



E-mail: tconley@du.edu

Academic Education

Ph.D., Nonprofit Marketing dissertation, Morgridge College, University of Denver, June 2012
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.F.A. in Graphic Design /Visual Communication, Eastern Illinois University, May 1986

Professional Teaching Experience*

Innovation, Creative Thinking and Product Development (grad./undergrad.), Branding Management (grad.), Integrated Marketing Communications (grad.), Customer Experience Management (grad.), Principles of Marketing (undergrad./grad/alternative), Marketing Strategy and Management (grad./undergrad.), Marketing Cases (grad./undergrad.)

Professional Training

Product Management	Product Development	Procurement Procedures, Food/beverage
Marketing Management	Business Negotiations	Supervisory / Management Skills
Federal Contracts	Financial Management	Business Ethics



Professional Experience

9/02 – present **Associate Professor (of the Practice), Department of Marketing**
University of Denver, Daniels College of Business, Denver, CO

- Responsible for course development and delivery of product development, innovation/creative thinking within the marketing curriculum; academic research interests: education, nonprofit and cause marketing, and small business development; service responsibilities include independent and directed studies, college and department service committees, and student career and student abroad advising.

6/01 – present **Senior Consultant & Principal, überBURBS, LLC**
Centennial, CO



- Guide businesses (for-profit and nonprofit) in product development, market segmentation analysis, positioning, innovation/creative thinking, and suburban insight and analysis. **Client List:** CEMMP, Encore International/Beijing, Starz Inc., Fiserv Investment Support Services, DI Graphics, Chipotle, The Cable Center, StarzEncore, N2BB, Studio H Creative, Jeppesen, City of Longmont, Jingsu Cable, TRowe Price, National CineMedia, Allstate, Time Warner, DISH Network, Cisco Systems, Colorado Intellectual Property (Inn at Court), and DU Executive Education.

6/08 – 6/12 **Director, DU Marketing Roundtable**
University of Denver, Daniels College of Business

- Manage educational program strategy, membership acquisition, speaker and partner development, fundraising/budget, and overall marketing for a nonprofit regional business and marketing industry organization.

3/09 – 6/09 **Resident Faculty Director (appointed position), ICCE**
University of Bologna/DU Study Abroad program, International Center for Civic Engagement (ICCE), Bologna, Italy

- Developed exclusive curriculum for ICCE program; taught two classes to DU and University of Bologna students; managed business field trip visits; and engaged in study abroad research.

10/01 – 9/02 **Adjunct Professor, Marketing and Telecommunications**
University of Denver, Daniels College of Business and the School of Communications, Denver, CO

12/98 – 7/01

Vice President, Marketing and New Product Development

AT&T Broadband, Englewood, CO

- 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, ITC

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 Director

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 U.S.

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/Group 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

2015	American Marketing Association MC/speaker, CEMMP program advisor,
2014	Young Americans Center for Financial Education, invited guest advisor
2013	Professor Award Recognition – student selection, Chinese Executive Media Management Program (summer 2012 vote)
2012	Top 20 articles, American Library Association, <i>Information Literacy for Undergraduate Business Students: Examining Value, Relevancy, and Implications for the New Century</i> , Journal of Business & Finance Librarianship (awarded: July 2012)
2011	Emcee, TEDxDU, salon-event “Radical Collaboration”, Daniels
2011	Nominated for DU Distinguished Teaching Award
2009, 2010	Daniels Award of Excellence – Teaching nomination
2009	Faculty in Residence Appointment - International Center for Civic Engagement
2008	Best Conference Paper Award – Marketing Educator’s Association
2007	Selected faculty member from CEMMP program to teach in Beijing, PRC
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

