

CAREER SUMMARY

With over 30 years of business, entrepreneurial, and strategic leadership experience, I have achieved a great deal of success in my professional career. With this success comes responsibilities. I believe that if you are successful in business, you have an obligation to give back to the business community by assisting future leaders and entrepreneurs. In 2011, I began my journey of giving back at the University of Denver in the Daniels College of Business where I joined the Executive and Working Professional MBA teaching team as an adjunct faculty member teaching Strategic Management and the Business Plan / Business Model Project as well as an Entrepreneurial Mindset course.

Teaching current and future business leaders requires a high degree of credibility and experience coupled with the rigor of an academic program. In teaching Strategic Management, Strategic Leadership, Leading Organizations, Business Policy and Strategy, MBA Corporate and Global Challenges, and Strategic Business Communication, I leverage a great deal from my past experiences and entrepreneurial endeavors to bring the boardroom into the classroom. Given my impact in teaching, I was then asked to teach Full-time MBA in 2013 and Undergraduate students in 2014.

In January 2016, I was appointed as a Teaching Assistant Professor in the Department of Management and was asked to join the faculty team implementing the new Denver MBA program. The Denver MBA program features a Challenge Driven Education model that provides students with a truly differentiated and impactful educational experience preparing them for what they will encounter in a volatile, uncertain, complex, and ambiguous business world. Building upon my teaching success, I was asked to develop and teach in summer 2018 an online / distance Strategic Management course for undergraduate students. My leadership abilities were leveraged by the Chair of the Department of Management when he asked me to assume the role of Director of the Master of Science in Management in 2019 (renewed in 2020, 2021, and 2022). In 2020, I was recognized for my teaching in the classroom with the Daniels Faculty Teaching Excellence Award. During the 2020-2021 academic, it was my pleasure to give back to my colleagues at Daniels and DU, by co-chairing the Piccinati Teaching Excellence Colloquia Series. Each colloquium was designed to bring together those wishing to share their expertise of teaching with those looking for ways to improve their teaching skills and student engagement. Other topics included creating community in the classroom as well as fostering a safe place to talk about diversity, equity, and inclusion.

As a member of a vibrant community at the University of Denver, I feel a responsibility to leverage my entrepreneurial expertise and business experience in helping develop new programs and courses that will contribute to the overall success of our students. As director of the Master of Science in Management program, I oversee the academic and programmatic improvements to the student experience. The improvements we made in 2020 and 2021 resulted in an increase in enrollments and student satisfaction. My service extends beyond the department level through my contributions as a member of the Daniels College of Business Diversity, Equity, and Inclusion committee as well as co-leading the Daniels Graduate Programs Strategic Working group. In 2021, I was recognized for my service to the department and college with the Daniels Faculty Service Excellence Award.

My teaching philosophy is built on the lessons that I learned from my business mentors who pushed me to always strive to achieve more than I thought I was capable of achieving. While at Frontier Airlines, Sam Addoms, Chairman, President, and CEO was my professional mentor who constantly challenged me to exercise my executive leadership skills outside of my comfort zone. At Qwest Communications, Ed Mueller, CEO, tasked me to provide strategic leadership in changing the culture of a company that lacked understanding of an evolving industry and the demands of the customer. Most recently, my department chair encouraged me to further share my business, entrepreneurial, and strategic leadership experiences by exploring administrative contributions beyond the classroom.

TEACHING AND ADMINISTRATIVE EXPERIENCE

University of Denver, Denver, CO

Teaching Assistant Professor – Department of Management

2016 - Current

Courses taught: "Strategic Management" (in-person, online, and hyflex); "Business Policy and Strategy" (in-person and online); "Strategic Leadership" (in-person and hyflex); "Leading Organizations" (in-person and online); "Strategic Business Communication" (in-person and hyflex), "Corporate and Global Challenges" (in-person, online, and hyflex). Develop syllabus, pedagogy, and course structure including classroom lectures and online activities.

