

UNIFORM VITA AND BIOGRAPHICAL DATA SHEET

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Office Address

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EDUCATION:

Degree	Major	Institution
M.S.	Merchandising Problem in Lieu of Thesis: <i>25 Retail Trends: What is Impacting Retailers Now.</i>	University of North Texas Denton, TX
B.S.	Home Economics Concentration: <i>Merchandising, Textiles</i>	The Ohio State University Columbus, OH

ACADEMIC PROFESSIONAL EXPERIENCE:

Beginning – Ending Date	Position	Organiza tion	Location
August 2016 to Present	Sr. Lecturer <ul style="list-style-type: none">Teach digital retailing and consumer experience courses including Search Engine Optimization with total of approximately 1,500 studentsTeach and lead Digital Study Tour course annually to corporate offices of premier digital companies in Seattle and San Francisco	University of North Texas	Denton, TX
August 2016 to October 2017	Program Coordinator Digital Retailing Degree Program <ul style="list-style-type: none">Oversee degree program, advise Chair regarding current and future coursesEvaluate course content, make recommendations for revisions or additions	University of North Texas	Denton, TX

ADMINISTRATIVE PROFESSIONAL EXPERIENCE:

Beginning – Ending Date	Position	Organization	Location
August 2016 to Present	Sr. Director Global Digital Retailing Research Center <ul style="list-style-type: none">Advance digital retailing through academic-industry collaborations in discovery, innovation, knowledge transfer and talent developmentLeader of Center Advisory BoardExecute professional development events including the Executive + Scholar Lecture and Consumer Experience SymposiumCollaborate with UNT advancement in developing industry partnerships and supportFormulate and operationalize GDRRC strategic planDevelop and submit annual metrics trackingParticipate in media interviews and releases on center activities, research and the state of digital retailing in the U.S. and globally	University of North Texas	Denton, TX

August 2016 to Present	Merchandising Advisory Board / Board of Governors <ul style="list-style-type: none"> • Serve representing the Global Digital Retailing Research Center and digital retailing member and expert on College board
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INDUSTRY PROFESSIONAL EXPERIENCE:

Beginning – Ending Date	Position	Organization	Location
2013 to 2016	Vice President, eCommerce Website & Marketing <ul style="list-style-type: none"> • 25th largest retailer in U.S. Manage \$225m website, user experience, website strategy, mobile, P&L, staff of 115 • Led design, development, deployment of new website and 500m+ annual marketing emails 	Army Air Force Exchange Service	Dallas, TX
2011 to 2012	Vice President, eCommerce Website, Creative, CS <ul style="list-style-type: none"> • Start-up, led strategy and implementation of website, creative, webmaster, customer service • Managed online orders, email marketing, operations, consumer experience, SEO/SEM 	Bailey Banks & Biddle	Carrollton, TX
2009 to 2011	Vice President, four eCommerce Websites <ul style="list-style-type: none"> • Turnaround, P&L, increased sales +32% in 12 months, launched Affiliate program • Led design, development, deployment of new website and 50m+ annual marketing emails 	Success Media	Lake Dallas, TX
2008 to 2009	Corporate DMM, Home, Luggage, Gourmet Food <ul style="list-style-type: none"> • P&L, \$180m annual sales, inventory planning, budget, markdown management, gross margin • Foreign and domestic product development in China, India, Thailand, Taiwan, Hong Kong, Vietnam, France, Poland, Turkey and Portugal 	Dillard's	Arlington, TX
2003 to 2007	Sr. Director, two eCommerce websites, Marketing <ul style="list-style-type: none"> • P&L for two websites, product catalog, 450k annual attendees, 800k customer database • Led design, development, deployment of new website and 8.3m annual marketing emails 	Thomas Nelson	Plano, TX
2002 to 2003	Vice President, Decorative Accessory Division <ul style="list-style-type: none"> • Turnaround, P&L, oversaw product development, budget, customer service, sales • Turned 4-year money-losing operation profitable in 12 months 	Bassett Furniture Direct	Dallas, TX
2000 to 2001	Vice President, eCommerce Website <ul style="list-style-type: none"> • Startup, CRM, content management, site merchandising, pricing strategies • Led design, functional development and navigation of new website 	GroceryWorks.com	Dallas, TX
1999 to 2000	Director, eCommerce Website <ul style="list-style-type: none"> • Startup, content management, site merchandising, pricing strategies • Led re-design, functional development and navigation of website, venture capital run 	TheGift.com	Grapevine, TX
1995 to 1999	Sr. Buyer, Duty Free <ul style="list-style-type: none"> • Strategy, development, product selection, general management for 35k annual flights • Supplier contracts, forecasting, distribution for luxury brands serving International routes 	American Airlines	Ft. Worth, TX
1988 to 1994	Buyer, Inventory Planning Manager <ul style="list-style-type: none"> • Product assortment buying for fashion and bridge jewelry, women's junior shoes • Forecasting and inventory management of international and domestic shoes sourcing 	JCPenney	Plano, TX