Scholarship Activity – Conferences and Publications



1. Conley, T. In development: student-driven grading model for undergraduates and nontraditional students
2. Conley, T. Article reviewer: Marketing Educators Association, and Academy of Marketing Science (3 articles for 2012-2013)
3. Conley, T. (2012). *Nonprofit Marketing Education in The United States: An Examination and Interpretation of Prevalence and Nature of Curricula*, published dissertation
4. Conley, T. (2012). *Reflection, Fresh Observations, and Gaps in Nonprofit Marketing Education; A Need and Opportunity for Higher Education to Improve the Evolving Curricula*, competitive paper/presentation at Marketing Educator’s Association Conference, Long Beach, CA, April 2012.
5. Conley, T. & Gil, E. (2011). *Information Literacy for Undergraduate Business Students: Examining Value, Relevancy, and Implications for the New Century*, Journal of Business & Finance Librarianship, Vol. 16, Issue 3, 2011.
6. Conley, T (2011). *Nonprofit Marketing Education in the United States: A Discussion of Background, Curricula Patterns, and Fresh Thinking*, Marketing Educator’s Association Conference, San Diego, CA, April 2011.
7. Conley, T. (2010). *Process and Decision Making for Undergraduate Business Students for Study Abroad*; research completed for exploratory paper/presentation at Marketing Educator’s Association Conference, Seattle, WA, April 2010.
8. Conley, T. (2010). *Implications of Study Abroad for Minority Undergraduate Student*; research completed for exploratory paper/presentation given at American Association for the Advancement of Curriculum Studies Conference, April 2010.
9. Conley, T. (2008). *Information Literacy for Undergraduate Business Students: An Examining Value, Relevancy, and Pedagogical Implications for the New Century of Business*, American Association of Teaching and Curriculum Annual Conference, 2008.
10. Bacon, D., Conley, T., Johnson, C. Paul, P. (2008). *Improving Writing through Marketing Curriculum: A Longitudinal Study*. Journal of Marketing Education. Published December 2008.
11. Bacon, D., Conley, T., Johnson, C. Paul, P. (2008). *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.
12. Conley, T. (2006). *Study Abroad Implications for Undergraduate Business Students*, PINS grant and research plan, 2006
13. Conley, T. & Mill, B. (2006). *Tourism Marketing in China and the Pacific Rim*, presentation abstract and research; competitive paper delivered at World Tourism Conference in Hong Kong/China, 2005

Board Memberships and Other Service

überBURBS, LLC (Chairperson, current)
Emily Griffith Foundation (past business advisory board member)
ABK (board member 2011 – present)



Memberships in Professional Organizations - Roles

Journal of Marketing Education (ad hoc reviewer)
Marketing Educator's Association (conference paper reviewer and discussant)
Institute for International Education (member)
American Marketing Association (speaker and member)
American Association of the Advancement of Curriculum (member)
American Association of Teaching and Curriculum (member)
Business Marketing Association (member and partner)
Denver Ad Club
The Cable Center (Charter donor)
Past: Women in Cable and Telecommunications, CTAM, ADCD, and PDMA

Service and Administrative – Current and Past

Departmental

- Curriculum committee (current)
- Publicity Committee (current)
- Ricks Center - teaching Marketing seminar (current)
- Study Abroad Advisor/Advocate (current)
- Director, DU Marketing Roundtable
- Lead undergraduate advisor
- Career, resume, and internship counseling (current)
- Transfer approvals and advising
- Alumni and student support as needed
- Local small business liaison, coordination

College

- Search Committees (BIA faculty, OCM Director, etc.)
- UG Honors Thesis Advisor: The Evolving Game of International Education: Meeting the Demands of the Global Economy, C. Plumery (3/2013)
- Undergraduate Programs Committee
- Internationalization Committee
- Daniels College of Business Curriculum Committee
- Daniels Assessment Committee, strategy development and implementation efforts
- MBA/MS/Undergraduate Student Advising
- Recruitment / prospective student activities and advising
- Innovation Committee and business case development – ICE Center

University

- Faculty Honors Council – nominated (current, term ended June 2013)
- Living and Learning Community Committee, Creativity and Entrepreneurship (current)
- Pioneer Professor, DU Women's Soccer team – appointment (current)
- Writing workshop - Multimodal Writing Assignments (Oct, 2012)
- Committee Member and Resident Director, International Center for Civic Engagement/FIPSE Grants
- NCAA Compliance and Accreditation Governance Committee member
- Ammi Hyde Interview Faculty Volunteer (Chicago, Boston, and Denver)
- Core Curriculum Committee
- UDCC Development and Assessment (now Freshman Seminars)
- 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 for athletic department
- All Campus Lectures for New Student Orientation (three years)



Print Media Coverage

- Interviewed as expert: *The Denver Post*, topic: June 2014 Topic: Dog friendly bars, comments not published but summarized
- Interviewed as expert: *The Denver Business Journal*, topic: June 2011 Topic: CenturyTel and Xfinity branding and advertising strategy
- Interviewed as expert: *The Denver Business Journal*, topic: July 2010 Topic: CenturyTel acquisition of Qwest – Brand strategy
- Interviewed as expert by journalist Al Lewis, *The Denver Post*, topic: Legal Advertising, printed: January 29, 2008
- 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 - Subject Matter Expert for the following: Video on Demand, Interactive TV, and High Speed Data development and launch planning, business development, positioning
- Publications: *Denver Business Journal*, *Broadcast and Cable News*, *MultiChannel News*