

MITZI M. MONTOYA

EDUCATION

Michigan State University, East Lansing, Michigan
Ph.D. (1995) Business (major: marketing) and Statistics (minor)
B.S. (1990) Applied Engineering Science, High honor

ACADEMIC APPOINTMENTS

Oregon State University

Sara Hart Kimball Dean, College of Business 2015-present
Executive Dean, Business and Engineering Division 2018-present
Senior Administrator, Portland Operations for OSU 2017-present
Professor, College of Business 2015-present

Arizona State University

Vice President and University Dean of Entrepreneurship & Innovation 2014-2015
Vice Provost –ASU Polytechnic Campus 2011-2014
Dean, College of Technology & Innovation (CTI) 2011-2014
Executive Dean, College of Technology & Innovation 2010-2011
Professor, College of Technology & Innovation, WP Carey School of Business 2010-2015
Faculty Athletics Representative to NCAA and PAC-12 2010-2011

North Carolina State University

Assistant Dean of Research, College of Management 2009
Zelnak Professor of Marketing & Innovation, College of Management 2006-2010
Full Professor, College of Management 2003-2010
Associate Professor, College of Management 1999- 2003
Assistant Professor, College of Management 1995-1999

University of Surrey - Guildford, England

Visiting Lecturer 2008, 2009

Duke University

Visiting Assistant Professor -- Fuqua School of Business 1998

Michigan State University

Assistant Director, Industrial Development Institute 1991-1992
Research and Teaching Assistant, Eli Broad School of Business 1991-1995

LEADERSHIP DEVELOPMENT

American Council on Education (ACE) Fellow

Arizona State University – Office of the President & Provost 2009-2010
North Carolina State University – Office of the Vice Chancellor of Research 2009-2010

Council for Advancement and Support of Education (CASE)

Advanced Development for Deans and Academic Leaders 2011

Advancement Resources

Development Leadership 2017-2018

PAPERS IN REFEREED JOURNALS

Bala, Hillol, Anne P. Massey and M. Montoya (2017), "The Effects of Process Orientations on Collaboration Technology Use and Outcomes in Product Development," *Journal of Management Information Systems*, 34 (2), 520-559.

Kang, Wooseong and M. Montoya (2013), "The Impact of Product Portfolio Strategy on Financial Performance: The Roles of Product Development and Market Entry Decisions," *Journal of Product Innovation Management*, 31 (3), 516-534.

Townsend, Janell D., Wooseong Kang and M. Montoya (2013), "Brand-Specific Design Effects: Form and Function," *Journal of Product Innovation Management*, 30 (5), 994-1008.

Im, Subin, M. Montoya and John Workman (2012) "Antecedents and Consequences of Creativity in Product Innovation Teams," *Journal of Product Innovation Management*, 30 (1), 170–185.

Townsend, Janell D., M. Montoya and Roger Calantone (2011), "Form and Function: A Matter of Perspective," *Journal of Product Innovation Management*, 28 (3), 374-377.

Montoya, M., Anne P. Massey and Nicholas S. Lockwood (2011), "3D Collaborative Virtual Environments: Exploring the Link between Collaborative Behaviors and Team Performance," *Decision Sciences Journal*, 42 (1), 451–476.

Montoya, Mitzi, Anne P. Massey, and Vijay Khatri (2010), "Connecting IT Service Operations to Service Marketing Practices," *Journal of Management Information Systems*, 26 (4), 2010, 65-85.

Schmidt, Jeffrey B., Kumar Sarangee, and M. Montoya (2009), "Exploring New Product Development Project Review Practices," *Journal of Product Innovation Management*, 26 (5), 520-635.

Montoya-Weiss, M., Anne P. Massey, Caisy Hung, and Brad Crisp (2009), "Can you Hear Me Now? Communication in Virtual Product Development Teams," *Journal of Product Innovation Management*, 26 (2), 139-155.

Massey, Anne P., Vijay Khatri and M. Montoya-Weiss (2007), "Usability of Online Services: The Role of Technology Readiness and Context," *Decision Sciences Journal*, 38 (2), 277-308.

Voss, Glenn B., M. Montoya-Weiss, and Zannie Voss (2006), "Aligning Innovation with Market Characteristics in the Nonprofit Professional Theater Industry," *Journal of Marketing Research*, 43 (2), 296-302.

Massey, Anne P. and M. Montoya-Weiss (2006), "Unraveling the Temporal Fabric of the Knowledge Conversion Process: A Dynamic Theory of Media Selection and Use," *MIS Quarterly*, 30 (1), 99-114.

Schmidt, Jeffrey B., Roger Calantone, Abbie Griffin, M. Montoya-Weiss, (2005), "Do Certified Mail Third Wave Follow-Ups Really Boost Response Rates and Quality?" *Marketing Letters*, 16 (2), 129-141.

Massey, Anne P., M. Montoya-Weiss, Tony O'Driscoll (2005), "Human Performance Technology and Knowledge Management: A Case Study," *Performance Improvement Quarterly*, 18 (2), 37-55.