PROFESSIONAL ACTIVITIES:

Membership in Professional Organizations	Dates
RevTech Accelerator Executive Mentor – Dallas, TX	2018 – Present
American Collegiate Retailing Association (ACRA)	2016 - Present
i. New Orleans, LA (2020) {conference cancelled/COVID}	
ii. Toronto, British Columbia (2018)	
iii. Digital Retail Presenter	
National Retail Federation (NRF) and Shop.org	2016 - Present
i. Dallas, TX (2016); New York, NY (2017, 2018, 2019, 2020); Los Angeles, CA (2017), Las Vegas, NV (2018)	
ii. Educator Breakfast invited guest speaker (2020)	
Digital Engagement & eCommerce Executives Forum (DEEC) Dallas, TX (2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021)	2014 - Present
Fashion Group International (FGI)	2013 - Present
Dallas/Fort Worth Retail Executives Association (REA)	2012 – Present
International Textile and Apparel Association (ITAA)	2016 - 2018
i. Vancouver, Ontario, Canada (2016)	
The Board Connection / UT Dallas Institute for Excellence in Corporate Governance	2016 - 2017
i. Dallas, TX (2016, 2017)	
Forrester Research eBusiness Council	2013 - 2016
i. Chicago, IL (2014, 2015)	

Professional Development			
Event	Organization	Location	Date
Digital Engagement Executive Forum Bi-Monthly Meetings	Credera	Dallas, TX	8/14 - present
FERPA Basics	UNT Bridge	Online Course	8/13/21
FERPA in the Virtual World	UNT Bridge	Online Course	8/13/21
Fall 2021 Return to Learn: Preparing for Fall	UNT Bridge	Online Course	8/13/21
Diversity & Inclusion for Anti-Bias & Cultural	UNT Bridge	Online Course	12/21/20
Managing Bias for Anti-Bias & Cultural Awareness	UNT Bridge	Online Course	12/21/20
Making Online Classes Work for You and Students	Harvard Business	Online Course	11/23/20
Active Learning Strategies for Hybrid Classrooms	UNT NTTFN	Online Course	11/20/20
Cybersecurity Awareness	UNT World	Online Course	22/9/20
COVID-19 Safety Training Part 2	UNT Bridge	Online Course	7/7/20
COVID-19 Safety Training Part 1	UNT Bridge	Online Course	6/11/20
Social & Behavioral Research Certification	CITI	Online Course	2/9/20
Telling Our Story Workshop	UNT Commun	Denton, TX	1/17/20
Big Show Retail Industry Conference NRF Student Program, Retail Executive Luncheon and Main Conference	National Retail Federation	New York, NY	1/7- 12/20
Preventing Discrimination & Harassment	Office Equal Opp	Online Course	11/15/19
Faculty Search Committee Training	Office Equal Opp	Denton, TX	10/17/19
Security Awareness Training	UNT Technology	Online Course	10/15/19
Agile Meets Design Thinking Continuing Education -15 hrs	Coursera	Online Course	7/19 – 8/19
Gamification Continuing Education – 29 hrs	Coursera	Online Course	7/19 – 8/19
What a Personalized CX Means for Retailers & How to Achieve It Industry Webinar	Total Retail	Online Course	7/30/19
Artificial Intelligence for Everyone	Coursera	Online Course	7/19

