leveraged findings in updated website copy and lead-nurture campaign materials to prospective student to clearly communicate the Zimpleman MBA's unique value proposition.
- Represented Zimpleman College of Business on Drake University Academic Infrastructure Group

2023 – 2024 **Acting Marketing Department Chair**

- Authored tenure-track and practice professor new hire case statements
- Wrote 2024-25 Visiting Associate Professor job description & led successful search
- Responsible for 2024-2025 Marketing Department course & classroom scheduling
- Facilitated Marketing curriculum updates to eliminate tracks, reduce the number of electives offered, and documented changes to Marketing Major for UCC votes so changes would go into effect prior to Fall 2024
- Attended Zimpleman cabinet meetings on behalf of the chair
- Drafted, edited, and proofed sensitive department human resources memos on behalf of the official department chair

Executive & Corporate Consulting Experience

2017 - present **Consultant & Mentor | Global Insurance Accelerator**

Mentor founders on business case development, go-to-market strategy, technology integration & operations, pitch deck creation and evolution, and provide weekly project management consulting for insurtech startups.

- 2026: [MintCover](#): P&C retail insurance platform designed for young adults
- 2025: [ClaimMentor](#): P&C claim workflow optimization platform
- 2023: [ReFocus AI](#): AI-driven marketing automation and re-targeting service
- 2022: [RainyDayPal](#): Supplemental insurance coverage for unexpected expenses
- 2021: [Solar Insure](#): P&C coverage for solar products
- 2020: [Pilotbird](#): Data analytics services that optimize P&C & WC books
- 2017: [Motions Cloud](#): AI-enabled P&C claims assessment

2016-2022 **Senior Project Management Consultant | Marsh McLennan**

Marsh Sponsored Programs / Marsh Global Affinity

- 2020 – 2022
- **Amazon.com, Inc.** Program implementation manager and change management strategist. Developed AI-driven risk management business solutions and led a 200+ person international digital project team. Responsibilities included managing a \$60 million for P&C (WC/AL/GL) Insurance RFP, contract execution, and digital product implementation for Amazon's Delivery Service Providers (DSP Network). Managed multiple commercial line carrier partner relationships, developed executive reporting dashboards, and delivered industry-compliant solutions on time and on budget for a high-touch client with an aggressive timeline

- 2018 – 2019 • **Chick-fil-A, Inc.** program manager and enterprise product implementation manager for P&C program integration. Led custom digital product development and global multi-carrier product implementations utilizing algorithmic and AI technologies to deliver efficient risk management solutions within captive arrangements.
- 2016 – 2017 • **FedEx Corporation:** Continued managing the implementation of the FedEx Ground P&C digital transformation for the three simultaneous FedEx Ground enterprise-wide risk management digital projects, including a completing a data system redesign & integration and a new business line implementation on time and under budget while serving full-time on the marketing faculty of Drake University's School of Business.
- 2013 – 2016 AVP of Business Strategy & Planning | Marsh & McLennan**
Marsh Sponsored Programs / Marsh Global Affinity
- **FedEx Ground (FedEx Corporation):** Developed and executed three complex project plans simultaneously for MSP's largest client while acting as the de-facto program manager. Oversaw business case conception to end-user delivery of three major interdependent projects (total combined contract valued over \$40 million).
 - Oversaw development of Marsh Global Affinity PMO strategy including project portfolio management, new business go-to-market strategy, sales pipeline prioritization, UI/UX, and overall project management and digital-first implementations for Marsh Global Affinity clients, including **Chick-fil-A, McDonald's FedEx Ground, & Enterprise Rent-a-Car.**
- 2010 – 2013 Retail Marketing Manager | Pella Corporation**
- Managed \$40 million annual budget with responsibility for ROI on every element of the marketing mix in all major markets including Boston, Chicago, Dallas, & LA.
 - Provided strategic coordination of all marketing & promotional activities within the Pella Direct Sales Network, including managing multiple agency and vendor contracts
- 2008 – 2009 Senior Marketing Strategist | Principal Financial Group**
Retirement & Investor Services
- Coordinated PFG's "Nearing & Enjoying Retirement" cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers across the entire Principal enterprise.
 - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as a specific skill set.
- 2006 – 2008 Senior Product Development Consultant | Principal Financial Group**
Principal Bank
- Coordinated PFG's "Nearing & Enjoying Retirement" cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers across the entire Principal enterprise.
 - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as career paths.