Montoya-Weiss, M., Glenn B Voss, Dhruv Grewal (2003), "Determinants of Online Channel Use and Overall Satisfaction with a Relational, Multichannel Service Provider," *Journal of the Academy of Marketing Science*, 31 (4), 448-458.

Massey, Anne P., M. Montoya-Weiss, Yu-Ting Hung (2003), "Because Time Matters: Temporal Coordination in Global Virtual Project Teams," *Journal of Management Information Systems*, 19 (4), 129-156.

Di Benedetto, C. Anthony, Roger J Calantone, Erik VanAllen, M. Montoya-Weiss (2003), "Purchasing Joins the NPD Team," *Research-Technology Management*, 46 (4), 45-51.

Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Performance-centered Design of Knowledge-intensive Processes," *Journal of Management Information Systems*, 18 (4), 37-59.

Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Knowledge Management in Pursuit of Performance: Insights from Nortel Networks," *MIS Quarterly*, 26 (3), 269-290.

Patrick Y K Chau, Melissa Cole, Anne P Massey, Mitzi Montoya-Weiss, Robert M. O'Keefe (2002), "Cultural Differences in the Online Behavior of Consumers," *Communications of the ACM*, 45 (10), 138-143.

Brown, Susan A., Anne P. Massey, M. Montoya-Weiss, James R. Burkman (2002), "Do I Really Have To? User Acceptance of Mandated Technology," *European Journal of Information Systems*, 11 (4), 283-295.

Schmidt, Jeffrey B., Montoya-Weiss, M., Anne Massey (2001), "New Product Development Decision-Making Effectiveness: Comparing Individuals, Face-to-Face Teams, and Virtual Teams," *Decision Sciences*, 32 (4), 575-601.

Montoya-Weiss, M., Anne P Massey, Michael Song (2001), "Getting it Together: Temporal Coordination and Conflict Management in Global Virtual Teams," *Academy of Management Journal*, 44 (6), 1251-1263.

Tatikonda, Mohan V. and M. Montoya-Weiss (2001), "The Influence of Project Execution Factors on Operational and Market Outcomes in New Product Development," *Management Science*, 47 (1), 151-172.

Tatikonda, Mohan V. and M. Montoya-Weiss (2001) [reprint in French], "SÉLECTION INTERNATIONALE; De l'intégration des perspectives opérationnelles et marketing sur l'innovation produit: l'influence des facteurs portant sur les processus organisationnels et des compétences sur le développement de la performance" *Recherche et Applications en.*, 16 (4), 71-97.

Massey, Anne P., Mitzi Montoya-Weiss, and Kent Holcom (2001), "Reengineering the Customer Relationship: Leveraging Knowledge Assets at IBM," *Decision Support Systems*, 32 (2), 155-170.

Massey, Anne P., M. Montoya-Weiss, Caisy Hung, V. Ramesh (2001), "Cultural Perceptions of Task-Technology Fit," *Communications of the ACM*, 44 (12), 83-84.

Song, X. Michael and M. Montoya-Weiss (2001), "An Examination of the Effect of Perceived Technological Uncertainty on Japanese New Product Development," *Academy of Management Journal*, 44 (1), 61-80.

Massey, Anne P., M. Montoya-Weiss, and Sue Brown (2001), "Reaping the Benefits of Innovative IT: The Long and Winding Road," *IEEE Transactions on Engineering Management*, 48 (3), 348-357.

Montoya-Weiss, M. and Tony O’Driscoll (2000), "From Experience: Applying Performance Support Technology in the Fuzzy Front End of NPD," *Journal of Product Innovation Management*, 17 (2), 143-161.

O’Keefe, R.M., Cole, M., Chau, P., Massey, A.P., Montoya-Weiss, M., and Perry, M. (2000), "From the User Interface to the Customer Interface: Results from a Global Experiment," *International Journal of Human Computer Studies*, 53 (4), 611-628.

Montoya-Weiss, M. and Roger Calantone (1999), "A Model for Segment Selection in Industrial Product-Markets," *Marketing Science*, 18 (3), 373-395.

Song, X. Michael and M. Montoya-Weiss (1998), "Critical Development Activities for Really New versus Incremental Products," *Journal of Product Innovation Management*, 15:2 (March), 124-135.

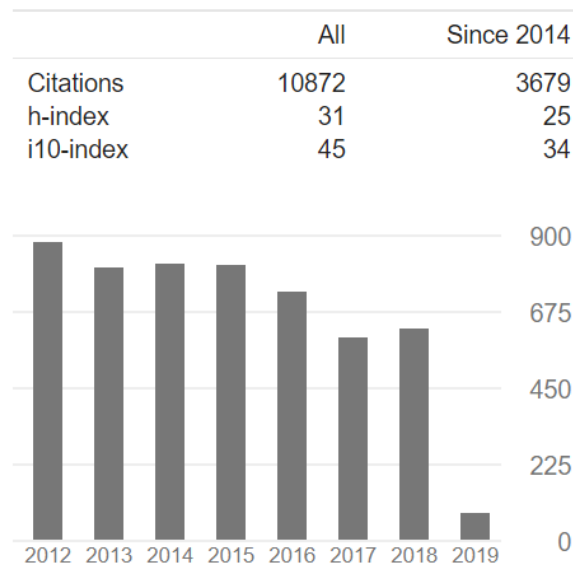
Montoya-Weiss, M. and Anne P. Massey, Danial Clapper (1998), "On-Line Focus Groups: Conceptual Issues and A Research Tool," *European Journal of Marketing*, 32:7/8, 45-54.

