

AACSB 5-YEAR CURRICULUM VITAE
For 2017-18 through 2022-23
GAYLE L. RANDALL
ASSISTANT PROFESSOR OF MARKETING

EDUCATION

MAY 2022	Doctor of Business Administration; University of Dallas; Irving, TX
DEC 1992	Johnson & Johnson School of Management; Johnson & Johnson Corporate Headquarters; New Brunswick, NJ
DEC 1991	Master of Business Administration, Angelo State University; San Angelo, TX Major: Management GPA: 4.0
MAY 1990	Bachelor of Business Administration, Angelo State University; San Angelo, TX Major: Marketing GPA: 3.94
OCT 1989	Direct Marketing Collegiate Institute; Direct Marketing Educational Foundation; Oakbrook, IL

PROFESSIONAL CERTIFICATIONS/LICENSURES

DEC 2022	Online Teaching Certificate Program Foundation Course, Online Learning Consortium
FEB 2021	Escala Certificate in College Teaching and Learning in Hispanic Serving Institutions
FEB 2012	Financial Planner, Registered Representative, WFG Investments, Inc., Independent Insurance Agent; WFG Investments, Inc.

COURSES TAUGHT AT ANGELO STATE UNIVERSITY

BUSI 1301	Introduction to Business
GS 1181	Freshman Seminar: Sports Champions and Their Sponsors
MGT 3300	Organizational Behavior
MGT 3301	Principles of Management
MGMT 3311	International Business
MGMT 3313	Current Issues in Management
MGT 4306	Applied Leadership
MGMT 4308	Housley Principled Leadership Program
MKTG 3321	Marketing
MKTG 3322	Consumer Behavior
MKTG 3323	Sales Management
MKTG 3324	Sports and Entertainment Marketing
MKTG 3325	Advertising Management
MKTG 4321	International Marketing
MKTG 4381	Digital and Social Media Marketing

ACADEMIC EXPERIENCE

2022 – Present	Assistant Professor of Marketing, Norris-Vincent College of Business, Angelo State University
2017 – 2022	Senior Instructor, Norris-Vincent College of Business, Angelo State University; San Angelo, TX
2014 - 2017	Instructor, College of Business, Angelo State University; San Angelo, TX
2013 – 2014	Visiting Instructor, College of Business, Angelo State University; San Angelo, TX
2011 – 2013	Adjunct Instructor, College of Business, Angelo State University; San Angelo, TX
2008 – 2010	Instructor, College of Business, Angelo State University; San Angelo, TX
2006 – 2008	Adjunct Instructor, College of Business, Angelo State University; San Angelo, TX

BUSINESS EXPERIENCE

- 2017-DATE President, San Angelo Cadillac Dealers Advertising Association; San Angelo, TX; foster and promote retail trade and commerce in connection with Cadillac products and services, disseminate information relative to the use of Cadillac products and services, establish, conduct, and manage advertising campaigns to promote the establishment of high standard business ethics by members of the Association, and to discourage the use of false and misleading advertising or any other business practice which may be detrimental to the public and to the automotive retail industry.
- 2013-DATE Vice-President of Marketing, Randall Motors, Inc., San Angelo, TX; Partner to president responsible for overall direction, coordination, and evaluation of organizational strategies for Cadillac dealership. Collaborate with president to successfully reach nationally recognized customer satisfaction ratings, efficient inventory levels, and accurate sales forecasts, as well as effective sales management leadership.
- 2010- 2013 Financial Planner, Rodgers Capital, Inc., San Angelo, TX. Create optimum and comprehensive strategies tailored to needs of clients, provide manageable solutions to help individuals meet retirement goals, strategize business plan for start-up San Angelo office, and comply with FINRA, SEC, and state regulations.

INTELLECTUAL CONTRIBUTIONS

- SPR, 2022 Awarded Faculty Learning Commons Mini-Grant for study entitled, Student Leadership Development and the Role of Leadership Education, conducted in Spring, 2023.
- OCT, 2022 Poster Presentation: Articulating Significance/Impact with Vision Boards for Enhanced Leadership Practices, Culturally Responsive Approaches to Serving Hispanic students sponsored by Faculty Learning Commons at Angelo State University.
- SPR, 2021 Awarded Faculty Learning Commons Mini-Grant for study entitled, Student Leadership Development and the Role of Transformational Leadership, conducted in Spring, 2022.
- MAR, 2021 Presentation: The Role of Faith-led Values on Succession Intentions in Family Businesses; Southwest Academy of Management Conference, 2021.
- FEB, 2021 Presentation: Uncovering Relatedness Through Flip Grid for an Enhanced Learning Experience; Escala – Certificate in College Teaching and Learning in Hispanic Serving Institutions.
- JUL, 2020 Book Review: Navigating Life's Course – Common Sense in Uncommon Times, by Richard V. Battle, Austin, TX.