Continuing Education – 9 hrs			
The Science of Learning and Why It Matters Workshop	University Forum on Teaching & Learning	Denton, TX	5/2/19
ShopTalk eCommerce & Consumer Experience Conference Achieved ShopTalk Retail Education Certificate by meeting specific criteria of presented material	ShopTalk	Las Vegas, NV	3/18-20/19
Big Show Retail Industry Conference NRF Student Program, Retail Executive Luncheon and Main Conference	National Retail Federation	New York, NY	1/10-14/19
Advisor Risk Training	UNT Student Activities	Online Course	12/18 – 1/19
Increasing Students' Analytical Skills with Excel Immersion in Curriculum Workshop	Dr. Greg Clare, Oklahoma State University	Denton, TX	12/7/18
Security Awareness Training	UNT Technology	Denton, TX	11/13/18
Digital Conference Invited Digital Industry Luncheon, Conference	Shop.org	Las Vegas, NV	9/12-14/18
Frisco Faculty Orientation	UNT New College	Frisco, TX	8/6/18
Retail Disrupted & Reimagined Education Conference – Co-Presented Paper	ACRA and AMA	Toronto, Ontario, Canada	6/6-8/18
CMO Governing Body Industry Chief Merchandising Officer Seminar	CMO 100	Dallas, TX	6/4-5/18
Teaching Counts! It's How You Play the Game Workshop	University Forum on Teaching & Learning	Denton, TX	4/17/18
Digital Conference	ShopTalk	Las Vegas, NV	3/18-20/18
NRF Student Program & Big Show Retail Conference – Served as faculty leader and student mentor	NRF	New York, NY	1/11-15/18
Canvas Bootcamp	UNT Clear	Denton, TX	12/1/17
Provost Brown Bag Lunch	Office of the Provost	Denton, TX	11/28/17
Security Awareness Training Workshop	UNT Technology	Denton, TX	11/1/17
Retailing Summit Interviewed by Dallas Morning News as industry expert	Texas A&M University	Dallas, TX	10/12/17
Digital Conference Invited Digital Industry Luncheon, Conference	Shop.org	Los Angeles, CA	9/25-27/17
Technology in the Classroom Workshop	UNT Technology	Denton, TX	8/17/17
IRCE Internet Retailer Conference	IRCE	Chicago, IL	16/14-16/17
CMO Governing Body Invited speaker/keynote panel moderator	CMO 100 United Kingdom	New York, NY	6/7-8/17
Global Retailing Conference Retail Conference	University of Arizona	Phoenix, AZ	4/21-23/17
NRF Student Program & Big Show Served as faculty leader and student mentor to Case Study Competition finalist team. Invited presenter at Digital Industry Executive Retail Conference	NRF	New York, NY	1/10-16/17
ITAA Annual Conference Education Conference International Textile & Apparel Association	ITAA	Vancouver, British Columbia, Canada	11/8-10/16
Digital Analysis in Retail Seminar	Forrester Research	Dallas, TX	9/28/16
Digital Retail Emerging Technologies Served as faculty leader and mentor to students eCommerce Conference	Shop.org	Dallas, TX	9/25-27/16

Creating a Holistic & Unified Brand Experience Invited speaker/keynote panel moderator/workshop facilitator Retail Conference	The Millennium Alliance	Dallas, TX	9/20-21/16
Millennials in Retail Served as content creator/Co-facilitator Workshop	UNT Merchandising & Digital Retailing	Frisco, TX	9/9/16

PROFESSIONAL INSTRUCTION:

DRTL 2090	Introduction to Digital Retailing	Fall 2016, Spring 2017, Fall 2017, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021 Spring 2018, Fall 2018 (2 sections: Denton + Frisco)
DRTL 3190	Digital Retailing Strategies	Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021
DRTL 4950	Digital Fulfillment & Customer Service Strategies	Fall 2021
CMHT 3950	Creating Consumer Experiences	Fall 2020, Spring 2021
MDSE 4000	Digital Study Tour	Summer 2017, Summer 2018, Summer 2019, planned Summer 2020, Summer 2021{cancelled due to COVID}