Song, X. Michael, M. Montoya-Weiss, And Jeffrey B. Schmidt (1997), " The Role of Marketing in Developing Successful New Products in South Korea And Taiwan," *Journal of International Marketing*, 5:3, 47-69.

Song, X. Michael, M. Montoya-Weiss, and Jeffrey B. Schmidt (1997), "Antecedents and Consequences of Cross-Functional Cooperation: A Comparison of Marketing, R&D, and Manufacturing Perspectives," *Journal of Product Innovation Management*, 14:1 (January), 35-47.

Montoya-Weiss, M. and Roger Calantone (1994), "Determinants of New Product Performance: A Review and Meta-Analysis," *Journal of Product Innovation Management*, 11:5 (November), 397-417.

Google Scholar Profile – dated March 11, 2019



BOOKS & CHAPTERS

Lockwood, Nick, M. Montoya, A. Massey (2013), “Virtual Teams in New Product Development: Characteristics and Challenges”. In Kahn, K. and R. Slotegraaf (Ed.), *PDMA Handbook of New Product Development*, 3rd edition.

Massey, Anne P., M. Montoya-Weiss and V. Ramesh. (2007) “A Multi-level Performance Framework for Knowledge Management”. In Jennex, M. (Ed.), *Knowledge Management in Modern Organizations*, Idea Group, Inc.

Massey, A.P. and Montoya-Weiss M (2003). Enhancing performance through knowledge management: A checklist for action. *2003 Handbook of Business Strategy*, New York, NY: Thomson, 137-141.

Montoya-Weiss, M. (1998), Book Review of *Innovation Management: Strategies, Implementation, and Profits* (A. Allufah), *Journal of Product Innovation Management*, 15:6 (November), 578-580.

Calantone, Roger, and M. Montoya (1994), "Product Launch and Follow On," in *Managing New Technology Development*, W.J. Souder and J. D. Sherman (Eds.), New York: McGraw-Hill, Inc.

Calantone, Roger, Daniel L. Wardlow, Glenn S. Omura, M. Montoya-Weiss, Madhu Agrawal (1993), *A Selected Bibliography of Entrepreneurship Literature*, Michigan State University Press: East Lansing, MI.

Ted Hagglblom, M. Montoya-Weiss, Roger J. Calantone, and C. Anthony diBenedetto (1993), *Instructor's Manual to Accompany the Product Manager's Toolbox*, NY: McGraw-Hill, Inc.

TEACHING EXPERIENCE

Strategic Management of Technology and Innovation (Graduate)
Product & Brand Management (Graduate and Undergraduate)
Product & Service Innovation Lab (Graduate and Undergraduate)
Innovation & Technology Management (Graduate)
Marketing Management and Strategy (Graduate)
Marketing Principles (Undergraduate)
Freshman Seminar (Undergraduate)
Executive Courses (domestic and international) – Innovation Strategy, Marketing Strategy

RESEARCH FUNDING

Montoya, M., Werner Dahn and Glenn Hoeker, “Pracademic Center of Excellence for Technology Transfer (PACE/T2)”, Funded by *Department of Defense*. \$1 million: 1/14-4/16.

Govindasamy Tamizhmani and M. Montoya, “Vocational Training and Education for Clean Energy (VOCTEC)”, Funded by *USAID*. \$10M leader award with associates Cooperative Agreement. 11/11 – 11/16.

Massey, Anne, J. Johnston and M. Montoya, “Measuring Presence in Virtual Environments,” Funded by *National Science Foundation*. Total funding \$300,000: 4/11 – 4/13.

Montoya, M. and Werner Dahm, “Aerospace and Defense Initiative Research Collaboratory,” Funded by *Science Foundation of Arizona* and corporate partners. \$2 million: 11/10-11/11.

Johns, Andy and M. Montoya, “NC Expertise and Research Network Visualization for Collaboration,”
Funded by *UNC General Administration*. Total funding \$582,000: 1/10-1/12.

Montoya, M. and A. Massey, “Linking Collaborative Virtual Presence and Performance: Scale
Development and Validation,” Funded by *National Science Foundation*. Total funding \$252,000:
9/09-9/10.

Montoya, M. D. Hinks and R.M. Young, “IC-CRIME: Interdisciplinary Cyber-Enabled Crime
Reconstruction through Innovative Methodology and Engagement,” Funded by the *National
Science Foundation*. Total funding \$1.4 million: 9/09-9/12.

Montoya, M. and M. Devetsikiotis, “Networked 3D Virtual Computing for Collaborative Environment:
Towards VCL 3.0,” Funded by *IBM Faculty Award*. \$30,000: 8/09-7/10.

