

STEPHEN SCOTT TURNER, MBA

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PROFESSIONAL PROFILE

- Accomplished career demonstrating consistent success as an executive in the technology industry. Outstanding track record with success in team building and business development.
- Seasoned in leading, training, and building high performing teams through proven competencies in management and staff development and empowerment.
- Extensive business background in leadership, management, sales, marketing, quality assurance, training, business development, customer service and project management.
- Effective communicator with excellent planning, organizational, and negotiation strengths as well as the ability to create partnerships, reach consensus, establish goals, and attain results.

EDUCATION

- Doctor of Business Administration, University of Dallas, (ABD) expected defense April 2024
- M.B.A., Angelo State University, San Angelo, TX, 2014
- B.S., Management, Franklin University, Columbus, OH, 2011
- A.A.S., Specialization in Management Information System, Howard College, San Angelo, TX, 2008

RESEARCH

Dissertation Research Topics

- Aviation Attrition
- Coaching Leadership Styles
- Attribution Theory
- Intention to Persist

HONORS AND AWARDS

- Recipient, Service Award, San Angelo Chamber of Commerce, 2019
- Recipient, San Angelo Pillar of the Community, San Angelo Boys and Girls Club, 2017
- Honorary Member, Delta Chi Fraternity, 2016
- Commencement Speaker, Howard College Spring Graduation, 2015
- Graduated Summa Cum Laude, Franklin University, 2011
- Ambassador of the Quarter, Greater Dallas Chamber, 2005

CERTIFICATIONS

- Private Pilot Certification – FAA
- Foundation of Instruction (FOI) – FAA
- Advanced Ground Instructor (AGI) - FAA
- Pragmatic Institute Certifications

- Foundations
- Focus

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

Academic – Post Secondary, Angelo State University, San Angelo, Texas 2018 to present

Director & Instructor Commercial Aviation, 2021 - present

Director duties

- Develop multiple strategies for program success
- Program awareness campaigns
 - Public Relations
 - Marketing
 - Social Media Marketing
- Business development activities
 - Networking
 - Partnership development
- Oversee program implementation and assessment
- Oversee recruitment and retention of students
- Oversee recruitment of program faculty and staff
- Program alignment with chief pilot instructor
 - Flight time
 - University curriculum
 - Flight instruction
- Graduating student placement strategy development with flight school, faculty, and partners

Instructor duties

- Instructor teaching:
 - Introduction to Aviation 1301 in the Management and Marketing Department
 - Applied Meteorology 1356 in the Management and Marketing Department
 - Private Pilot Ground 1550 in the Management and Marketing Department
- Professor of record:
 - Private Pilot Flying 1351 in the Management and Marketing Department
 - Commercial Instrument I 2353 in the Management and Marketing Department
 - Commercial Instrument II 2354 in the Management and Marketing Department
 - Commercial Instrument III 2355 in the Management and Marketing Department
 - Multi-Engine 3163 in the Management and Marketing Department
 - Certified Flight Instructor 4332 in the Management and Marketing Department
 - Certified Flight Instructor Instrument 4192 in the Management and Marketing Department

Lecturer duties for College of Business

Lecturer, 2018 – 2021

- Part-time lecturer with instruction in:
 - Sales 3323 in the Management and Marketing Department
 - Management 3313 in the Management and Marketing Department
 - Marketing 4322 in the Management and Marketing Department

Professional (Retired 11/15/2020) - TimeClock Plus LLC., San Angelo, Texas 1995 to present

Equity Partner / Shareholder, 1995 – present

- Current equity partner and shareholder – but retired from all daily operations – except for consultation

Vice-President Partnerships / Equity Partner / Shareholder, 2020

- Serve on an Extended Leadership Team, as a thought-partner to the CRO, and a guiding force for the organization
- Actively work with the CRO and senior staff to develop and implement an innovative and comprehensive partnership strategy
- Engage with internal partners, including customer sales team, operations, integrations, development, legal, marketing, business development, to facilitate the delivery of effective materials, opportunities for growth, data sets that drive compelling areas of opportunity for customer satisfaction, and to ensure appropriate relationships are fostered for risk mitigation and timely resolution
- Communicate at multiple levels within the client's organization; anticipate customer needs and correspond proactively
- Create collaborative strategies with partners regarding sales, marketing, and integration efforts
- Drive revenue activities

Chief Customer Officer/Equity Partner/Shareholder, 2018 to 2020

- Engage all departments in the organization in managing customer relationships, revenue, and profit
- Develop a persistent focus on the customer with all company activities
- Motivate the organization to deliver an optimum customer experience
- Support leaders in their role as cultural leaders in their professional journey
- Report directly to the president and chief executive officer
- Assist in generating revenue by increasing sales through successful marketing for the entire organization, using market research, pricing, product marketing, marketing communications, advertising, and public relations