SERVICE

University

- MAR, 2023 Presenter; Faculty Learning Commons Mini-Grant Panel, Angelo State University, San Angelo, TX, Represented Department of Management and Marketing, as recipient of Faculty Learning Commons Mini-Grant, in panel series in which faculty members shared FLC Mini-Grant research and project with Angelo State faculty and administration.
- FEB, 2023 Panel Member; Admitted Student Days, Angelo State University, San Angelo, TX; participation in face-to-face event while engaging with admitted students and parents for the purpose of preparing students for successful start to the university.
- 2022-2023 Quality Enhancement Plan (QEP) Implementation Committee; Angelo State University, San Angelo, TX

NOV, 2022	Faculty/Student Panel; Destination ASU, Angelo State University, San Angelo, TX; participation in face-to-face event while engaging with prospective students for the purpose of recruiting for the university.
OCT, 2022	Angelo State University Master Teacher Panel; Faculty Learning Commons at Angelo State University, San Angelo, TX; represented Department of Management and Marketing, as finalist for President's Teaching Excellence Award, in panel series in which panel members shared teaching tools of success.
SPR, 2022	LinkedIn Professional Profile Workshop; Association of Mexican-American Students (AMAS) at Angelo State University, San Angelo, TX; plan, prepare, and conduct LinkedIn Professional Profile Workshop for students in AMAS to build their own LinkedIn profile in the hands-on workshop. Students enhance their personal brands, transform profiles, and learn how to promote their professional expertise.
SPR, 2022	Angelo State University BizPitch Emcee; BizPitch Student Competition hosted by the Small Business Development Center and the Norris-Vincent College of Business, San Angelo, TX; active participation in the promotion of the BizPitch Competition, including participation in commercial, BizPitch Kick-off, and face-to-face communications to students; participate as emcee for the five finalists in their live in-person presentations to entrepreneurial judges; promote and foster entrepreneurship at Angelo State.
MAR, 2022	Presenter; Faculty Learning Commons Mini-Grant Panel, Angelo State University, San Angelo, TX, Represented Department of Management and Marketing, as recipient of Faculty Learning Commons Mini-Grant, in panel series in which faculty members shared FLC Mini-Grant research and project with Angelo State faculty and administration.
FALL, 2021	Time Management for Student-Athletes Panel; Angelo State University Athletics, San Angelo, TX; Served as panel member and presented <i>Time Management for Student-Athletes</i> to Angelo State athletes as part of NCAA Division II work/life balance initiative.
FALL, 2021	Angelo State University Master Teacher Panel; Faculty Learning Commons at Angelo State University, San Angelo, TX; represented Department of Management and Marketing, as finalist for President's Teaching Excellence Award, in panel series in which panel members shared teaching tools of success.
FALL, 2021	Quality Enhancement Plan (QEP) Implementation Committee; Angelo State University, San Angelo, TX
SPR, 2021	Angelo State University BizPitch Emcee; BizPitch Student Competition hosted by the Small Business Development Center and the Norris-Vincent College of Business, San Angelo, TX; active participation in the promotion of the BizPitch Competition, including participation in commercial, BizPitch Kick-off, and face-to-face communications to students; participate as emcee for the five finalists in their live in-person presentations to entrepreneurial judges; promote and foster entrepreneurship at Angelo State.
FALL, 2020	Angelo State University Master Teacher Panel; Faculty Learning Commons at Angelo State University, San Angelo, TX; represented Department of Management and Marketing, as finalist for President's Teaching Excellence Award, in panel series in which panel members shared teaching tools of success.
FALL, 2020	Ram Round-Up Faculty Panel; Angelo State University, San Angelo, TX; represent Norris-Vincent College of Business to first-year students, participate in Angelo State traditions with students, and provide tools of student success in open forum.
SPR, 2020	Faculty Spotlight Panel; Angelo State University Admissions, San Angelo, TX; participation in live stream event while engaging with prospective students for the purpose of recruiting for the university.
SPR, 2020	Angelo State University BizPitch Emcee; BizPitch Student Competition hosted by the Small Business Development Center and the Norris-Vincent College of Business, San Angelo, TX; active participation in the promotion of the BizPitch Competition, including face-to-face communications to students; participation as emcee for the five finalists interrupted by COVID.