Kang, Wooseong and M. Montoya, “Dynamic Value-Based Service Pricing”. Funded by *Xerox
Corporation*. Total funding \$30,000: 5/09-6/10.

Service & Product Innovation Initiative Research Competition Gift. Funded by *Xerox Corporation*.
Total funding \$40,000: 9/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *John Deere*. Total
funding \$15,000: 9/08-6/09

Montoya-Weiss, M and Marian McCord. “Advanced Medical Technology Portal”. Funded by *NCSU
Extension, Engagement, and Economic Development and Wake County Economic Development*.
Total funding \$20,000: 9/08-6/09.

Montoya, M. and M. Devetsikiotis, “Collaboration for Innovation in Virtual Environments”. Funded by
CACC at NCSU. Total funding \$50,000: 6/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *Xerox Corporation*.
Total funding \$105,000: 9/07-6/08.

Massey, Anne P. and M. Montoya, “Innovation in Health Care through the Application of Game
Technology”. Funded by *Robert Wood Johnson Foundation*. Total funding \$271,000: 7/08-7/09.

Montoya-Weiss, M. and Anne P. Massey, “Collaboration for Innovation in Virtual Worlds”. Funded by
Xerox. Total funding \$20,000: 12/07-12/08.

Montoya-Weiss, M., John McCreery and Harry Perros, “Service Innovation Lab at NCSU: Course
Sponsorship”. Funded by the *IBM Corporation*. Total funding \$30,000: 1/08-5/08.

Montoya-Weiss, M and Marian McCord. “Advanced Medical Technology Sector: Developing a Virtual
Innovation Portal”. Funded by *NCSU Extension, Engagement, and Economic Development*.
Total funding \$80,000: 8/07-6/08.

Montoya-Weiss, M., “Service Acceptance: Drivers of New Service Adoption and Success”. Funded by
Nortel Networks. Total funding \$50,000: 8/07-7/08.

Montoya-Weiss, M. and Anne P. Massey, “Adoption of Integrated Collaboration Environments and the Effects on Productivity”. Funded by the *Eli Lilly Corporation*. Total funding \$80,000: 1/06 to 12/07.

Montoya-Weiss, M. and Harry Perros, “Service Management Introduction at NCSU: New Course Development”. Funded by the *IBM Corporation*. Total funding \$30,000: 8/06-12/06.

Kang, Woosong and M. Montoya-Weiss, “Portfolio Balance and Financial Performance”. Funded by the *Center for Innovation Management Studies (CIMS)*. Total funding \$10,000: 10/06 to 10/07.

Voss, Glenn B., M. Montoya-Weiss, Zannie Voss, “Investigating the Effects on Firm Performance of Product Portfolio Innovativeness and Organizational Learning through Experimentation”. Funded by the *National Science Foundation (NSF)*. Total funding \$83,000: 9/03-9/04.

Montoya-Weiss, M. and Anne P. Massey, “Global Virtual Teams: Overcoming Temporal Challenges and Managing Conflict Effectively”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)*. Total funding \$40,000: 1/1/01 to 1/31/02.

Winchester, Samuel, Padmini Hands, and M. Montoya-Weiss, “Constraint Based Coordination of New Product Development in the Textiles Supply Chain,”. Funded by the *National Textiles Center (NTC)*. Total funding \$153,000: 9/00-6/02.

Center for Universal Design. “Promoting the Practice of Universal Design”. Funded by the National Institute on Disability and Rehabilitation Research, *US Department of Education*. Total funding \$374,920: 1/1/98 to 12/31/00.

O’Keefe, Bob, Anne Massey, and M. Montoya-Weiss, “From User Interface to Consumer Interface”. Funded by *NCR Financial Services Knowledge Lab*. Total funding \$50,000: 10/98 to 3/99.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in Technological Innovation”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)* at Lehigh University (NSF Center). Total funding \$40,000: 3/1/96 to 12/31/98.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in New Product Development”. Funded through a competitive research award by the *Product Development and Management Association (PDMA)*. Total funding \$2,500: 6/1/96 to 7/1/97.

Massey, Anne P. and M. Montoya-Weiss, “Knowledge Management: Linking Business Processes and IT”. Funded through a competitive research award by the *Advanced Practices Council of the Society of Information Management International*. Total funding \$50,000: 9/96 to 12/98.

Montoya-Weiss, M. “Escalation of Commitment in New Product Development Teams”. Funded through the competitive research award by the Faculty Research and Professional Development fund at *North Carolina State University*. Total funding \$5,000: 1/1/97 to 1/1/98.

NCSU Innovation Lab Project Sponsors (1995-2009):
 IBM, Nortel, Glaxo-Wellcome, K2, WorldCat, Martin Marietta, ToastMaster, John Deere, DaimlerChrysler, Levolor, Altec, Square D, Michelin Tire, Caterpillar, MeadWestvaco, Guilford Mills, WakeMed Hospital, Advanced Energy, Progress Energy, Medline, Medicab, Andersen Sterilizers, UNC Children’s Hospital, Needlepoint.com, Oriol Therapeutics, Inc.