HONORS:

Award/Recognition	Description	Date
Awarded	CMHT Service Champion <i>College of Merchandising, Hospitality & Tourism</i> Recognition for outstanding contributions in service to the college and its students	2021
Nominated	Outstanding Directors Award <i>Dallas Business Journal</i> Nominated as top non-profit board director	2019
Awarded	Institutional Effectiveness <i>UNT Office of the Provost</i> First ever, inaugural award, for leadership of Global Digital Retailing Research Center	2019
Awarded	Faculty Advisor of the Year <i>University of North Texas</i> Recognition as top advisor among 400+ campus organizations	2019
Nominated	Women in Technology Award <i>Dallas Business Journal</i> Nominated by UNT Chancellor Lesa Roe	2017
Awarded	Career Achievement Award <i>The Ohio State University</i> Recognition of proven record of career accomplishments and for making outstanding contribution to the retailing profession.	2016
Awarded	Outstanding Master's Student <i>University of North Texas</i> Recognition for scholarly achievement, University of North Texas	2016
Awarded	Chief of Staff & CEO Coins (3) <i>Army Air Force Exchange Service</i> Recognition for extraordinary service to the Exchange Mission to military Customers and in support of the eCommerce division	2016
Awarded	Patriot Pride <i>Army Air Force Exchange Service</i> Recognition for service to the Exchange Mission to military Customers	2015
Awarded	Thanks for Contributing <i>Army Air Force Exchange Service</i> Recognition by CEO for leadership contribution	2014
Awarded	Extraordinary Achievement Award, Chief of Staff, CEO & COO Coins (3) - Highest Award	2013

	<i>Army Air Force Exchange Service</i>	
	Recognition by CEO for leadership of successful re-platforming and launching company ecommerce website	
Awarded	Thanks for Contributing <i>Army Air Force Exchange Service</i>	2013
	Recognition by CEO for selfless dedication and leadership	
Awarded	Outstanding Employee <i>Success Media</i>	2011
	Recognition by CEO for outstanding leadership	
Awarded	Outstanding Buying Team <i>JCPenney Shoes</i>	1994
Awarded	JCPenney Children's Apparel & Shoes	1994
	Recognition for outstanding United Way campaign management	

AREAS OF EXPERTISE:**COURSES TAUGHT:**

Content Area	Course	Title	Institution
eCommerce/ Digital Retailing	DRTL 2090	Introduction to Digital Retailing	UNT - Main
	DRTL 2090	Introduction to Digital Retailing	UNT - Frisco
	DRTL 3190	Digital Retailing Strategies	UNT - Main
	DRTL 4980	Digital Fulfillment & Customer Service Strategies	UNT - Main
	CMHT 3950	Creating Consumer Experiences	UNT - Main
	MDSE 4000	Digital Study Tour - Seattle, Portland and San Francisco	UNT - Main
		Developed new course for May 2017 leading students to eCommerce forefront companies Amazon, Nordstrom, Nike, Google, Facebook, Macys.com, Williams Sonoma, Pottery Barn and Walmart.com	

Expertise	Descriptions
Teaching	<p><i>Introduction to Digital Retailing</i>: theory, principles, application, technology platforms, website navigation and usability, search engine optimization</p> <p><i>Digital Retailing Strategies</i>: theory, principles, application, technology platforms, usability, search: natural, social, mobile, paid, analytics, website development best practices, search engine optimization, search engine management</p> <p><i>Digital Fulfillment & Customer Service Strategies</i>: theory, principles, application, technology platforms, operations, order fulfillment, warehouses, customer service management, consumer experience</p> <p><i>Creating Consumer Experiences</i>: theory, principles, application, research methods, experiential commerce, consumer journey, path to purchase, data analyzation</p>
Industry	Website re-platforming, web analytics, conversion and search, website design and customer experience, SEO/SEM, web product taxonomy and merchandising, usability, website production, content development and management, logistics, customer service and digital marketing to include email, creative, social media