SPR, 2019	Angelo State University BizPitch Emcee; BizPitch Student Competition hosted by the Small Business Development Center and the Norris-Vincent College of Business, San Angelo, TX; active participation in the promotion of the BizPitch Competition, including participation in commercial, BizPitch Kick-off, and face-to-face communications to students; participate as emcee for the five finalists in their live in-person presentations to entrepreneurial judges; promote and foster entrepreneurship at Angelo State.
FALL, 2018	Homecoming "Run-Through Sign" Judging Panel; Multicultural and Student Activities Program, Angelo State University, San Angelo, TX; part of 4-member panel charged with the evaluation and assessment of participants' run-through banners based on Ram Pride/Spirit, artwork, creativity, and theme.
FALL, 2018	GS1181 Signature Course Workshop, Destination ASU, Angelo State University, San Angelo, TX; represent the Freshman College while engaging with prospective students in sample Signature Course session; create and present signature course activities; engage prospective students in workshop; initiate university recruitment efforts.
SPR, 2018	Food Pantry Canned Food Drive; Angelo State University, San Angelo, TX; collaborate with Delta Sigma Pi and College of Business to promote and gather donations for ASU Food Pantry during Spring Break.
FALL, 2017	Homecoming "Step Competition" Judging Panel; Multicultural and Student Activities Program, Angelo State University, San Angelo, TX; part of 3-member panel charged with the evaluation and assessment of participants' performances based on Ram Pride/Spirit, teamwork, coordination, creativity, and theme.
FALL, 2017	GS 1181 Review Committee; Freshman College, Angelo State University, San Angelo, TX; review, evaluate, and recommend proactive courses of action for the Angelo State Signature Course/General Studies Curriculum. Action items include General Studies course goals, student learning outcomes, core assessments, syllabus template, course time slots, and faculty compensation.
JUNE, 2017	Ram Round-Up Faculty Panel; Circle 6 Ranch; Lenorah, TX; represent Angelo State College of Business to incoming university students, interact with new students, participate in Angelo State traditions with students, and provide tools of student success in open forum.
APR, 2017	Talent Show Judging Panel; Greek Week, Angelo State University; San Angelo, TX; part of a 3-member judging panel charged with evaluation and assessment of student performances; evaluate teams based on talents, Ram Pride, and creativity; collaborate with judging panel; provide feedback; recommend finalists.
APR, 2017	2017 Rammys Selection Judging Committee, Multicultural and Student Activities Program, Angelo State University, San Angelo, TX; part of judging panel charged with the review of Rammys nomination packets from Angelo State University student organizations; evaluate nominees' submissions; present recommendations; participate in Rammys ceremony to support recognition of excellence at Angelo State.
2013-2017	UREC Halloween 5K Shuffle; Angelo State University; San Angelo, TX; active participation in Halloween 5K shuffle to promote and encourage team building, health, and fellowship among university students; over 150 students involved in the event, including students from the College of Business; involve the use of social media platforms to recognize students' efforts and build camaraderie.

Norris-Vincent College of Business

2022-23	Co-director, Most Europe '23 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate students for intensive month-long educational and multicultural program to over 20 destinations in Spain, Italy, The Vatican, Greece, Germany, Poland, Czech Republic, Austria, Slovakia, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook, Instagram.
2021-22	Co-director, Most Greece '22 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate students for intensive three week educational and multicultural

program to over 18 destinations in Greece; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook, Instagram.