HONORS & AWARDS

Product Development & Management Association Inaugural Doctoral Consortium Faculty Scholar	2011
American Council on Education (ACE) Fellowship	2009
NCSU Outstanding Extension Service Award	2005
Best Conference paper - Annual Hawaii International Conference on System Sciences	2001
Best Paper - AMA Summer Educators' Conference	2000
Best Paper - Society for Information Management International Conference	1999
Best Paper - AMA Summer Educators' Conference	1998
NCSU University Research Award	1998
Best Paper - International PDMA Conference	1996
AMA Doctoral Consortium Fellow	1994
ISBM Doctoral Dissertation Competition Finalist	1995
Eli Broad Graduate School Fellow	1994-1995

PROFESSIONAL MEMBERSHIPS & REVIEWER ACTIVITY

American Marketing Association (AMA)
Product Development and Management Association (PDMA)

Scholarly Journal Reviewer Activities

Management Science, Decision Sciences, Journal of Marketing, Journal of Product Innovation Management, Journal of the Academy of Marketing Sciences, IEEE Transactions on Engineering Management, American Marketing Association Conferences, PDMA Conferences and Dissertation Competitions.

INDUSTRY EXPERIENCE

Industry Consulting and Training

Eli Lilly, Center for Creative Leadership, Raytheon Corporation, Martin Marietta Materials, SquareD Electric, ABB, Cotton Incorporated, DaimlerChrysler, Fusion Ventures, Menasha Corporation, Allied Signal, Inc., IBM, Xerox, Syngenta, MeadWestvaco, Dow Chemical Company, Nortel, Ixia, Raytheon Corporation, McCain Foods Limited, EQUATE - Kuwait, Spirent Communications, COTEC - Portugal.

Higher Education Consulting and Training

Florida Polytechnic University, University of California System, Gates Foundation – NC New Schools Project, EDUCAUSE, North Carolina Triangle Research Libraries, Frye Leadership Institute.

SERVICE & ADMINISTRATIVE ACTIVITIES

Board Service and Public Service

Member, Board of Trustees, Portland Pioneer Courthouse Square, (2018-present)
Member, Arlington Club, Portland, OR (2015-current)
Member, Corvallis, Oregon Economic Vitality Partnership (2015-present)
Member, Kauffman Foundation advisory board (2015)
Advisor, US Office of Science and Technology Policy -- maker movement (2015)
Member, STEM Connector board and STEM Innovation Task Force (2013-2015)
Member, Girl Scouts Arizona, STEM advisor (2010-2015)
Member, 360vantage Board of Advisors (2012); startup – acquired

Member, KnowledgeNet Board of Advisors (2012-2015); startup – acquired
Member, Exsomed Board of Advisors (2013-2015); startup
Member, Tesseract Board of Trustees (2013-2015); private school K12
Member, Launchpoint Mesa Accelerator Board of Advisors (2013-2015)
Member, TechShop Board of Advisors (2012-2015); startup
Member, PHX-Mesa Gateway Airport Authority Community Board (2011-2014)
Member, Mesa United Way Board of Advisors (2012-2014)
Member, Mesa Economic Development Advisory Board (2011-2014)
Member, Chandler Economic Development Advisory Board (2012-2014)
Member, Executive Team, Arizona Commerce Authority – UAS project (2011)
Member, East Valley Partnership Board of Advisors (2011 – 2012)
Member, East Valley Think Tank (2011-2013)
Member, East Valley Aviation Alliance Board of Advisors (2011-2012)
National Blue Ribbon Judge, National Real World Design Challenge (2012, 2013)
Panelist, President’s Council of Advisors on Science and Technology (service science) (2011)

OSU Service

Member, OSU Search Committee for VP Enrollment Management (2019-present)
Member, OSU Search Committee for VP Information Technology (2019-present)
Member, OSU Infrastructure Working Group (2016-present)
Member, OSU Foundation Investment Committee (2016)
Member, OSU Search Committees for VP Finance and Administration (2016, 2017)
Member, OSU Business Center Audit team (2017-2018)
Member, OSU Accelerator board member (2015 – present)

ASU Service

Faculty Athletics Representative to NCAA and PAC-10/12 (2010 – 2011)
Member, ASU Intercollegiate Athletics Board (2010 – 2011)
Provost Taskforce, Educational Innovation (2010 – 2011)
Provost Taskforce, Women in Science and Engineering (2012-2013)
Member, ASU East Valley Community Board (2011-2014)

NCSU Service and Administrative Appointments

Member, NCSU Strategic Research Initiatives planning team (2009-2010)
Founder and Co-Coordinator, NCSU Health & Well-Being Strategic Research Initiative (2009-2010)
Chair, College of Management Research Committee (2009-2010)
Member, Economic Development Industry Cluster planning team (2006-2010)
Founder and Co-Director, NC Advanced Medical Technology industry cluster (2006-2010)
Member, University Research Operations Council (2009-2010)
Member, University Extension Operations Council (2009-2010)
Assistant Department Head, Business Management Department (2004-2005)
Marketing Program Coordinator, Business Management Department (2003-2009)
Founder and Director, Innovation Management program (1998-2010)
Member, NCSU University Intellectual Property Committee (2002-2008)
Member, MBA Curriculum Committee (1995-2009)
Chair, MBA Curriculum Committee (2001, 2004, 2005)
University Park Faculty Scholar (2003-2007)
Member, University Park Scholars Research Grant Committee (2009-2010)
Member, University Park Scholar Advisory Committee (1996-2010)

