

**Dr. Rex T. Moody**  
Angelo State University  
Management and Marketing  
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## **Education**

PhD, University of Colorado - Boulder, 1997.  
Major: Marketing  
Supporting Areas of Emphasis: Social Psychology

MBA, University of New Mexico, 1990.  
Major: Policy and Planning

BA, Colorado State University, 1984.  
Major: Technical Journalism  
Supporting Areas of Emphasis: Economics

## **Work History**

### **Academic - Post-Secondary**

Department Chair, Angelo State University. (June 2022 - Present).

Associate Professor of Marketing, Angelo State University. (August 2018 - Present).

Interim Chair, Management and Marketing, Angelo State University. (February 2021 - May 2022).

## **Licensures and Certifications**

Certificate in Teaching & Learning in Hispanic Serving Institutions, ESCALA Educational Services. (February 20, 2020 - Present).

Online Teaching Certificate, Online Learning Consortium. (October 30, 2019 - Present).

## **Professional Memberships**

Marketing Educators' Association. (April 2016 - Present).

## **Development Activities Attended**

Conference Attendance, "Tableau Conference 2023," Tableau Software, Las Vegas, NV. (May 8, 2023 - May 11, 2023).

Conference Attendance, "MEA Annual Conference," Marketing Educators' Association, Burlingame, CA, United States. (April 13, 2023 - April 15, 2023).

Conference Attendance, "AACSB Societal Impact Conference," AACSB, New York, United States. (October 24, 2022 - October 26, 2022).

Conference Attendance, "MEA Annual Conference," Marketing Educators' Association, Seattle, WA, United States. (April 20, 2022 - April 22, 2022).

Workshop, "ASU Digital Accessibility Training (Pilot Course)," ASU. (October 2020 - December 2020).

Faculty Certification Program, "ESCALA HSI Faculty Certification Program," ESCALA / ASU (Federal HSI Grant), San Angelo. (August 12, 2019 - February 20, 2020).

Conference Attendance, "SACS-COC Annual Conference," SACS-COC, Houston, TX. (December 2019).

Conference Attendance, "Tableau Conference 2019," Tableau Software, Las Vegas. (November 12, 2019 - November 15, 2019).

Workshop, "Fundamentals: Increasing Interaction & Engagement," Online Learning Consortium. (September 23, 2019 - September 29, 2019).

Workshop, "Creating an Interactive Syllabus," Online Learning Consortium. (September 11, 2019 - September 13, 2019).

Workshop, "ESCALA HSI Faculty Summer Institute 2018," ESCALA / ASU (Federal HSI Grant). (August 12, 2019 - August 14, 2019).

Workshop, "Giving Effective Feedback," Online Learning Consortium. (April 22, 2019 - April 28, 2019).

Conference Attendance, "X4 Experience Summit," Qualtrics Software, Salt Lake City, UT, United States. (March 5, 2019 - March 8, 2019).

Training Program, "Online Learning Consortium Teaching Online Foundation Course," Online Learning Consortium. (October 2018 - December 2018).

Conference Attendance, "Tableau Conference 2018," Tableau Software, New Orleans, LA. (October 22, 2018 - October 25, 2018).

Conference Attendance, "A New Day for Data Event," Tableau Software, Dallas, TX, United States. (September 11, 2018).

Workshop, "Baylor Business School Case Writing and Teaching Workshop," Hankamer School of Business, Baylor University, Waco, TX, United States. (September 7, 2018).

## **TEACHING**

### **Teaching Experience**

#### **Angelo State University**

MGMT 2331, Applied Business Statistics, 1 course.  
MGMT 3332, Data Analytics, 19 courses.  
MGMT 4371, Internship, 1 course.  
MGMT 6371, Internship, 1 course.  
MKTG 3321, Marketing, 1 course.  
MKTG 3325, Promotion Management, 4 courses.  
MKTG 4325, Marketing Management, 6 courses.  
MKTG 6301, Marketing Management, 4 courses.

### **Directed Student Learning**

Master's Level Comprehensive Exam Committee. (November 18, 2022 - November 19, 2022).  
Advised: Tyrone Jones

Undergraduate Honors Research Project, "COVID-19 Effects on the Marketing Strategies of Movie Theaters." (January 2022 - May 2022).  
Advised: Elizabeth Dantzler

Outside Member Graduate Comprehensive Exam Committee. (March 11, 2022).  
Advised: Blair Roberts

Supervision of Student Class Projects. (February 2018 - May 2020).  
Advised: Angelo State University - IT Department San Angelo, TX

Graduate Oral Exam Committee, Outside Member. (March 25, 2019).  
Advised: Christopher Chandler

## **Awards and Honors**

Marketing Educators' Association Marketing Educator of the Year 2022, Marketing Educators' Association. (April 2022).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Refereed Journal Articles**

Tiger, A. A., Kamalapur, R., Moody, R. T. (2020). Which Type of Golfers are Interested in Playing a Reversible Golf Course Design: A Survey Study. *Journal of Strategic Innovation and Sustainability*, 15(3), 78-102.  
<https://search.proquest.com/openview/65f55f1fcd0313675e931d2f8ccb5c01/1?cbl=536313&pq-origsite=gscholar>

### **Presentations Given**

Tiger, A. A. (Dean, Norris-Vincent College of Business), Moody, R. T. (Chair, Department of Management & Marketing), Ceballos, R. (MBA Director), SBAA Workshop: Reimagining the Value Proposition of Business Degrees, "Reimagining the Value of the Norris-Vincent College of Business: Enabling Technologies and Creative Collaborations," Southern Business Administration Association, Westin Cincinnati, Cincinnati, OH, United States. (July 17, 2023).