Director of Master of Science in Management – Department of Management 2019 - Current

As director of the Master of Science in Management program, I oversee the academic and programmatic improvements to the student experience. The improvements made over the past two years have resulted in a steady increase (60% increase since 2019) in enrollments and student satisfaction.

Adjunct Faculty

2012 - 2015

Courses taught: "Strategic Management"; "Business Design / Business Plan"; "Business Model Project"; and "Business Policy and Strategy". Develop syllabus, pedagogy, and overall course structure.

Instructor – "Business Plan Development"; "Business Model Development"

2012

Developed syllabus and overall workshop structure for Executive MBA program.

Lecturer – "Strategic Management"; "Entrepreneurial Mindset"

2011

RELATED BUSINESS EXPERIENCE

eCubed Marketing LLC, Denver, CO

President / CEO

2010-Current

Co-founder of a boutique agency that provides strategic consulting services to start-ups, early growth, and mature companies looking to differentiate themselves in highly competitive industries.

FlyinAway Travel Technologies; TekDry; GroovyTek, Denver, CO

Advisory Board Member

2011-2018

Provide executive, financial, and entrepreneurial leadership, mentorship, and strategic advice to numerous Denver start-ups.

Qwest Communications, Denver CO

Vice President

2008-2010

Provided Qwest with vision, strategy and motivational leadership in eBusiness and eMarketing to define and implement online strategies and tactics.

Frontier Airlines, Denver, CO

Senior Director

2004-2008

Lead a team of Information Technology professionals in defining and developing solutions designed to support the strategic goals of a major airline.

Frontier Airlines, Denver, CO

Director

1994-2004

Worked in a start-up environment to create and implement all policies & procedures for airport customer service & operational areas: ticketing, ramp service, baggage, safety/security, passenger relations, scheduling/traffic, telecommunications, loss prevention/risk management.

Strategically lead market research, market analysis & reporting for marketing objectives in direct mail, airline/travel partnerships & development of passenger service programs. Develop, implement & direct eCommerce and other Technologies to improve revenue, reduce distribution costs & maximize customer loyalty. Lead a team of Sales professionals in achieving objectives including developing new sources of customers and directing revenues through low cost channels for a national airline.

SKILLS

Higher Education Teaching experience: curriculum, course development, classroom, and online lecture experience teaching students of all levels at the eighth oldest business school in the United States.

Executive Management experience: P&L experience including division and department management, operational management, information technology, financial and budgetary controls, staffing, public relations, long- and short-range strategic planning.

Strategic Leadership experience: analytical and strategic leadership experience in assessing organizational strengths and opportunities, determining weaknesses and threats for mediation, applying best practices in strategic analysis and management.

Entrepreneur experience: entrepreneurial and investor experience in assessing new business ideas and models, reviewing business plans and investment opportunities, mentoring, advising, and leading start-up organizations through each phase of growth.

Operational Leadership experience: operational and developmental leadership experience in new organization and procedure creation, recruitment and motivation of staff, implementation of budgetary and fiscal controls, and effective collaboration across divisions and departments in support of mission, vision and values.

E-Commerce Leadership experience: Web site development, technology platform selection, business-to-business and business-to-customer online sales, implement interactive sales programs, develop customer engagement strategies.

E-Marketing Leadership experience: develop and implement sales growth plans and annual marketing proposals, organize and coordinate sales plans, research and track market trends, plan promotional and advertising tactics and campaigns.

Customer Engagement Leadership experience: develop and implement customer engagement strategies leveraging social networking media tactics, create and execute interactive tactics across various platforms, evaluate business metrics for each campaign, determine viability of new alternative media.

Communications and Public Relations experience: public speaking and governmental liaison experience using a variety of mediums and venues including press conferences, government agency meetings, customer groups, and university classrooms.

EDUCATION

University of Denver, Denver, CO

Master of Business Administration [Executive]

2011

Bowling Green State University, Bowling Green, OH

Bachelor of Science in Technology

1985

Area of Concentration: Aeronautics

HONORS AND AWARDS

Daniels Faculty Service Excellence Award

2021

Recognized by peers on service made to the University, College, and Department for the 2020-2021 academic year at the Daniels College of Business

Daniels Faculty Teaching Excellence Award

2020

Recognized by students and peers on teaching accomplishments made in the classroom for the 2019-2020 academic year at the Daniels College of Business.