Service to the Profession

Review Panelist, National Science Foundation (2003 – 2010)
Special Issue Editor, 2010 Special Issue of *Decision Sciences Journal*
Session Chair, 2007 Hawaii International Conference on Systems Science
Session Chair, 2005 Summer AMA Educators’ Conference

Track Chair, 2004 Winter AMA Educators' Conference
 Session Chair, 2002 Winter AMA Educators' Conference
 Track Chair, 2001 AMS International Conference, Miami, Florida. Product Innovation Track.
 Track Chair, 2000 AMA International Educators' Conference, Marketing and Technology Track
 International Research Conference Chair, 2000 PDMA International Conference, New Orleans, LA
 Co-Chair, 1999 PDMA Dissertation Competition
 Session Chair, 1999 PDMA International Conference, Marco Island, Florida
 Workshop Leader, 1997 AMA Summer Marketing Educators' Conference
 Workshop Leader, 1995 Midwest DSI Annual Meeting
 Workshop Leader, 1992 National DSI Conference

LEADERSHIP & MANAGEMENT ACCOMPLISHMENTS

Oregon State University – Portland Center

- Leading academic operations in Portland for OSU, including the design and management of a 40K SF facility in downtown Portland (opened Fall 2018).
- Facilitated development of hybrid delivery model in Portland, including negotiation with the Higher Ed Commission for policy change.
- Managed internal bridge fund grant program and mentored all hybrid programs launched -- computer science, psychology, public health, and psychology.
- Advancing changes in OSU enrollment marketing, recruiting and transfer processes to improve transfer student access and hybrid program launch.
- Leading the development of new partnerships with Portland metro community colleges (CCs), including onsite advising and streamlined transfer processes.
- Leading university engagement with Portland metro area municipalities and economic development agencies in Portland to build pipeline for workforce development partnerships.
- Developing scholarships for hybrid program students to create financial access for place-bound hybrid students in the Portland metro region.

Oregon State University – College of Business

- Led the College's transition to the new university hybrid RCM model. Providing significant input into the refinement of the university's new budget model.
- Student Success Initiatives
 - o Recruiting. Established a dedicated recruiting function, including undergraduate and graduate recruiting teams, marketing and communications support, and enabling CRM technology. The College is now the lead unit in piloting the improvement of university-level enrollment management with sophisticated marcomm. Total college enrollment has grown 31% in 3 years.
 - o Retention and Completion. Established student development faculty committees at undergrad and grad levels. Worked through shared governance to develop and implement comprehensive curricular and co-curricular frameworks for student engagement that span all years. Freshman retention improved from 78% to 90% in 3 years without changing admission requirements or retention standards. Awarded \$750K competitive grant from Strada Foundation to focus in on low-income populations and promulgate the model. Raised \$8M for experiential learning and scholarships for emergency financial aid and completion.
- Faculty Success Initiatives
 - o Faculty Engagement. Launched a new committee on faculty development to focus on community building and communication within the College, as well as research excellence. The committee develops professional development opportunities for faculty across their career stages.

- Research Advancement. Established new hiring and compensation processes and policies to advance the caliber of our research portfolio, including new market-based compensation policies, research awards/grants and refined performance evaluation processes. The changes have led to substantial increases in the quality and quantity of research outputs.
- Academic Program Advancement. Established a process for grants to support program and/or teaching innovation.
- Reputation Advancement. Launched faculty features in newsletters to share stories of faculty research and expertise. Advanced rankings of the MBA part-time program from “not ranked” to 57 on US News & World Report. Achieved multiple top research rankings.
- External Engagement Initiatives. Established the first advancement team at OSU inside a college, including a Director of Advancement and team (event planning, data analytics, marcomm, stewardship). Developed and executing a comprehensive engagement strategy, segmented by alumni audience, including the launch of multiple embedded engagement platforms to facilitate partnership with the alumni association and foundation. Currently responsible for \$110M goal for next OSU Campaign.
- Established a new standing committee on Equity, Diversity and Inclusion (EDI) with representatives from the faculty, staff and students. The committee is provided support annually to provide a variety of professional development activities. The committee led the development of new hiring, promotion and tenure requirements that incorporate EDI principles.
- Established two university-wide Centers: (1) the Advancement of Women in Leadership center, serving industry and the university and (2) InnovationX, a center for the Advancement of Innovation and Entrepreneurship, serving all OSU students and the community.
- Established the corporate engagement function in the College to advance employer relations, corporate sponsorship and corporate education partnerships.