- SPR, 2022 Most Greece '22 Study Abroad Program Dinner, San Angelo, TX; prepare, plan, and host dinner for 30+ Most Greece '22 study abroad participants to foster enthusiasm for learning, promote engagement, and build camaraderie among participants.
- SPR, 2022 Ronald McDonald House Canned Food Drive; Angelo State University, San Angelo, TX; collaborate with Delta Sigma Pi and Norris-Vincent College of Business to promote and gather donations for the Ronald McDonald House in Dallas, TX.
- 2021-22 Student-Athlete Recruiting Liaison, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; communicate with potential student-athlete recruits and families to promote higher education at the Norris-Vincent College of Business and share experiences with potential recruits.
- MAR, 2021 Norris-Vincent College of Business Representative for Senior Night, Angelo State Volleyball Team
- SPR, 2021 Ronald McDonald House Canned Food Drive; Angelo State University, San Angelo, TX; collaborate with Delta Sigma Pi and Norris-Vincent College of Business to promote and gather donations for the Ronald McDonald House in Dallas, TX.
- SPR, 2021 2021 Teaching Excellence Award Selection Committee, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; part of 3-member committee charged with reviewing nomination packets of faculty candidates; collaborate with committee members; present recommendation; attend reception.
- 2020-21 Co-director, Most Europe '21 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate students for intensive month-long educational and multicultural program to over 20 destinations in Spain, Portugal, Italy, The Vatican, Greece, Germany, Poland, Czech Republic, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook and Instagram.
- SPR, 2020 Most Europe '20 Study Abroad Program Dinner, San Angelo, TX; prepare, plan, and host dinner for 30+ Most Europe '20 study abroad participants to foster enthusiasm for learning, promote engagement, and build camaraderie among participants.
- SPR, 2020 2020 Service Award Selection Committee, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; part of 3-member committee charged with reviewing nomination packets of faculty candidates; collaborate with committee members; present recommendation; attend reception.
- SPR, 2020 Sponsor, Delta Sigma Pi Collegian of the Year Award; sponsored Eta Theta president, Cody Vasquez, and recognize his contributions, achievements, participation, and personal character; submitted national award packet to the Fraternity; awarded both Southwestern Region and National Collegian of the Year.
- SPR, 2020 Ronald McDonald House Canned Food Drive; Angelo State University, San Angelo, TX; collaborate with Delta Sigma Pi and Norris-Vincent College of Business to promote and gather donations for the Ronald McDonald House in Dallas, TX.
- 2020 Co-director, Most Europe '20 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate 29 students for intensive month-long educational and multicultural program to over 20 destinations in Spain, Portugal, Italy, The Vatican, Greece, Germany, Poland, Czech Republic, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook and Instagram. Program interrupted by COVID within two months of departure; responsible for contacting and negotiating with vendors, including airlines, lodging, and venues, for credit/refunding.

FALL, 2019	Executive Leadership Workshop for Delta Sigma Pi; Angelo State University; San Angelo, TX; prepare, plan, and organize Leadership Workshop to foster leadership and professional development; design activities to promote understanding of one another to further positive communications among members, create opportunities to bond and promote teamwork in a positive environment, and provide direction in both organizational and individual goal setting.
2019	Co-director, Most Europe '19 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate 29 students for intensive month-long educational and multicultural program to over 20 destinations in Spain, Portugal, Italy, The Vatican, Greece, Germany, Poland, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook and Instagram.
SPR, 2019	Most Europe '19 Study Abroad Program Dinner, San Angelo, TX; prepare, plan, and host dinner for 30+ Most Europe '19 study abroad participants to foster enthusiasm for learning, promote engagement, and build camaraderie among participants.
SPR, 2019	Sponsor, Delta Sigma Pi Collegian of the Year Award; sponsor Eta Theta president, Cody Vasquez, and recognize his contributions, achievements, participation, and personal character; submitted national award packet to the Fraternity; awarded Southwestern Region Collegian of the Year.
SPR, 2019	Ronald McDonald House Canned Food Drive; Angelo State University, San Angelo, TX; collaborate with Delta Sigma Pi and Norris-Vincent College of Business to promote and gather donations for the Ronald McDonald House in Baton Rouge, LA.
SPR, 2019	Student-Athlete Recruiting Liaison, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; communicate with potential student-athlete recruits and families to promote higher education at the Norris-Vincent College of Business and share experiences with potential recruits.
SPR, 2019	2019 Service Award Selection Committee, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; part of 3-member committee charged with reviewing nomination packets of faculty candidates; collaborate with committee members; present recommendation; attend reception.
SPR, 2019	2019 Teaching Award Selection Committee, Norris-Vincent College of Business, Angelo State University; San Angelo, TX; part of 3-member committee charged with reviewing nomination packets of faculty candidates; collaborate with committee members; present recommendation; attend reception.
SPR, 2019	Executive Leadership Workshop for Delta Sigma Pi; Angelo State University; San Angelo, TX; prepare, plan, and organize Leadership Workshop to foster leadership and professional development; design activities to promote understanding of one another to further positive communications among members, create opportunities to bond and promote teamwork in a positive environment, and provide direction in both organizational and individual goal setting.
FALL, 2018	Delta Sigma Pi Welcome Dinner, San Angelo, TX; prepare, plan, and host dinner for 40+ members of the Eta Theta Chapter of Delta Sigma Pi to foster brotherhood, team bonding, and positive communications.
2018	Co-director, Most Europe '18 Study Abroad Program, Angelo State University; San Angelo, TX; prepare and plan, organize, recruit, and educate 29 students for intensive month-long educational and multicultural program to over 20 destinations in Spain, Portugal, Italy, The Vatican, Greece, Germany, Poland, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of marketing through social media platforms including Facebook and Instagram.
SPR, 2018	Laura W. Bush Institute for Women's Health Luncheon and Presentation; represent College of Business at presentation to promote awareness of and support women's health and research.