**UNIVERSITY
COMMITTEES/SERVICE**

Beginning – Ending Date	Title	Role
August 18 – November 2019	Executive Council of Center and Institute Directors	Committee Member – Appointed to eight member committee by Office of the Provost. Annual review of Centers and Institutes, completing rubrics, attending presentations for renewal and providing progress and improvement input to committee.
January 28, 2019	Shine Brighter, Soar Higher	Invited as one of only five UNT faculty by Office of the President to present to community executives, leaders and parents/potential students and donors. The top was Consumer Experience Management and Digital Retailing Degree programs. Included material and demonstration development. Held at The Star, Frisco, TX
March 15-16, 2018	Intentionally Designing Our Future at Frisco	Invited by Office of the Provost as representative of CMHT, Digital Retailing and Consumer Experience Management to participate in future visioning 2-day workshop for the new Frisco campus. Led by Provost.
October 5, 2017	Stars at the Star	Invited as one of only seven UNT faculty by Office of the President to prepare and present a technology subject and demonstration to approximately 300 community executives, leaders and potential donors. Included material and demonstration. Held at The Star, Frisco, TX
October, 2017	The Sharing Economy	Selected to prepare and present a workshop course, including presentation materials. Present to public audience at a scheduled workshop session, a UNT initiative through the Osher Lifelong Learning Institute (OLLI). Held at the Frisco, TX campus.

CMHT COMMITTEES/SERVICE

Beginning – Ending Date	College of Merchandising and Hospitality Management	
2016 – Present	National Retail Federation Student Association Serve as advisor and liaison to on campus national organization Acquire industry leadership speakers for member meetings Serve as mentor, university leader for annual Student Challenge case study competition and scholarships	Advisor
2016 – Present	Student Applicants to NRF Competitive Awards <ul style="list-style-type: none"> • NRF Student Challenge 2020 Outcome: 3 Students applied, achieved top 3 final, scholarships • NRF Student Challenge 2019 Outcome: 3 Students applied • NRF Student Challenge 2018 Outcome: 4 Students applied, achieved travel stipends • NRF Student Challenge 2017 	Mentor

- Outcome: 2 Students applied, achieved top 3 in final, scholarships
- NRF Next Generation Scholarship 2020
- Outcome: 2 Students applied, 1 achieved to round 2, achieved \$1000 scholarship
- NRF Next Generation Scholarship 2019
- Outcome: 1 Student applied, achieved travel stipend
- NRF Next Generation Scholarship 2018
- Outcome: 4 Students applied, 2 students achieved travel stipends
- NRF Next Generation Scholarship 2017
- Outcome: Student achieved to round 1, achieved travel stipend
- NRF Rising Star Scholarship 2020
- Outcome: Mentored, student submitted, achieved travel stipend
- NRF Rising Star Scholarship 2019
- Outcome: Mentored, student submitted, achieved travel stipend
- NRF Rising Star Scholarship 2018
- Outcome: Mentored, student submitted, achieved travel stipend
- NRF Rising Star Scholarship 2017
- Outcome: Mentored, student submitted, achieved travel stipend
- NRF Student Ambassador 2020
- Outcome: Mentored, student submitted, achieved \$1,000 scholarship
- NRF Student Ambassador 2019
- Outcome: Mentored, student submitted and achieved
- NRF Student Ambassador 2018
- Outcome: Mentored, student submitted and achieved
- NRF Student Ambassador 2017
- Outcome: Mentored, student submitted and achieved
- Shop.org 2017 Travel Stipend
- Outcome: Mentored, 4 students submitted, 2 achieved
- Shop.org 2016 Travel Stipend
- Outcome: Mentored, 10 students submitted, 10 achieved

