

Ruben Ceballos, PhD
Email: ruben.ceballos@angelo.edu

Education

Ph D, University of Texas Rio Grande Valley (August 2020)
Dissertation: Two Sides of the Same Coin:
Essays Investigating the Founder and Backer Dynamics of Crowdfunding
Major: Management
Supporting Areas of Emphasis: Entrepreneurship

MBA, University of Texas San Antonio, August 2003.
Emphasis: Marketing

BBA, University of Texas San Antonio, May 2001
Major: Tourism Management

Professional Positions

MBA Director and Assistant Professor
Angelo State University
(August 2020 – present)

- Manage program admissions, including recruitment, prospect communication and tracking, and corporate outreach
- Develop, implement, and manage strategic marketing initiatives to achieve enrollment goals. Monitor marketing budget and optimize program resources.
- Review applications for admission and make admissions recommendations to the Dean of Graduate Studies and Research
- Work with department chairs to schedule MBA class offerings
- Work with the Accreditation Manager in finalizing and implementing the MBA Assessment Plan
- Develop and maintain all print and electronic program information, including updates to the Graduate Catalog
- Maintain and report student achievement data for accreditation agencies and national rankings, as well as the annual program report
- Ensure adjunct MBA instructors meet Norris-Vincent College of Business faculty qualification standards
- Develop and maintain relationships with key University departments to ensure program success, such as College of Graduate Studies and Research, Office of Development and Alumni Relations, Financial Aid, Scholarships, Registrar's Office, and Office of Career Development
- As a tenure-track assistant professor, teach graduate and undergraduate courses in management, produce peer-reviewed intellectual contributions, and participate in various service-related activities such as student advising, committee work, and engagement with the academic/business community.

Director,
TreMonti Consulting
(June 2015 – July 2020)

- Provide direct innovation management assistance to assist universities and research institutes with their technology transfer efforts.
- Personally, managed over 30 institutions across the United States
 - Advent Health
 - Baylor Scott & White Research Institute
 - Baylor University
 - Children’s Mercy Hospital
 - Colorado School of Mines
 - Dignity Health
 - Florida International University
 - Lamar University
 - Loyola University – Chicago
 - Mississippi State University
 - Missouri University of Science & Technology
 - Pennington Biomedical Research Center
 - Portland State University
 - Sam Houston State University
 - Southern Methodist University
 - Texas A&M Corpus Christi University
 - Texas Christian University
 - Texas Health Research Institute
 - Texas State University
 - Texas Woman’s University
 - University of Kansas
 - University of Kentucky
 - University of Michigan
 - University of Mississippi
 - University of Missouri
 - University of Missouri Kansas City
 - University of Missouri Saint Louis
 - University of North Texas
 - University of North Texas Health Sciences Center
 - University of Reno
 - University of Southern Mississippi
 - University of Texas Arlington
 - University of Texas San Antonio
 - University of Utah
 - Wake Forest University
- Functional areas of expertise include:
 - Assessing best practices
 - Removing expensive backlogged patent portfolios
 - Evaluating and creating business plans
 - Commercial assessment of new technologies
 - Technology marketing
 - Licensing negotiation and agreement structuring
 - Intellectual property management processes
 - Faculty and entrepreneur training on innovation and technology commercialization
 - Technology scouting / invention disclosure identification

Graduate Assistant,
University of Texas Pan American
(August 2012 – May 2015)

- Assist professor of management with course work, research and other duties as assigned

Program Director,
International Innovation & Entrepreneurship Center
University of Texas Brownsville & Texas Southmost College
(February 2010 – August 2012)

- Responsible for the technology commercialization function of the IIEC
- Responsible for evaluating the commercial potential of technologies presented to the IIEC
- Responsible for recruiting technology based companies to become members of the IIEC
- Provide one-on-one business consulting to the clients of the IIEC

President,
Ceballos Consulting Group
(July 2009 – January 2010)

- Provided valuation and commercialization assistance to clients seeking to develop their technologies
- Provided strategic management solutions for clients
- Provided business development solutions for clients
- Provided customized marketing research solutions for clients

Associate Managing Director,
Office of Technology Commercialization
Texas Tech University System
(February 2007 – June 2009)

