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Academic Education

Ph.D. candidate – Curriculum and Instruction, University of Denver, College of Education, est. completion: 2010/11
 Certificate in Professional Project / Program Management, University of Denver, June 1993, 1997
 Certificate in Data Networking Solutions, U S WEST Training Center, February 1993
 Certificate in Telecommunications, University of Colorado, March 1992
 M.S. in Communication Technology, Eastern Illinois University, May 1987 – Graduate Teaching Assistant
 B.A. in Graphic Design / Visual Communication, Eastern Illinois University, May 1986

Professional Teaching Experience*

Innovation, Creative Thinking and Product Development (grad and undergrad.), Branding Management (grad.), Integrated Marketing Communications (grad.), Customer Experience Management (grad.), Principles of Marketing (undergrad.), Marketing Strategy and Management (grad. and undergrad.), Marketing Cases (grad. and undergrad.)
 *Consistently high teaching evaluations over a seven year period, Excellence Award for teaching graduate Marketing Management course

Professional Training

Product Management	Product Development	Procurement Procedures
Market Management	Business Negotiations	Supervisory / Management Skills
Federal Contracts	Financial Management	Business Ethics

Professional Experience

9/02 – present	<p>Clinical Professor, Director of the DU Marketing Roundtable, Department of Marketing <i>University of Denver, Daniels College of Business, Denver, CO</i></p> <ul style="list-style-type: none"> - Responsible for: course development and delivery of 9 to 10 courses per year (quarter system), led development of product innovation curriculum and integration within marketing core (<i>note: promoted from Lecturer to Clinical Professor in 2007</i>)
9/01 – present	<p>Consultant and Speaker</p> <ul style="list-style-type: none"> - Guide large and small businesses in strategic development, market segmentation analysis, positioning, brand development, product development, and marketing communications. Speak at company events on CEM, Branding, and Competitive Intelligence. Client List: Fiserv Investment Support Services, DI Graphics, The Cable Center, StarzEncore, N2BB, Studio H Creative, Jeppesen, City of Longmont, TRowe Price, National CineMedia, T Rowe Price, Allstate, University of Colorado
10/01 – 9/02	<p>Adjunct Professor, Marketing and Telecommunications <i>Daniels College of Business and School of Communications, University of Denver, Denver, CO</i></p>
12/98 – 7/01	<p>Vice President, Marketing and New Product Development <i>AT&T Broadband, Englewood, CO</i></p> <ul style="list-style-type: none"> - Led a team that managed the strategic development, business planning, and consumer marketing for Interactive TV, VOD, PVR, Home Networking, and new product introductions across multiple platforms. - Evaluated and recommend new products/services, and technologies for user interface development and platform enhancements; worked closely with vendors and programmers. - Coordinated development efforts for advanced products in response to research, competitive analysis, operational considerations, corporate strategy, and growth opportunities.

- 2/96 – 12/98
Vice President, Marketing, AT&T @Home
TCI Internet Services, Englewood, CO
- Led a team in the deployment and product management of @Home.
 - Responsible for creating the initial marketing plan and business case assumptions for high-speed Internet via cable modem service – the first cable modem offering in the country.
 - Managed vendors, agencies and employees in the development and deployment of branding, collateral, advertising, and all marketing tactics for the launch of the @Home service in the TCI footprint.
 - Led a team to sales records and the highest penetration of any cable company of cable modem service, an outstanding IPO (initial valuation \$2B) for @Home Network, the addition of other affiliate cable companies, and the business decision to aggressively deploy two-way plant.
- 2/96 – 6/96
Executive Director of Marketing
International Telecom Co., Englewood, CO (later purchased by Williams Co.)
Reported directly to the CEO and directed all of the marketing functions within a B2B media conferencing corporation. This included product management, predictive modeling and sales forecasting, Internet development, brand development, and marketing communications.
- 8/92 – 2/96
Advertising and Product Group Manager
U S WEST, INTERPRISE Networking Services, Inc., Denver, CO
Managed the advertising staff and associated programs for the data networking product group and new Internet product called *INTERACT*, now called Megabits (B2B and B2C). These responsibilities included: brand development, mass media production and placement, tradeshow management, marketing planning, and budget management. These efforts resulted in *INTERPRISE* becoming the largest Frame Relay provider in the country.
- 4/90 – 8/92
Operations Staff Manager
U S WEST, Denver CO
- 4/89 – 4/90
Technical Consultant and Designer
U S WEST Federal Services, Englewood, CO
- 9/87 – 4/89
Senior Art Director
Amoco Oil Company, Denver, CO
- 8/86 – 8/87
Graduate Teaching Assistant
Eastern Illinois University – School of Technology, Charleston, IL
- 1/87 – 5/87
Intern
World Color Press – Training Center, Effingham, IL
- 5/85 – 12/86
Public Relations Director
Hutchinson Modern Dance Company, Champaign, IL