Arizona State University – Entrepreneurship & Innovation (E+I)

- Developed strategic plan and designed the E+I unit at ASU. The mission of the new Office of E+I is to advance entrepreneurship and innovation within all units at ASU.
- Initiated and supported the development of E+I strategies for each college at ASU.
- Designed and executed a comprehensive university-wide student engagement strategy for E+I
 - Created Launch Days to drive student awareness. Achieved goal of reaching 10% of the student body in year 1 with 8000+ students reached, 700+ mentoring sessions delivered, 150+ students participated in open pitch sessions, and 54 faculty partners.
 - Launched university-wide Innovation Challenge series -- competitions hosted by various colleges to engage students and faculty in solving relevant and real problems posed by internal and external sponsors. A total of 592 students participated from 75 majors. Raised \$120K in collaboration with colleges.
 - Developed and launched ASU Startup School, a free open education resource that is the curricular backbone of all E+I programs; 400+ hours of instruction delivered in year 1.
 - Managed the endowed (\$5M) Edson Student Entrepreneurship program, awarding \$250K annually in prizes.
 - Created pilot E+I First Year Fellows to recruit high school entrepreneurs to ASU (any major).
 - Created women’s entrepreneurship initiative to advance participation of women; awarded \$230K in grants/gifts to advance programming.
 - Created veterans entrepreneurship initiative to advance participation of veterans; implemented entrepreneurship office hours in all Pat Tillman veterans’ centers.
- Designed a comprehensive university-wide faculty engagement strategy for E+I
 - Created Startup School and bootcamp for faculty and graduate students, including weekly office hours; delivered 23 workshops to departments across campus.

- Created a teaching and learning resource for faculty interested in teaching entrepreneurship modules in their classes.
- Provided contract and grant support services with boilerplate E+I content, cost share options and collaborative contributions as requested. Supported 12 proposals -- total value of proposals awarded is \$5.7M; total value of proposals pending: \$3.6M.
- Designed a comprehensive community engagement strategy for the Phoenix metropolitan area
 - Created public-private partnership with the City of Chandler and the Silicon Valley based company TechShop to create the ASU Chandler Innovation Center, a 35K square foot open prototyping/fabrication facility and teaching facility. Performance to date: 1680 members, 450 ASU student members and over 2500 K12 students engaged.
 - Created the Entrepreneurship Outreach Network, a collaboration with regional public libraries and economic development organizations to provide access to entrepreneurship resources in local communities. Awarded \$249K from IMLS to reach 20 AZ libraries.
 - Established Entrepreneurship Metro initiative to facilitate systematic collaboration with regional ecosystem partners. Active engagements include: Create Phoenix project, Phoenix StartupWeek, City of Mesa LaunchPoint accelerator, City of Tempe incubator plan, City of Chandler TechShop facility, City of Scottsdale McDowell Road revitalization plan, library network, Lake Havasu makerspace plan, Greater Phoenix Economic Council Velocity project, and the Arizona Commerce Authority SME project.
 - Rebuilt the Arizona Furnace accelerator program that is open to the community and focused on commercializing university intellectual property.
 - PI on a \$1M Department of Defense grant to design and execute an accelerator program to transfer technology from army, navy and air force labs in New York, California and Massachusetts.
 - Designed and piloted the Arizona ScaleUp program focused on licensing technology to existing SMEs in Arizona.
 - Created the Teaching Innovation Fellows program to provide professional development training on embedding E+I content into the curriculum for high school educators. Implemented with cohorts in 4 regions of the country. Awarded \$1.5M grants from Verizon Foundation and Cisco Foundation.

Arizona State University – College of Technology & Innovation (CTI)

CTI Faculty, Program and Professional Staff Development

- Led multiple major restructurings ranging from +39% state budget growth to -23% cuts, including brokering the eventual merger of CTI into the Fulton Schools of Engineering and transitioning some programs to the W.P. Carey School of Business.
- Redesigned college budgeting and strategic planning processes; converted to activity-based costing methods and resource allocation by plan; created academic program planning and enrollment modeling functions; created the college development function.
- Created college-wide program for externally sponsored student projects embedded within all curricula.
- Established faculty development workshop series, research seed fund and staff development program.
- Created Startup Labs – campus-wide open prototyping facility and collaboration space.
- Facilitated launch and redesign of multiple degrees: Technological Entrepreneurship (BS, MS, online), Industrial/Organizational Psychology (BS), Simulation Modeling and Applied Cognitive Science (PhD), Manufacturing Engineering (BS, MS), Engineering (MS), Information Technology (BS, MS, online), Intel BS Engineering, Health Systems Management (BS), Product Development & Technology (BS), Environmental & Resource Management (BS, MS), Graphic Information Technology (online), Applied Biological Sciences (BS), pre-vet in Agribusiness (BS). Oversaw the disestablishment of 28 degrees.