SPR, 2018	Sponsor, Delta Sigma Pi Collegian of the Year Award; sponsor Eta Theta president, Bryan Harris, and recognize his contributions, achievements, participation, and personal character; submitted national award packet to the Fraternity.
SPR, 2018	Sponsor, Presidential Distinguished Award, Angelo State University; support College of Business nominee, Bryan Harris, for outstanding academic performance and accomplishments in the university's total program.
SPR, 2018	Most Europe '18 Study Abroad Program Dinner, San Angelo, TX; prepare, plan, and host dinner for 35+ Most Europe '18 study abroad participants to foster enthusiasm for learning, promote engagement, and build camaraderie among participants.
2017, 2018	2017 and 2018 Teaching Award Selection Committee, College of Business, Angelo State University; San Angelo, TX; part of 3-member committee charged with reviewing nomination packets of College of Business candidates; collaborate with committee members; present recommendation; attend reception.
SPR, 2017	Delta Sigma Pi Presentation: <u>Basics of Business Cards</u> , International Business Fraternity of Delta Sigma Pi; Angelo State University, San Angelo, TX; professionally present information relating to the proper use of business cards to the students of the Eta Theta Chapter; demonstrate professional options while creating and designing business cards; apply business card etiquette in role playing situations.
SPR, 2017	Sponsor, Delta Sigma Pi Collegian of the Year Award; sponsor Eta Theta president, Denver Luther, and recognize his contributions, achievements, participation, and personal character; submitted national award packet to the Fraternity.
SPR, 2017	Faculty Sponsor of the Delta Sigma Pi 50 th Anniversary Celebration of the Eta Theta Chapter's Masquerade Ball, Historic Fort Concho, San Angelo, TX; collaborate with members of Delta Sigma Pi to plan, organize, and decorate Historic Fort Concho for the purpose of celebrating Eta Theta's 50 th Anniversary at Angelo State University; act as liaison between current members, alumni, and Delta Sigma Pi regional and national representatives; welcome attendees, including regional and national dignitaries of Delta Sigma Pi International Fraternity and Eta Theta alumni.
FALL, 2017	TimeClock Plus/Delta Sigma Pi Professional Event; College of Business, Angelo State University; San Angelo, TX; collaborate with Delta Sigma Pi Vice President of Professional Activities and TimeClock Plus President, Jordy Moorman, to create professional leadership event for College of Business students; greet guests and students; promote professionalism in Angelo State students of commerce.
FALL, 2017	Delta Sigma Pi Dinner, San Angelo, TX; prepare, plan, and host dinner for 30+ members of the Eta Theta Chapter of Delta Sigma Pi to foster brotherhood, team bonding, and positive communications.
2017	Delta Sigma Pi Presentation: <u>Benefits of Studying Abroad</u> , International Business Fraternity of Delta Sigma Pi; Angelo State University, San Angelo, TX; International Business Fraternity of Delta Sigma Pi; Angelo State University, San Angelo, TX; present information relating to the educational and cultural benefits of studying abroad, as well as personal growth opportunities, to members of Eta Theta Chapter.
2017	Co-director, Most Europe '17 Study Abroad Program, Angelo State University; San Angelo, TX; successfully plan, organize, recruit, and lead 32 students for month-long educational program to Spain, Portugal, Italy, Greece, Germany, France, and England; create promotional materials, including posters, brochures, slideshows; involve the use of social media platforms including Facebook and Instagram.
SPR, 2017	Most Europe '17 Study Abroad Program Dinner, San Angelo, TX; prepare, plan, and host dinner for 35+ Most Europe '17 study abroad participants to foster enthusiasm for learning, promote engagement, and build camaraderie among participants.
2016-2020	Business Advisory Council Faculty Representative; San Angelo, TX; active participation representing Norris-Vincent College of Business and Delta Sigma Pi to the Business Advisory Council