- Responsible for marketing and business development activities of the OTC
- Responsible for identification of transferable technologies, evaluation of commercial potential, market research and development of commercialization strategies
- Responsible for identifying, cultivating and soliciting prospective licensees in order to move university technologies to market by developing commercial strategies for academic inventions
- Develop and evaluate short-term and long-term capital needs required to market university technologies
- Directly contributed to increasing office revenue by over \$300,000 from previous fiscal year
- Assisted in securing \$150,000 financing for a university-based technology startup
- Solicit new technologies from Texas Tech University System inventors and regional community
- Negotiate and execute license agreements between investors and the Texas Tech University System
- Develop and implement marketing and public relations strategies for the OTC
- Organized and performed various seminars throughout the west Texas region to educate faculty staff and the community about the services the OTC provides to the region

Marketing & Communications Director,
ARAMARK Education
Lubbock Independent School District
(February 2006 – February 2007)

- Responsible for all Marketing & Communication activities relating to the Child Nutrition Department of the Lubbock Independent School District
- Provided management of merchandising and promotional programs for 52 campuses
- Created and implemented promotional campaigns to increase meal participation throughout the district
- Conducted industry research by obtaining pertinent business data and current trends information
- Analyzed meal participation data in order to develop strategies to increase sales
- Designed and created monthly press/sales/communication materials for Child Nutrition Department
- Coordinated all media relations between the local media and Child Nutrition Department
- Managed charitable fundraising campaigns within ARAMARK Education at LISD
- Developed process organization system for efficient execution of monthly promotions

Director,
South Texas United States Export Assistance Center
United States Department of Commerce,
International Trade Administration,
United States Commercial Service
(September 2004 – June, 2005)

- Provided customized consulting services to U.S. companies seeking to export their products or services to international markets
- Planned, developed, and implemented export programs and strategies for U.S. export companies
- Organized and performed seminars to educate existing and prospective clients about international trade
- Represented and managed 13 county territory region throughout South TX
- Organized videoconference between South TX companies and Monterrey, Mexico maquiladoras
- Worked directly with the local US House and Senate Representatives offices to promote exports from the Rio Grande Valley
- Expanded the South TX USEAC's presence in the Rio Grande Valley by establishing relationships with the chambers of commerce and other economic development partners

Adjunct Faculty,
University of Texas Brownsville & Texas Southmost College,
IBUS 2345 Import Customs Regulations
(Spring 2005)

Adjunct Faculty,
University of Texas Brownsville & Texas Southmost College,
MRKG 1311 Principles of Marketing
(Spring 2005)

International Business Consultant,
International Trade Center
University of Texas San Antonio
(January 2003 – September 2004)

- Provided international trade consulting services for small business clients throughout South TX
- Led all consultants in number of consulting hours provided and new clients acquired
- Identified, developed and implemented market entry strategies for clients seeking to sell their products and services globally
- Assisted in development of the SBDC Network in Mexico which now includes over 100 center's
- Developed 10 training presentations related to international trade for clients & partners of the ITC
- Manage interns at ITC resulting in a production increase of over 40 research tasks per week
- Contribute monthly article to International Trade Times electronic newsletter

International Trade Assistant,
San Antonio U.S. Export Assistance Center
United States Department of Commerce,
International Trade Administration,
United States Commercial Service
(April 2002 – December 2002)

- Provided counseling to clients seeking to export their products to global markets
- Conducted industry specific research in order to identify emerging markets
- Completed Business Counseling and Export Assistance Training conducted by the USDOC

Graduate Assistant,
University of Texas San Antonio
(Spring 2002)

- Assist professor of management with course work, research and other duties as assigned

Manager of Training & Quality,
UPSHOT Marketing San Antonio, TX
(November 2000 – April 2001)

- Conducted all new associate sales training as well as all market and sales agent evaluations

Office Supervisor,
UPSHOT Marketing San Antonio, TX
(September 2000 – November 2000)

- Performed payroll for all associates in territory; Completed human resource paperwork for all territory associates; Interviewed and screened all prospective employees

Team Manager,
UPSHOT Marketing San Antonio, TX
(June 2000 – September 2000)

- Managed a team consisting of 10 – 15 sales agents

Operations Supervisor,
Marriott Riverwalk San Antonio, TX
(January 2000 – May 2000)

- Manager in training program
- Perform guest check-in and check-out procedure
- Ensure guest satisfaction
- Attend development classes conducted by Senior Management of the Hotel
- Share responsibilities of operating the front desk such as: scheduling, incentive programs, attendance and recognition

Professional Memberships

- Academy of Management
- Association of University Technology Managers
- Minority Doctoral Student Association, The PhD Project

Awards and Honors

- College of Business Administration Research Day, University of Texas Pan American, 2nd place Doctoral category (2014)
- United States Department of Commerce, Certificate of Appreciation for commitment and dedication to the long-term success of the U.S. Commercial Service and for excellent service and contribution to the exporting community. (2003)