Professional Certifications

- 2010 – 2028 **Certified Project Management Professional (PMP) | Project Management Institute**
 PMI Certification number: 1344567
- 2019 **Lego® SERIOUS PLAY® Methods & Materials Teams & Group Facilitator Certification**
 Strategic Play Group, LTD. | Registration # D2019304
- 2016 **Commercial Lines Coverage Specialist**
 Hartford School of Insurance

Community Engagement & Volunteerism

- 2024- present **Technology Association of Iowa (TAI)**
Artificial Intelligence Roundtable Member
- 2018 – present **ACLU of Iowa**
Board of Directors | Board of Trustees
- Board President, Trustees Chair, & Executive Committee Chair (2025-2027)
 - Board Vice President & Governance Committee Chair (2023-2025)
 - Executive Committee Member (2022-2027)
 - Governance Committee Member 2022-2027
 - Strategic Planning Committee Member (2018-2021)
- 2017-2021 **Iowa Center of Economic Success**
Developed and delivered business planning and execution courses for aspiring small business owners and entrepreneurs in the state of Iowa.

Outreach – Executive & Professional Courses/Presentations

- September 11, 2025 **Global Insurance Accelerator | Accelerate 2025 Mentor Summit**
Experienced Mentor Guest Panelist
- May 12, 2025 **Grand View University May Faculty & Staff Institute | Keynote Speaker**
Future Ready With AI: Bridging Knowledge & Employment Practice
- August 20, 2024 **Drake University Learning Symposium | Workshop Facilitator**
How to Use Generative AI to Improve Productivity in Higher Education
- August 24, 2023 **Zimpleman College of Business Fall Retreat | Faculty Workshop Facilitator**
Generative AI Pedagogy & Practice, Practical Applications for Faculty & Staff
- Sept 23-24, 2021 **Drake Executive Education | Supervisory Leadership Program Facilitator**
LEGO® StrategicPlay® for Supervisors
- March 10, 2020 **Nexus Women’s Alliance Presentation**
LEGO® StrategicPlay® for Executives
- 2019 & 2022 **Drake University Mandela Fellowship for Young African Leaders (YALI) | Workshop Facilitator**
Marketing Strategy, Consumer Behavior, & Digital Marketing
- 2017-2020 **Iowa Center for Economic Success | Workshop Facilitator (3x Annually)**
- Business Model Canvas (Business Plan Workshop)

Service – Drake University

- 2023-2025 **Drake University AI Leadership Working Group Member**
- 2024-2025: Generative AI Pilot & Use Case Group Member
 - Summer 2024: Drake University AI Guidelines Working Group
 - March 28 & April 7, 2023: Interdisciplinary AI Teaching Café Facilitator
- 2024-2025 **Drake University Blackboard AI Faculty Liaison to the Zimpleman School of Business**
- 2019-2020 **Drake University Design Thinking Working Group Member**

- 2020 **Search Committee Chair: Drake University Executive Director of Innovation, Entrepreneurship, & Human-Centered Design**
Led an interdisciplinary faculty & staff search committee on behalf of the John Pappajohn Entrepreneurial Center, Buchanan Center, & the Dean of College of Business & Public Administration
- 2019-2020 **Drake University Changemaker Campus Working Group Member**
Co-Author of Center of Social Enterprise Big Idea Proposal
- 2017-2018 **Drake University Marketing Communications Digital Marketing Consultant**
- 2017-2018 **Drake University Brand Initiative Steering Committee Member**