- 2015-DATE Active participation in RAM JAM College of Business Tailgating Events, Angelo State University; San Angelo, TX; promote the Norris-Vincent College of Business to students, alumni, and community members while building fellowship, social activity, and Ram Pride during home football games; collaborate with NVCOB faculty, staff, Delta Sigma Pi, and Dean's Student Business Advisory Board; engage in social media marketing to promote NVCOB.
- 2015-2018 Active participation in MFT Review Program, Angelo State University; San Angelo, TX; create study guide for the Norris-Vincent College of Business seniors to prepare for the Major Field Test; provide review, including question/answer session to equip students for Major Field Test.
- 2014-DATE Faculty Sponsor; Delta Sigma Pi International Business Fraternity, Eta Theta Chapter, Angelo State University; San Angelo, TX; serve as liaison between the Eta Theta chapter, the national fraternity, and Angelo State University; meet and advise regularly with chapter executives; attend chapter meetings; support active membership through participation in events and reservations of rooms for events; provide authorization and review travel expenses for leadership conferences; review progress of the Chapter Management Program; attend pinning, initiations, and chapter elections; attend professional and service events; offer guidance of award nominations and provide assistance in Awards Ceremonies; engage in alumni relations; counsel members, as needed; review Risk Management Policies and ensure attendance to Risk Management Programs at both the university level and the national level.

Department

- 2018 – DATE Standard Syllabi Course Lead, Department of Management and Marketing, Angelo State University; San Angelo, TX; Ensure proper standardization of BUSI 1301 course syllabi and consistent course structure in BUSI 1301 sections.
- 2017 Faculty Lead, Housley Principled Leadership Endowment, Department of Management and Marketing, Angelo State University; San Angelo, TX; correspond and collaborate with Angelo State Director of Development and Friends of Housley; create promotional materials for Housley Principled Leadership Program, including video, slideshow, social media marketing site, and brochure; assist in organizing and planning program presentation; follow up with Friends of Housley.
- 2016-DATE True Blue Fridays, Angelo State University; San Angelo, TX; represent the Department of Management and Marketing while engaging with prospective students and parents in informational sessions; provide valuable information regarding opportunities within the Department of Management and Marketing.
- 2016, 2017 Marketing Faculty Search Committee, Department of Management and Marketing, Angelo State University; San Angelo, TX; engage in search activities, review applicants, view presentations by prospective candidates, provide feedback to Search Committee.
- 2015-DATE Departmental Curriculum Committee, Department of Management and Marketing, Angelo State University; San Angelo, TX; part of 4-member committee; collaborate with marketing faculty to review, edit, and propose new curriculum guidelines to improve Marketing major coursework.
- 2015-2018 Active participation in Experience ASU, representing the Management and Marketing Department, Angelo State University; San Angelo, TX
- 2014-DATE Faculty Advisor, Norris-Vincent College of Business, Angelo State University; San Angelo, TX

Community

- FALL, 2022 Judging Panel, San Angelo Business Plan Competition, San Angelo, TX. Evaluate, review, and assess business plan components, including: business description, operations plan, management profile, market analysis, sales strategy, financial analysis, and economic impact. Score business plan finalists during the personal presentation phase, using competition criteria, and recommend top three winners, annually.

FALL, 2021	Judging Panel, San Angelo Business Plan Competition, San Angelo, TX. Evaluate, review, and assess business plan components, including: business description, operations plan, management profile, market analysis, sales strategy, financial analysis, and economic impact. Score business plan finalists during the personal presentation phase, using competition criteria, and recommend top three winners, annually.
MAY, 2021	San Angelo Chamber of Commerce Business Brown Bag Series Presentation; San Angelo Chamber of Commerce and Small Business Development Center; discussed the San Angelo Business Plan Competition guidelines, how to apply, the application window, and how the grant funds can be utilized. The presentation included an overview of the elements of the business plan to help participants submit an award-winning application.
FALL, 2020	Judging Panel, San Angelo Business Plan Competition, San Angelo, TX. Evaluate, review, and assess business plan components, including: business description, operations plan, management profile, market analysis, sales strategy, financial analysis, and economic impact. Score business plan finalists during the personal presentation phase, using competition criteria, and recommend top three winners, annually.
FALL, 2019	Judging Panel, San Angelo Business Plan Competition, San Angelo, TX. Evaluate, review, and assess business plan components, including: business description, operations plan, management profile, market analysis, sales strategy, financial analysis, and economic impact. Score business plan finalists during the personal presentation phase, using competition criteria, and recommend top three winners, annually.
FALL, 2018	Welcome Speaker; Leadercast Women; Small Business Development Center; represented Angelo State University at the Leadercast Women event with opening remarks to participants.
SPR, 2017	Pledge Education Review Task Force; International Business Fraternity of Delta Sigma Pi; review and discuss Delta Sigma Pi Pledge Education National Bylaws with advisors and directors nationwide, make recommendations and propose amendments, create updated handbook.
MAY, 2017	Soul Ride, benefitting Promises for Families; San Angelo Gives, San Angelo, TX; participate in fundraiser for the purpose of contributing to the non-profit, Promises for Families, to benefit families in need; reinforce the value of philanthropic giving.
2016-DATE	Leadership San Angelo Alumni; San Angelo, TX; alumni of prestigious program designed to hone leadership skills and develop community knowledge through collaboration with each other while fostering leadership development in the community.
2016, 2017	Judging Panel, San Angelo Business Plan Competition, San Angelo, TX. Evaluate, review, and assess business plan components, including: business description, operations plan, management profile, market analysis, sales strategy, financial analysis, and economic impact. Score business plan finalists during the personal presentation phase, using competition criteria, and recommend top three winners, annually.
2013-DATE	Board of Directors, Randall Motors, Inc.; responsible for overall direction, coordination, and evaluation of organizational strategies for Cadillac dealership; collaborate with president to successfully attain nationally- recognized customer satisfaction ratings and excellence in sales management leadership.