Certificates and Training

- Kauffman FastTrac Facilitator, Ewing Marion Kauffman Foundation (2012)
- Business Counseling and Export Assistance Training. United States Department of Commerce. (2002)
- Technology Controls. United States Department of Commerce Bureau of Industry and Security, Austin U.S. Export Assistance Center, and The International Business Institute of Austin Community College. (2003)
- The Essentials of Export Controls. United States Department of Commerce Bureau of Industry and Security, Austin U.S. Export Assistance Center, and The International Business Institute of Austin Community College (2003)
- Customs and Import Compliance Seminar. Gonzalez Rolon & Valdespino & Rodriguez & International Trade Center (2004)

Teaching

- Strategic Management
- Crowdfunding Entrepreneurial Ventures
- Import and Customs Regulations
- Principles of Marketing
- Kauffman FastTrac New Venture

Research

Refereed Journal Articles

- Ceballos, R., Hou, W., Levitas, E., Price, S.M. (2017). The product, the mind and the heart of crowdfunding: The effect of signals on technology projects. *International Journal of Services and Standards*. 79-99.

Conference Proceedings and Presentations

- Ruben Ceballos and Wanrong Hou. "The product, the mind and the heart of crowdfunding: The effect of signals on technology projects," The 76th Annual Meeting of the Academy of Management, Academy of Management, Anaheim (August 2016)
- Ceballos, R & Wu, S. "Determinants of Successful Crowdfunding of Technology Based Ventures" College of Business Administration Research Day, University of Texas Pan American (April 2014)
- Ceballos, R & Sargent, J. "How culture affects the adoption of U.S. entrepreneurship programs: an analysis of the Latin America small business development center program." 17th Annual Western Hemispheric Trade Conference, *Western Hemisphere meets Eastern Hemisphere: Trade, Investment and Development Opportunities* (April 2013)

Presentations Given

- Ceballos, R. Crowdfunding Symposium. “Crowdfunding 101: What is it? Why is it important? How does it work?” Edinburg, TX (October 2014)
- Ceballos, R. Crowdfunding Symposium. “To fund or not to fund. Crowdfunding examples quiz.” Edinburg, TX (October 2014)
- Ceballos, R. Crowdfunding Conference. “Building Your Campaign: Things to consider before launching.” Edinburg, TX (September 2014)
- Ceballos, R. Crowdfunding Conference. “Building a Buzz: Before, During and After.” Edinburg, TX (September 2014)
- Ceballos, R. 2012 Technology Ventures Conference. “Protecting & Commercializing Your Intellectual Assets.” Edinburg, TX (November, 2012)
- Ceballos, R. 2003 Mexico Emprende – SBDC de la Universidad Autonoma de Guadalajara y South-West Texas Border Region SBDC The University of Texas at San Antonio. Diplomado para Directores y Asesores de SBDC de Mexico “Modulo IV y V Capacitacion de Comercio Internacional” Zapopan, Jalisco, Mexico (October 2003)
- Ceballos, R. 2003 Mexico Emprende – SBDC de la Universidad Autonoma de Guadalajara y South-West Texas Border Region SBDC The University of Texas at San Antonio. Diplomado para Directores y Asesores de SBDC de Mexico “Modulo VI Plan de Operaciones y Comercio Internacional” (November 2003)

Research In Progress

- Working Paper: “Can you see what I am trying to say: An Examination of How Backers Respond to Founder Signals in Reward Based Crowdfunding”
- Post Funding Behavior in Crowdfunding
- Harnessing Human Capital in Crowdfunding
- Alternative Explanations For Organizational Configurations: An Analysis of U.S. University Technology Transfer Programs (conceptual stage)

Service

Professional Service

- Master of Ceremonies, Crowdfunding Symposium, Edinburg, TX (October 2014)
- Master of Ceremonies, Crowdfunding Conference, Edinburg, TX (September 2014)
- Master of Ceremonies, Technology Ventures Conference, Edinburg, TX (October 2013)
- Panel Moderator, Technology Ventures Conference, Edinburg, TX (November 2012)
- Panel participant, 2a. Reunion Nacional de Centros para el Desarrollo de la Pequeña Empresa (October 2003)

Public Service

- Saint Joseph Academy, Brownsville, TX (September 2017 – June 2020)
 - School Board member
 - Chairman Advancement Committee;
 - Executive Committee Member
- Episcopal Day School, Brownsville, TX (December 2018 – July 2020)
 - School Board member
 - Vice President (one term)
 - President (one term)