Recent Professional Recognition

2007	Best Conference Paper Award – Marketing Educator’s Association
2001-present	Consistently ranked at the top or in the top in the department for student satisfaction/excellence
2004, 2006	Certificate of Excellence, University Disability Services
2002	Diamond Award for Teaching Excellence, Daniels College of Business, DU
2001	Women in Cable and Telecommunications, Woman of the Year, Rocky Mountain Region
1997-02	Speaker Honors at AMA (keynote speaker), CTAM, WICT, NCTA, DTP
1999	Gold and Silver Mark Awards for Marketing @Home - CTAM
1996	Outstanding Contributor Bonus Award for the launch of @Home
1995, 96	U S WEST President’s Club
1996	U S WEST Award for Program Management Excellence
1994	Editor’s Award, Art Director Club of Denver
1992, 93	Leadership Award, U S WEST Federal Services

Board Memberships and Other Service

Emily Griffith Foundation (past business advisory board member)

Memberships in Professional Organizations

Women in Cable and Telecommunications
CTAM, ADCD, AMA, PDMA
Marketing Educator’s Association
Association of Teaching and Curriculum

University Service and Administration

Departmental

- Curriculum development and assessment
- Study Abroad Advisor
- Marketing Roundtable Director
- Lead undergraduate advisor
- Career and internship counseling
- Information interview and placements
- Course selection
- Transfer approvals and advising
- Core course development
- Departmental events for graduating seniors
- Graduate School open house programs
- Ricks Center volunteer - teaching Marketing
- Alumni communication
- Local small business liaison, coordination

College

- Undergraduate Programs Committee
- Daniels College of Business Curriculum Committee
- Daniels Assessment Committee, strategy development and implementation efforts
- MBA/MS Student Advising
- Recruitment Activities and Advising
- Speaker and Consultant, Leadership and Organizational Performance
- Innovation Committee and business case development – ICE Center

University

- Ammi Hyde Interview Faculty Volunteer (Chicago, Boston, and Denver)
- Core Curriculum Committee
- UDCC Development and Assessment
- Career Assessment and Development (Myer-Briggs)
- Cable Center: Curriculum development and instruction for Chinese Executive programs, product development and product management, marketing consulting
- Prospective Student Meetings
- All Campus Lectures for New Student Orientation

Scholarship Activity

Conferences and Publications:

1. *Information Literacy for Undergraduate Business Students: An Examining Value, Relevancy, and Pedagogical Implications for the New Century of Business*, T. Conley, E. Gil, in final development for submittal, Winter 2009
2. *Information Literacy for Undergraduate Business Students: An Examining Value, Relevancy, and Pedagogical Implications for the New Century of Business*, T. Conley, American Association of Teaching and Curriculum Annual Conference, 2008
3. *Improving Writing through Marketing Curriculum: A Longitudinal Study*; D. Bacon, T. Conley, C. Johnson, P. Paul, Journal of Marketing Education (JME), accepted, pending publication, 2008
4. *Improving Writing through Marketing Curriculum: A Longitudinal Study*; D. Bacon, T. Conley, C. Johnson, P. Paul, Journal of Marketing Education Annual Conference – Conference Paper of the Year Award, 2007
5. *Study Abroad Implications for Undergraduate Business Students*, PINS grant and research plan, 2006
6. *Tourism Marketing in China and the Pacific Rim, presentation abstract and research*; T. Conley, B. Mill, World Tourism Conference in Hong Kong and China, 2005

Scholarship Interests

1. Innovative pedagogical techniques and curriculum development used in higher education
2. Undergraduate college career and professional development
3. Cross-college and cross department curriculum development
4. Study abroad implications for undergraduate business students
5. Development model for student study abroad capabilities and intercultural awareness - country and program placement

Print Media Coverage

- Subject Matter Expert for the following: Video on Demand, Interactive TV, and High Speed Data development and launch planning, business development, positioning
Publications: *Broadcast and Cable News, MultiChannel News*
- Subject Matter Expert Judge alongside NFL players for the Super Bowl ad selection for 2007, multiple print and TV media outlets covered this event in Denver