PROFESSIONAL

FEB, 2023	Facilitator, Chapter Advisor Round Table, Delta Sigma Pi Professional Business Fraternity, Led and facilitated virtual discussion with Delta Sigma Pi Advisors chapters throughout the United States to discuss best practices and challenges for growth and development of Delta Sigma Pi chapters. Advisors were encouraged to share successes, ask questions, and collaborate with others in this interactive discussion.
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FEB, 2023	Online Learning Consortium: <i>Assessment Strategies that Engage Students</i> . Attended workshop to develop assessment strategies suitable for online courses and help align course learning objectives, instructional activities, and assessments.
FEB, 2023	Online Learning Consortium: <i>Giving Effective Feedback</i> . Attended workshop to identify different feedback strategies and effective methods for providing feedback to students and increasing engagement.
FEB, 2023	Online Learning Consortium: <i>Increasing Interaction and Engagement</i> . Attended workshop to address challenges to engagement and address solutions that lead to greater student involvement and engagement.
10/22-1/23	Día de los Muertos Project, Downtown San Angelo Inc., San Angelo, TX. Coordinate and meet with Downtown San Angelo director and manager and two Honors business students for the purpose of gathering insights about attendees at the 2 nd Annual Día de los Muertos event in San Angelo, TX. Develop instrument, administer surveys, collect and assess data; present findings and make recommendations with students to Downtown San Angelo Board of Directors.
NOV, 2022	Delta Sigma Pi LEAD Conference; Washington, D.C., attended professional event with students in the organization; the conference is dedicated to leadership topics for students and faculty advisors.
MAY, 2022	Beta Gamma Sigma, University of Dallas; Irving, TX. Beta Gamma Sigma is the international honor society for business programs accredited by AACSB. Membership in Beta Gamma Sigma is the highest scholastic honor and encourages and honors academic achievement in the study of business.
MAR, 2022	Dissertation Panel, DBUA Marketing Class, University of Dallas; Irving, TX. Visited doctoral students at Gupta College of Business Marketing class to present <i>Effective Dissertation Techniques</i> .
MAR, 2022	Presentation, DBA Colloquium, University of Dallas; Irving, TX, presentation on <i>Effective Teaching Techniques</i> at the Gupta College of Business; share teaching methods to doctoral colloquium on engaging students in the classroom through experiential learning tools.
JAN, 2022	Culturally Responsive Approaches to Serving Hispanic Students (CRASH) Core Values Training, Angelo State University, San Angelo, TX. C.R.A.S.H. Core Values training consisted of breakout sessions and presentations to faculty members for the purpose of using effective teaching tools to increase retention and graduation rates of underrepresented students in higher education while developing awareness and use of Angelo State University core values in teaching and research.
AUG, 2021	Delta Sigma Pi Grand Chapter Congress, Virtual Conference; attended professional event with student organization; the conference is dedicated to leadership topics for students and faculty advisors.
FEB, 2021	Delta Sigma Pi LEAD Conference, Virtual Conference; attended professional event with student organization; the conference is dedicated to leadership topics for students and faculty advisors.
NOV, 2020	Online Lilly National Conference on College Teaching
OCT, 2020	Delta Sigma Pi LEAD Conference, Virtual Conference; attended professional event with student organization; the conference is dedicated to leadership topics for students and faculty advisors.
AUG, 2020	Escala Virtual Retreat, CREEME Faculty Fellows. The virtual ESCALA Retreat consisted of breakout sessions/presentations to faculty nationwide for the purpose of using effective teaching tools to increase retention and graduation rates of underrepresented students in higher education.
MAR, 2020	Southwest Academy of Management 2021 Virtual Conference, attended conference and presented, "The Role of Faith-Led Values in Family-Owned Businesses"
MAR, 2020	Delta Sigma Pi South Central LEAD Provincial Conference, Dallas, TX; attended professional event with student organization; the conference is dedicated to leadership topics for students and faculty advisors.