Fischbach, S., Moody, R. T., Stovall, T., Vowles, N., MEA Annual Conference, "Societal Good -- Classroom Projects Across Universities," Marketing Educators' Association, Embassy Suites Hotel, Burlingame, CA, United States. (April 15, 2023).

Tiger, A. A., Kamalapur, R., Moody, R. T., AABRI International Conference Washington DC 2019, "Are Golfers Interested in Playing a Reversible Golf Course Design?," Academic and Business Research Institute, The University of the District of Columbia, District of Columbia, DC, United States. (October 18, 2019).

Moody, R. T., Marketing Educators' Association Annual Conference, "Teaching Data Visualization to get Marketing Students Excited About Marketing Analytics," Marketing Educators' Association, The Camby Hotel, Phoenix, AZ. (April 5, 2019).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Moody, R. (Principal), Fischbach, S. (Co-Principal), "ASU Faculty Learning Commons Mini-Grant for Instructional Innovation," Sponsored by Angelo State University, \$2,500.00. (September 1, 2019 - August 31, 2020).

### **Research Activity**

"Alumni Loyal and the Effect of Distance Education" (On-Going). (March 2022 - Present).  
This is a project first proposed by Dr. Andy Tiger. I am working with former ASU BBA and MBA student Will Wegner on this project. Data collection should occur in Fall 2022.

"Can a Class Project on Ocean Pollution Change Student Habits?". (January 2020 - Present).

## **SERVICE**

### **University Service**

Member, Department Curriculum Committee. (September 2019 - Present).

Assessment Committee, Norris-Vincent College of Business. (September 2015 - Present).

Committee Member, ASU Instructional Technology Committee. (September 2018 - September 2022).

Committee Member, ASU Select Committee on Tenure and Promotion. (February 2020 - June 2022).

Committee Member, ASU Distance Education Council. (March 2020 - August 2021).

Committee Member, ASU Academic Excellence Committee. (September 2018 - August 2021).

Committee Member, ASU Faculty Research Enhancement Grants Committee. (January 2017 - August 2021).

Chair, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2020 - February 2021).

Committee Member, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2020 - February 2021).

Committee Member, Norris-Vincent College of Business Tenure and Promotion Committee, Angelo State University. (September 2018 - February 2021).

Graduation Gonfalonier, Norris-Vincent College of Business. (September 2014 - February 2021).

Section 9 Chair, ASU SACSCOC Reaffirmation Committee. (September 2019 - December 2019).

Chair, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2018 - August 2019).

Committee Member, Dept. of Management & Marketing Faculty Reviews and Tenure & Promotion Committee. (September 2018 - May 2019).

## **Professional Service**

- Prepare/Grade Certification Exams, ETS (Education Testing Service). (August 2023 - Present).
- Co-Secretary / Treasurer, Marketing Educators' Association. (April 2019 - Present).
- Board of Directors, Marketing Educators' Association. (April 2018 - Present).
- Committee Member, Tableau Instructor Advisory Council. (July 2022 - August 2023).
- Reviewer/Referee, Marketing Educators' Association Virtual Conference 2021. (February 2021 - March 2021).
- Reviewer/Referee, MacMillan Education (Publisher), London. (October 2020 - November 2020).
- Reviewer/Referee, Marketing Educators' Conference, Seattle, WA. (March 2020 - April 2020).
- Digital Faculty Consultant, McGraw-Hill Publishing. (October 2016 - December 2019).
- Reviewer/Referee, MacMillan International Higher Education, Hampshire. (October 2019).
- Reviewer/Referee, Marketing Educators Association Conference, Phoenix, AZ. (April 2019).
- Prepare/Grade Certification Exams, The College Board / CLEP Examinations, New York, NY. (March 2019 - April 2019).

## **Public Service**

- Board Member, Concho Valley Beekeepers Association. (January 2015 - Present).

## **Consulting**

- Non-Governmental Organization (NGO), Educational Testing Service (ETS). (August 2022 - Present).
- Non-Governmental Organization (NGO), Angelo State University, Information Technology Department, San Angelo, United States. (March 1, 2020 - Present).
- For Profit Organization, MPS North America for Cengage Publishing. (November 2020 - April 2021).
- Non-Governmental Organization (NGO), Educational Testing Service (ETS). (March 2019 - April 2019).