Service – Zimpleman College of Business

- 2017-present **Zimpleman College of Business Graduate Curriculum Committee (GCC) Member**
 - 2023; 2024-2025: GCC Chair
 - 2017-2020; 2025-present: GCC Committee Member (MBA Faculty Representative)
- 2023-2025 **Zimpleman College of Business MBA Program Director**
- Spring 2024 **Search Committee Chair: Zimpleman College of Business**
Visiting Assistant Professor of Marketing
- 2019-Present **Zimpleman College of Business Admissions | Marketing Faculty Representative**
 - June 2025: Marketing Major Preview Presentations
 - April 2023: Marketing Department Faculty Panelist
 - 2020-2022: Virtual Admissions Visits Marketing Department Faculty Panelist
 - April 2019: Admitted Student Day & High School Preview Panelist
- 2022-2023 **Zimpleman Outreach & Social Impact Award Committee Member**
- 2020-Present **Zimpleman College of Business Delta Sigma Pi Faculty Advisor**
- 2019 – 2023 **Zimpleman College of Business - Women’s Leadership Breakfast**
Planning Committee Member
- 2018-2019 **College of Business & Public Administration National Advisory Council Marketing & Branding Subcommittee Member**
- 2018-2020 **Drake Chapter NAWMBA Faculty Advisor**
- 2018-2020 **College of Business Online Teaching Support Team Member**
- 2018 **Principal Financial Group Ideation Project Group Consultant**

Professional Development

- 2016-2026 **Drake University Annual Learning Symposiums**
- June 19, 2025 **SEO and GEO Essentials with SEMRush**
- 2020-2026 **PhD Coursework and Dissertation Progression**
Drake University School of Education

- September 5, 2024 **Navigating New Uncertainties in the OPM Landscape** - Research on Evolving OPM Challenges and Tactics to End OPM Agreements | EAB Two-Part Virtual Event
- State of Graduate and Online Markets
 - Planning Your Enrollment Marketing Migration
 - Succeeding in a New Era of Graduate and Online Enrollment
- Summer 2020 **Drake Online Design Dialogs** | Attended July 2, July 30, & August 13 sessions
- Spring 2019 **Campus Book Club** | *so you want to talk about race* by Ijeoma Oluo
- August 13-15, 2019 **LEGO® Serious Play® Facilitator Training** | Chicago, IL
- May 16-23, 2019 **Drake Global Service Learning Travel Seminar** | Monterrey Tec, Guadalajara, MX
- 2018 **Drake ITS Teaching & Learning Workshops:**
- March 5: From Face-to-Face, Web-Enhanced, & Blended to Online Learning
 - February 6: Managing Blackboard Content to Facilitate Learning
 - January 30: Setting Up Blackboard Courses to Meet Syllabus Requirements
- May 25-26, 2017 **Drake University Scholarship of Teaching & Learning Workshop**
- May 16, 2017 **Proactive Advising Training**
- April 14, 2017 **ITS Online Pedagogy Workshop**
- Spring 2017 **New Faculty Pedagogy Project**

Conferences & Seminars

- July 24-27, 2026 **ACLU National Biennial Leadership Conference** | Washington, DC
- August 21-24, 2025 **AMA Summer 2025 Academic Conference** | Chicago, Illinois
- 2019; 2024 - 2025 **Global Insurance Symposium** | Des Moines, Iowa
- June 7-10, 2024 **ACLU National Biennial Leadership Conference** | Atlanta, GA
- August 10, 2023 **Wall Street Journal Instructor Conference** | Online
- May 29-31, 2019 **2019 Midwest Campus Compact Conference** | Minneapolis, MN
- April 23-24, 2019 **AMA Design Thinking Virtual Conference** | Online
- March 21-23, 2018 **2018 Association for Business Simulations & Experiential Learning (ABSEL) Academic Conference** | Seattle, WA
- March 10-16, 2017 **SXSW Interactive Badge** | Austin, TX