SEPT, 2019	NIH Protecting Human Research Participants Certification, online, University of Dallas, Irving, TX
NOV, 2018	The Original Lilly Conference, Miami University, Oxford, OH
2018-DATE	Member, Angelo State Alumni Association, Angelo State University, San Angelo, TX
2017-DATE	San Angelo Cadillac Dealers Advertising Association
2017-18	Employee Title IX Training; online, Angelo State University, San Angelo, TX
2017, 2018	Pearson Professional Development; Ms. Lindsey Dayhoff, Pearson Publishing Co., Angelo State University, San Angelo, TX
2017	Enhancing Student Professional Development through Foliotek; Ms. Lindsey Dayhoff, Pearson Publishing Co., Angelo State University, San Angelo, TX
2017	Exploring Possibilities in Online Learning; Dr. Kim Livengood, Angelo State University, San Angelo TX
2016-17	Security Awareness Training; online, Angelo State University, San Angelo, TX
2016-17	Employee Title IX Training; online, Angelo State University, San Angelo, TX
2016 - DATE	Member, Angelo State Alumni Association, Angelo State University, San Angelo, TX
2016-DATE	Leadership San Angelo Alumni; San Angelo, TX; alumni of prestigious program designed to hone leadership skills and develop community knowledge through collaboration with each other while fostering leadership development in community.
2015-2016	Leadership San Angelo; San Angelo, TX; one of 30 selected to hone leadership skills and develop community knowledge through a planned learning process, attending one 2-day session and nine one-day sessions, in the atmosphere of the city of San Angelo.

HONORS AND AWARDS

2022	National Advisor of the Year; International Fraternity of Delta Sigma Pi; Washington, DC
2022	Presidential Teaching Excellence Award Finalist; Angelo State University, San Angelo, TX
2021	Presidential Teaching Excellence Award Finalist; Angelo State University, San Angelo, TX
2020	Advisor of the Year; The Rammys, Student Government Association, Angelo State University; San Angelo, TX
2020	Presidential Teaching Excellence Award Finalist; Angelo State University, San Angelo, TX
2019	Advisor for Eta Theta Chapter of Delta Sigma Pi, national winner of the R. Nelson Award for Outstanding Chapter
2019	Order of the Silver Helmet Service Award, International Fraternity of Delta Sigma Pi; Kansas City, MO
2019	Distinguished Faculty Achievement Award, Angelo State University Alumni Association; San Angelo, TX; Awarded at Homecoming to a current ASU faculty member who has had a profound effect on the lives and careers of ASU students.
2019	Gary and Pat Rodgers Distinguished Faculty Award Nominee; Angelo State University; San Angelo, TX

2019	Faculty Advisor of the Year; International Fraternity of Delta Sigma Pi
2019	Advisor of the Year Nominee; The Rammys, Student Government Association, Angelo State University; San Angelo, TX
2018	Gary and Pat Rodgers Distinguished Faculty Award Nominee; Angelo State University; San Angelo, TX
2018	Presidential Service/Leadership Excellence Award Finalist; Angelo State University, San Angelo. TX
2018	Faculty Excellence in Service Award; College of Business, Angelo State University; San Angelo, TX
2018	Advisor of the Year; The Rammys, Student Government Association, Angelo State University; San Angelo, TX
2017	Faculty Advisor of the Year; International Fraternity of Delta Sigma Pi
2017	Gary and Pat Rodgers Distinguished Faculty Award Nominee; Angelo State University; San Angelo, TX
2016	South Central Province Faculty Advisor of the Year; International Fraternity of Delta Sigma Pi
2016	Faculty Excellence in Teaching Award; College of Business, Angelo State University; San Angelo, TX
2016	Advisor of the Year; The Rammys, Student Government Association, Angelo State University; San Angelo, TX
2016	President's Excellence in Teaching Award Nominee; Angelo State University; San Angelo, TX
2015	Chick-fil-a Keeper of the Cow Award; San Angelo, TX
2015	Faculty Advisor of the Year; International Fraternity of Delta Sigma Pi
2010	Professor of the Year; Student Government Association, Angelo State University; San Angelo, TX