Executive MBA Program Associate Dean's Award

2016

Executive MBA Program – In recognition of outstanding contribution as an Alum and Faculty Member.

MEDIA AND PUBLICATION CONTRIBUTIONS

- Denver Business Journal Frontier and Spirit want to merge. **February 9, 2022**
Article written by Jensen Werley regarding the proposed merger between Frontier and Spirit Airlines
- Denver7: Delta Airlines calls on federal government to setup no-fly list **February 7, 2022**
Article written by Ivan Rodriguez regarding Ed Bastian, CEO of Delta Airlines requesting the federal government to create a no-fly list for unruly passengers
- Denver7 360: Travelers likely to face chaos, crowds, and construction at DIA **November 15, 2021**
Article written by Russell Haythorn on the issues that travelers will face at DIA during the upcoming holiday season
- Fox 31'Unbelievable': Passenger conflicts are becoming life threatening **October 28, 2021**
Article written by Vicente Arenas regarding how passenger conflicts on flights are becoming life threatening

- Los Voz Bilingue Airlines' costs frustrate travelers **August 4, 2021**
 Article written by Ernest Gurle regarding how airlines have had to deal with COVID-19 and the impact on passengers
- Washington Post After pandemic decimated air travel, these low-cost start-ups **June 18, 2021**
 Article written by Lori Aratani regarding Breeze Airways and Avelo Airlines, first new start-up air carriers in the United States in 14 years.
- Denver7 360: Vacation 2020 – Where do we go from here? **December 14, 2020**
 Television Interview on Denver7 (KMGH) Travel this year has taken a hit. Many of us lost vacations, changed them or decided to go in a different direction as the novel coronavirus spread like wildfire around the world. But every industry involved is hurting and the big question is, where do we go from here?
- Denver7 360: What does the future of travel look like? **September 21, 2020**
 Television Interview on Denver7 (KMGH) regarding what will the airline and travel industry look like in the future due to COVID-19.
- Denver Post Frontier Airlines won't be landing on Wall Street **July 27, 2020**
 Article written by Aldo Svaldi regarding Frontier's withdrawal of their SEC registration for an IPO.
- Washington Post Too sick to fly:Should airlines offer refunds to infectious passengers **May 27, 2020**
 Article written by Christopher Elliott regarding refunds not being offered by airlines, cruise line, and hotels. What should these hospitality companies be doing when travelers are sick?
- Denver7 Is it safe to travel this summer? **May 20, 2020**
 Television Interview on Denver7 (KMGH) regarding the days of summer traveling in a busy airport are gone, at least for this summer. Airline travel is down 95% across the world.
- Fox31 Changes Coming to the Airlines Industry **May 6, 2020**
 Television Interview on Denver FOX31 (KDVR) regarding the changes coming to the airlines industry as more states begin to "open up" during the time of the Coronavirus pandemic.
- CBS4 Delta's Only Passenger Was Case Of 'Right Place, Right Time' **August 15, 2019**
 Television Interview on Denver CBS4 (KCNC) regarding a flight from Aspen to Salt Lake City with only one passenger onboard
- 9News Learns more about the changes coming to DIA **August 2, 2018**
 Television Interview on Denver 9News (KUSA) regarding the possibility of a strike at Frontier Airlines by its pilots
- KOA Radio Possibility of Frontier Airlines Pilot Strike This Summer **June 12, 2018**
 On air interview to discuss the possibility of a pilot strike at Frontier Airlines

PROFESSIONAL REFERENCES

- Dr. Charles Dhanaraj
 Professor / Department Chair
 Department of Management
 Daniels College of Business
 303.871.2489
- Dr. Dennis Wittmer
 Professor / Former Department Chair
 Department of Management
 Daniels College of Business
 303.871.2431
- Dr. Craig Wallace (Former colleague at DU)
 Professor / Department Chair
 Department of Management
 College of Business of Clemson
 Clemson University