CTI Student Retention and Recruiting

- Collaborated with enrollment management, university affairs and other academic units to transform university marketing approach for ASU's small campuses.
- Created college communication and recruiting functions; grew total FTE enrollment in CTI retained programs by 57% (to 3500).
- Increased retention from 73% to 89% (2010-13) without changing admission requirements or retention standards.
- Launched multiple engagement initiatives to change student culture at Poly from a commuter campus to a vibrant residential campus: freshman camp, freshman seminar, Thing on Thursday series, freshman Solve for X challenge, weekly e-newsletter for students, peer leader/ambassador programs, classes in the residence hall, bi-weekly Donuts with the Dean in residence hall.
- Oversaw opening of new residence hall, dining hall and student recreation center at the Polytechnic campus; coordinated with Dean of Students to embed faculty activities in residence hall; created Solution Space in residence hall for peer-mentoring.
- Designed and taught university-wide MAKE Your Ideas Happen course series.
- Launched eProject program to seed fund student venture projects; won Propeller Award in ASU Startup Bowl for college with highest percentage participation in submissions for Edson Awards.

CTI Research Advancement

- Created research administration function; grew participation in proposal submissions from 64% of faculty to 86% of faculty (2010-2013); grew research awards 25% (2010-13).
- Established Future Research Leaders workshop series.
- Created Collaboratory model for industry-sponsored research and services.
- Co-PI on ASU's first USAID leader award grant (\$10M) – alternative energy.
- Co-PI on the Aerospace & Defense Research Collaboratory, a CTI led collaborative with University of Arizona, NAU and Embry-Riddle funded by Science Foundation AZ (\$2M).
- Lead college for the \$35M AZ Center for Algae Technology and Innovation and the national test bed for Algae Testbed Public-Private Partnership (DOE).

Leadership in Cross-College Collaborations

- Collaborated with Ira A. Fulton Schools of Engineering on joint recruiting efforts, cross-unit advising processes and engineering entrepreneurship courses.
- Collaborated with WP Carey School of Business on university-wide joint entrepreneurship certificate and the Technology concentration for a BA Business degrees.
- Collaborated with Walter Cronkite School of Journalism and Mass Communication on dual degree in Journalism and Information Technology.
- Collaborated with Herberger Institute for Design and the Arts on Global Resolve program, use of space for art/music at Poly, and Product Development degree.
- Collaborated with School of Sustainability on university-wide energy certificate, iProjects and Global Resolve program.
- Collaborated with College of Health Solutions on Health Systems Management degree and partnership with Mayo Clinic for human factors projects in innovation.
- Collaborated with Barrett the Honors College on new space at Poly, joint recruiting, honors iProjects and Global Resolve.
- Member of university strategic initiatives' advisory boards – Learning Sciences Institute, Security & Defense Systems Institute, Global Institute of Sustainability, BioDesign Institute, and Center for Science and the Imagination.

Diversity and Pipeline Development Initiatives

- Created Women's Council for Science and Engineering to develop scholarships and mentoring network for women students in science and engineering; sponsored Women in STEM and Women Entrepreneurs student organizations.
- Established partnership leading to ongoing NSF and corporate sponsored grants with the Director of the Navajo Nation Office of Diné Science, Mathematics, and Technology (ODSMT) on collaborative STEM education initiatives.
- Partnership with student affairs on Disability as a Catalyst for Innovation course.
- Established recruiting partnership with the Society of Hispanic Professional Engineers.
- Annual host for César E. Chávez Leadership Institute with lab tours and visits with faculty.
- Annual host for Junior ROTC with lab tours and visits with veteran faculty.
- Annual host for multiple events with multiple Arizona Dept of Education CTE organizations.
- Annual host for Homeschool Association STEM Day.
- Extensive partnership on projects and courses with ASU Poly Preparatory Academy (K12).
- Earned Google Diversity award (2013) for pipeline development and student support efforts.
- Proactively recruit and promote women faculty and staff leaders.
- Created CTI Academy (K12 STEM camps and programs for students and educators) serving over 1500 K12 students annually, supported by various grants and partners.
- Sponsored MAKE student organization and established high school MAKE after school clubs.

CTI Community Partnerships

- Established Chandler Innovation Center partnership with the City of Chandler and TechShop, a first-of-its-kind in the US, public-private partnership to create open (public and university-wide) access to a 35K square foot prototyping and fabrication facility with classrooms.
- Established partnership with Mesa for LaunchPoint Accelerator at Poly, a public-private partnership for new venture acceleration.
- Established annual Spark App League competition with Town of Gilbert, an open-data initiative focused on teaching high school students mobile app design.
- Established Startup Village with student affairs, a living-learning community in houses at the Polytechnic campus for new venture launches -- open to all ASU students.
- Established partnerships with Mesa Arts Center and Chandler Center for the Arts to provide art-related activities on the Polytechnic campus

North Carolina State University

- Established College of Management research administration unit; established internal seed fund for research grants
- Created and managed university-wide Advanced Medical Technology industry cluster for Vice Chancellor of Extension and Engagement
- Created and managed university-wide Health and Well-Being Strategic Research Initiative for Vice Chancellor of Research and Graduate Studies
- Partnered with UNC-General Administration to on system-wide research tool (REACH-NC, Elsevier/SciVal) for NCSU, UNC-Chapel Hill and Duke as initial partners
- Designed and led industry-sponsored project-based Innovation Lab with faculty/students from College of Management, College of Design, College of Engineering and College of Textiles.