
CAREER SUMMARY

With 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 when I joined the Executive and Working Professional MBA teaching team as an Adjunct Faculty Member teaching EMBA Strategic Management. I soon added the teaching of the EMBA Business Plan / Business Model Project (Entrepreneurial) to my course load.

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, Entrepreneurship, Business Design / Business Plan, Business Model, Business Policy and Strategy, I leverage a great deal from my past experiences and entrepreneurial endeavors to bring the boardroom into the classroom. Given my impact in teaching the Executive and Professional MBA students, I was then asked to teach Full-time Graduate (2013) and Undergraduate (2014) students Strategic Management and Business Design / Plan courses offered by the Department of Management in the Daniels College of Business.

In 2015, I was asked to join the team implementing the New Denver MBA program which will officially launch in Fall 2016. The New Denver MBA program will feature a Challenge Driven Education model that will provide 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. In January 2016, I was appointed as a Teaching Assistant Professor in the Department of Management and Faculty Team Lead for the New Denver MBA Corporate Challenge.

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. In the classroom, I use these boardroom experiences to drive the theories behind strategic analysis and strategy development.

EDUCATION

<i>University of Denver, Denver, CO</i> Master of Business Administration [Executive] Area of Concentration: Entrepreneurship	2011
<i>Bowling Green State University, Bowling Green, OH</i> Bachelor of Science in Technology Area of Concentration: Aerotechnology	1985

TEACHING EXPERIENCE

<i>University of Denver, Denver, CO</i> Teaching Assistant Professor / Corporate Challenge Faculty Team Lead Courses taught: "Strategic Management"; "Business Design / Business Plan"; "Business Model Project"; and "Business Policy and Strategy". Develop syllabus, pedagogy, and overall course structure including lectures and all classroom functions.	2016 - Current
Adjunct Faculty Courses taught: "Strategic Management"; "Business Design / Business Plan"; "Business Model Project"; and "Business Policy and Strategy". Develop syllabus, pedagogy, and overall course structure.	2012 - 2015
Instructor – "Business Plan Development"; "Business Model Development" Developed syllabus and overall workshop structure for Executive MBA program.	2012
Lecturer – "Strategic Management"; "Entrepreneurship" Developed individual guest lecture on strategic management and entrepreneurship for Executive MBA.	2011

RELATED EXPERIENCE

FlyinAway Travel Technologies; TekDry; Motocol, Denver, CO

Advisory Board Member

2011-Current

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

eCubed Marketing LLC, Denver, CO

President / CEO

2010-Current

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

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

2002-2004

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.

Frontier Airlines, Denver, CO

Director

2000-2002

Develop, implement & direct eCommerce and other Technologies to improve revenue, reduce distribution costs & maximize customer loyalty.

Frontier Airlines, Denver, CO

Director

1998-2000

Strategically lead market research, market analysis & reporting for marketing objectives in direct mail, airline/travel partnerships & development of passenger service programs.

Frontier Airlines, Denver, CO

Director

1994-1998

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.

SKILLS

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.

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

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.

HONORS AND AWARDS

- Executive MBA Program Associate Dean's Award **2016**
Executive MBA Program – In recognition of outstanding contribution as an Alum and Faculty Member.

PROFESSIONAL REFERENCES

- Dr. Barbara Kreisman
Associate Dean
Office of Executive and Professional Education
Daniels College of Business
University of Denver
303.871.7880
 - Dr. Dennis Wittmer
Professor / Department Chair
Department of Management
Daniels College of Business
University of Denver
303.871.2431
 - Dr. Dan Baack
Assistant Dean / Full-time MBA Program Director
Department of Marketing
Daniels College of Business
University of Denver
303.871.3817
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