Vice President, Customer Success & Professional Services, 2016 to 2018

- Led service restructure efforts that instituted skill-based customer support queues that resulted in higher customer feedback scores while delivering lower labor cost
- Rebuilt project management processes that implemented formal Project Life Cycle Framework and Work Breakdown Structures organizing record number of active customer projects
- Re-created organizational hierarchy to foster manager and leadership development company wide
- Oversaw the implementation and delivery of solutions to multiple high-profile clients

Vice President, Marketing & Quality Assurance, 2012 to 2016

- Designed and deployed the company's rebranding efforts including 2 different websites, company logo and trademark, tradeshow marketing collateral, and sales literature
- Managed all Search Engine Marketing and Search Engine Optimization efforts resulting in inclusion in the highest performing marketing industry matrix with Google
- Designed and implemented the company's National Summit for clients
- Defined closing ratio and buying cycle tracking for sales department
- Created sales pipeline profile tracking
- Created sales lead audit tracking procedures
- Created QA processes to deliver v7 product to marketplace

- Aligned testing procedures with development processes shortening feedback loop

Assistant Vice President, Business Development, 2011 to 2012

- Designed and restructured SEM campaigns through Google and Bing
- Created and implemented processes for tradeshow planning
- Designed multimedia services for both internal and external use
- Coordinated focus group for software upgrade design

Manager, Training and Quality Assurance, 2009 to 2011

- Created and implemented online Sales Training Program
- Developed Support Training Programs
- Led QA efforts for new terminals and software upgrades

Regional Director, Dallas, Texas, 2005 to 2009

- Created and managed the company's first off-site office
- Developed and trained all sales staff
- Produced two of the largest sales in company history

Executive Sales Representative, 2001 to 2005

- Developed client relationships with the company's longest termed partners
- Achieved top sales rep with company record sales 2002

Vice President, Sales & Marketing, 1995 to 2001

- Created and developed sales processes
- Created and developed marketing campaigns
- Created and developed company's first (and only) website
- Created and developed Internet marketing strategies

TanSco Enterprises LLC., San Angelo, Texas 2017 to 2023

Owner/Manager – 2017 – 2023

- Aircraft Leasing/Rental
- Consultation

EARLY CAREER

- General Manager, Shakey's Pizza, San Angelo, TX, 1993 to 1995
- Lead Manager, Pizza Hut, Amarillo, TX, 1992 to 1993
- General Manager, Big Texan Steak Ranch, Amarillo, TX, 1991 to 1992
- Lead Manager, Pizza Hut, 1989 to 1991

UNIVERSITY SERVICE

- University Aviation Association, Flight Education Committee Member, July 2022 - present
- RamAir Student Organization, Faculty Advisor, April 2022 - present
- Angelo State University Committee Member, Marketing Professor Search Committee, March 2021 to May 2021

- Tuskegee Project Committee Member 2023
- Aviation Advisory Board Member 2023 – present
- Project Director for 2MM Department of Education Federal Grant
- Facilities Planning and Construction Project Design Team – ASU Aviation Training Facility

COMMUNITY SERVICE

- Musician and Music Leader, Sierra Vista United Methodist Church, 2010 to present
- San Angelo Quality of Life Council, 2023 to present
- Member, Concho Valley Emmaus Community, 1998 to present
- Angelo State Business Advisory Council, Angelo State University, 2016 to present
- Campaign Advisor, Tom Green County Commissioner, 2021-2022
- Campaign volunteer, Tom Green County Sherriff Election, 2020-2021
- Air Service Group Committee, City of San Angelo, 2017 to 2018
- Telecommunication Task Force Committee, City of San Angelo, 2017 to 2018
- Board of Directors, San Angelo Chamber of Commerce, 2015 to 2018
- Executive Committee Member, San Angelo Chamber of Commerce, 2017 to 2018
- Member, Las Colinas Chamber of Commerce, 2006 to 2009
- Ambassador, Greater Dallas Chamber of Commerce, 2005 to 2009
- Musician, First United Methodist Church of Keller, 2003 to 2009
- Church Council Member, First United Methodist Church of Keller, 2004 to 2007
- Lay Director, Men's Emmaus Journey, Concho Valley Emmaus Community, 2002 to 2003

CONSULTING SERVICE

- Skyline Aviation, (leadership/management/business development consultation)
- Live Design, (marketing/ strategy consultation)
- Hasty Distributing, (sales/sales management consultation)
- Clair Inc., Financial Services, (marketing consultation)
- TCP (sales/marketing/leadership consultation)
- Tekmetric (marketing consultation)

Academic Presentations

- University Aviation Association presenter, *Exploring Student Attrition Phenomenon Through the Lens of the Theory of Student Departure*, Fall 2023