2018 – Present	College of Merchandising, Hospitality & Tourism Website Committee	Committee Member
2019 – Present	College of Merchandising, Hospitality & Tourism Scholarship Committee	Committee Member
2020 – Present	College of Merchandising, Hospitality & Tourism Research	Committee Member
2016 – Present	College of Merchandising, Hospitality & Tourism Advisory Board / Board of Governors	Member
2020 – 2021	College of Merchandising, Hospitality & Tourism Marketing Committee	Committee Member
2021	College of Merchandising, Hospitality & Tourism Ad Hoc Grade Appeal Committee	Committee Member
2020	University Preview Day Represented the college for Digital Retailing Program	Presenter
2017 – 2019	Executive Council of Center and Institute Directors Annual review of Centers and Institutes, completing rubrics, attending presentations for renewal and providing improvement input to committee	Committee Member
2017 - 2019	College of Merchandising, Hospitality & Tourism Undergraduate Committee	Committee Member
2019	College of Merchandising, Hospitality & Tourism Denton Square Space Director Search Committee	Committee Member
2019	University Preview Day	Presenter

	Represented the college for Digital Retailing Program	
2018	College of Merchandising, Hospitality & Tourism Merchandising Lecturer Search Committee	Committee Member
2018	Board of Governors Student Fund Replacement Committee	Committee Member
2017 – 2018	College of Merchandising, Hospitality & Tourism Dean Search Committee	Committee Member
2018	University Preview Day Represented the college for the Digital Retailing program	Presenter
2017	University Preview Day Represented the college for the Digital Retailing program	Presenter
2016	University Preview Day Represented the college for the Digital Retailing program	Presenter

**OUTREACH:
INVITED
SPEAKER/LEADER/ATTENDEE**

Date	Event	Funding Agency	Amount
May 2021	<i>Merchandising & Digital Retailing Undergraduate Research Symposium</i> Developed, designed, marketed and facilitated all aspects of the 1 hour symposium, allowing it to continue during pandemic	CMHT	N/A
April 2021	<i>Experiential Consumer Experiences: Delivering on the Promise of Great Customer Experiences in Retail & Hospitality</i> Served as moderator for event as well as the presenter panel discussion. Designed, developed and executed event, including speaker acquisition.	GDRRC	N/A
May 2020	<i>Merchandising & Digital Retailing Undergraduate Research Symposium</i> Developed, designed, marketed and facilitated all aspects of the 1 hour symposium, allowing it to continue during pandemic	CMHT	N/A
Feb 2020	<i>Direct to Consumer Brands and the Future of Customer Experience</i> Developed, designed and presented all aspects of 1 hour live webinar	Oracle NetSuite	N/A
Jan 2020	<i>Strategies for Student Engagement</i> Invited presenter at National Retail Federation University Educator's Breakfast	NRF	N/A
Sept 2019	<i>Driving Customer Engagement in Retail & Hospitality</i> <i>A Seminar on Location Intelligence and Customer Facing Businesses</i> Developed, marketed and facilitated one-day seminar to industry	GDRRC	N/A
Aug 2019	<i>Tech Trends in Retail</i> Seminar presented by RevTech Ventures, Fossil and Amazon WebServices	GDRRC	N/A
Apr 2019	<i>The Value Equation: The Customer in the Center</i> <i>Consumer Experience Symposium</i> Served as moderator for event as well as the presenter panel discussion. Designed, developed and executed event, including speaker acquisition.	GDRRC	N/A
Mar 2019	<i>ShopTalk Digital Conference - Las Vegas, NV</i> Leading digital and ecommerce industry conference. Achieved ShopTalk Retail Education Certificate by meeting specific criteria of presented material.	GDRRC	N/A
Mar 2019	<i>RevTech/Blackstone Ventures Start-Up Mentoring</i>	GDRRC	N/A

