

## Education

Doctor of Business Administration - Marketing (August 1991)  
Louisiana Tech University, Ruston, LA

Master of Business Administration - Marketing (May 1990)  
Louisiana Tech University, Ruston, LA

Bachelor of Business Administration - Marketing (May 1985)  
Lamar University, Beaumont, TX

## Academic Positions

*East Carolina University, College of Human Ecology*  
2009-Present            Dean & Full Professor

*Cornell-Nanyang Institute of Hospitality Management (Singapore)*  
2005-2008            Dean & Full Professor

*Cornell University*  
2003-2008            Full Professor  
J. Thomas Clark Professor of Entrepreneurship & Personal Enterprise  
(Rotating Chair)

1997-2003            Associate Professor (tenured)

*Kennesaw State University*  
1996-1997            Associate Professor

*University of North Carolina at Wilmington*  
1995-1996:            Associate Professor (tenured)  
1991-1995:            Assistant Professor

*Louisiana Tech University*  
1990-1991:            Instructor  
1988-1990:            Teaching Assistant

## Courses taught

Professional Selling, Principles of Marketing, Consumer Behavior, International Marketing, Retailing, Marketing Management (Undergraduate & Graduate), Marketing Research and Analysis (Graduate), and Sales for Entrepreneurs (Undergraduate & Graduate).

## **Academic Administrative Experience**

Dean, College of Human Ecology, East Carolina University, 2009-Present

Dean, Cornell-Nanyang Institute of Hospitality Management, 2005-2008

- Successfully launched all three CNI educational programs in Asia
- Raised over \$1.5 million in scholarships in first year
- Developed strong ties to hospitality industry in Asia
- Demonstrated fiscal responsibility for Institute
- Reports include the Vice-Dean, Director of Admissions, Director of Marketing, Director of External Programs, and Financial Manager, as well as other mid-level managers and clerical staff
- Responsible for setting and maintaining academic standards for all programs
- Initiated capital campaign to raise \$50 million for scholarships and operating funds

Academic Director for Marketing, Information Systems, Strategy and Tourism (MISST) Area, Cornell University, 2002-2003

Interim Director of Graduate Studies, Cornell University, 2001-2002

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