	Invited as one of 12 industry executives/mentors to participate in 'Shark Tank' style mentoring pitch presentation by UT Dallas students.		
Feb 2019	<i>Shine Brighter, Soar Higher</i> Invited by the Office of the President as one of only five faculty to present to community executives, leaders and parents/potential students and donors. The topic was Consumer Experience Management and Digital Retailing Degree Programs. Included material and demonstration development. Held at The Star, Frisco, Tx.	UNT President's Office	N/A
Jan 2019	<i>CBS 11 Evening News – Plano, TX</i> Invited taped interviewee appearance – retail expert on new retail launch	GDRRC	N/A
Dec 2018	<i>CBS 11 Evening News – Ft. Worth, TX</i> Invited live television appearance – retail expert interview	GDRRC	N/A
Nov 2018	<i>Executive + Scholar Lecture</i> Served as moderator for event as well as the presenter panel discussion. Designed, developed and executed event	GDRRC	N/A
Oct 2018	<i>Shop.org/NRF Digital Retail Summit – Las Vegas, NV</i> Digital, eCommerce industry conference	GDRRC	N/A
Sept 2018	<i>RevTech Legendary Office Hours – Dallas, TX</i> Invited start-up mentoring session	GDRRC	N/A
Sept 2018	<i>TechTitans Gala</i> Invited guest	GDRRC	N/A
Aug 2018	<i>CBS 11 Evening News – Ft. Worth, TX</i> Invited live television appearance – retail expert interview	GDRRC	N/A
Aug 2018	<i>RevTech Mentors Leader Presentation – Dallas, TX</i> Featured guest speaker	GDRRC	N/A
July 2018	<i>CMO Executives Event – Dallas, TX</i> Invited guest	GDRRC	N/A
May 2018	<i>Walmart Technology Center Launch Event – Plano, TX</i> Invited guest	GDRRC	N/A
April 2018	<i>ShopTalk Digital Conference - Las Vegas, NV</i> Leading digital and ecommerce industry conference	GDRRC	N/A
Mar 2018	<i>Intentionally Designing Our Future at Frisco - Frisco, TX</i> Invited by the Office of the Provost as only CMHT faculty member, along with Chair and Dean, to participate in future visioning 2 day workshop for new Frisco Campus. Led by the Provost.	UNT Provost's Office	N/A
Mar 2018	<i>Stars at the Star – Frisco, TX</i> Invited by the Office of the President as one of only seven faculty members to present a technology subject and demonstration to approximately 300 community executives, leaders and potential donors. Included material and demonstration development. Held at The Star, Frisco, TX.	UNT President's Office	N/A
Oct 2017	<i>Osher Lifelong Learning Institute – Frisco, TX</i> Selected to develop and present course to community. Topic: The Sharing Economy	OLLI	\$100
Oct 2017	<i>Global Business CMO 100 – New York, NY</i> Keynote panel moderator to Chief Marketing Officer attendees on topic of digital marketing	Global Business Intelligence	N/A
June		UNT Honor's	N/A

2017	<i>Scholar's Day Panel Chair</i> Organized and lead panel discussion for Honor's College presentation.	College	
April 2017	<i>Consumer Experience Symposium</i> Served as moderator for event as well as the presenter panel discussion. Designed, developed and executed event.	GDRRC	N/A
April 2017	<i>Executive Mentor Experience/NRF Big Show – New York, NY</i> Selected to be on panel of 30 C-suite retail executives to mentor 350 students in roundtable discussions on tips for a successful career	NRF	N/A
Jan 2017	<i>Executive + Scholar Lecture</i> Served as moderator for event as well as the presenter panel discussion. Designed, developed and executed event.	GDRRC	N/A
Nov 2016	<i>Millennials in Retail Roundtable</i> Co-facilitator of key invitation-only retail HR leaders in open dialog regarding the challenges of hiring and retaining a millennial workforce	GDRRC	N/A
Sept 2016	<i>The Millennium Alliance – Dallas, TX</i> Served as moderator for Keynote executive breakfast panel, led two roundtables with key invitation-only retail leaders Roundtable 1: The Wave of Digital & the Future of eCommerce Shopping Behavior Roundtable 2: The Next Generation Mobile Customer Engagement Keynote Breakfast: Creating a Holistic & Unified Brand Experience	The Millennium Alliance	N/A
Sept 2016	<i>Shop.org/NRF Retail Digital Summit</i> Led a group of 25 undergraduates and 1 graduate student to industry conference	Shop.org NRF	N/A
May 2015	<i>Retail Roundtable</i> Served on five-member panel of industry executives discussing omni-channel merchandising and ecommerce website platforms	Total Retail	N/A
