

MAJED YAGHI

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A clinical associate professor of marketing and professional selling at an R1 institution with 32 years of blue-chip CPG experience. My belief is that meaningful scholarship engagement is best achieved by delivering both impact and relevance, especially for today's digitally native generation.

EDUCATION

Doctor of Business Administration (DBA), University of Bradford, United Kingdom, 2020
Dissertation: *Toxic Leadership and the Mediating Role of Organizational Culture on Employee Commitment*

Master of Science (M.S.) Marketing, Louisiana State University, 1997
Thesis: *A Cross-Functional Study in Facial Tissues' Consumption*

Bachelor of Science (B.S.) Business Management, Southern University, 1986

ACADEMIC POSITIONS

G. Brint Ryan College of Business, University of North Texas

Clinical Associate Professor
2021- Present

Teaching marketing courses at all three academic levels, including B2B Marketing (undergraduate), Marketing Management (Master's), and Global Marketplace (Doctoral). I take pride in maintaining best-in-class student engagement and an average 6.1 CEI score.

Guest Lecturing:

- ◆ University of Northampton, UK., March 10, 2021
- ◆ University of Bradford. UK., February 28, 2019 (*Organizational toxic leadership*)
- ◆ University of Bradford. UK., February 20, 2019 (*How Toxic leaders influence senior management commitment and recent evidence from the corporate world in the U.S.*)
- ◆ University of Bradford. UK., September 25, 2018 (*Leadership and role of organizational culture in retaining millennial workers*)
- ◆ University of Bradford. Dubai, May 11, 2017 (*Global account management in fast-paced business environment.*)

PUBLICATIONS

Yaghi, Abdul Fattah & Yaghi, Majed (2025) Organizational Support as a Mediator of Leadership Training Transfer for Women Managers Across Cultural Contexts. *Gender in Management*.

Yaghi, Abdul Fattah & Yaghi, Majed (2025) Impact of National Culture on the Transfer of Leadership Training. *International Journal of Training and Development*.

Nguyen, D. Thuy D, Yaghi, Majed, Ganesh, Gopala, Blankson, Charles, Paswan, K. Audhesh, Pavur, Robert (2023) "Diversity, Equity, Inclusion, and Brand Outcomes: a Case of Higher Education." *Journal of Product & Brand Management*.

Yaghi, Abdul Fattah & Yaghi, Majed (2023) "Impact of Institutional Performance and Integrity on Public Trust during COVID-19: A Retrospective Examination in the Arabic Context." *Public Integrity*.

Yaghi, Abdul Fattah & Yaghi, Majed (2021) "Evaluating Organizational Hypocrisy within Universities as Toxic Leadership Behavior." *Public Integrity*.

Yaghi, Majed (2019). "Toxic Leadership and the Organizational Commitment of Senior-Level Corporate Executives." *Journal of Leadership, Accountability and Ethics*.

Yaghi, Majed (2018) "The Mediating Role of Organizational culture on the Relationship between Leaders." *Journal of Business and Management Sciences*.

PAPERS IN THE REVIEW PROCESS

Yaghi, Majed; Thompson, Kenneth. The Impact of Organizational Culture on the Relationship Between Toxic Work Environment, Leaders' Toxic Behavior, and Employee Commitment. *Journal of Leadership & Organizational Studies*.

Yaghi, Abdul Fattah; Khammash, Manal; and Yaghi, Majed. A Longitudinal Study on Stress and Coping in Public Affairs Students in the Post-Pandemic World. Under 2nd. Review at *The Journal of Public Affairs Education*.

WORKING PAPERS

Koenig, Scott; Yaghi, Majed. An investigation of the dynamics of selecting and managing a startup's first sales hire. *Journal of Personal Selling & Sales Management*.

Yaghi, Majed; Thompson, Kenneth. The critical competencies needed to build cooperative B2B business relationships. *Journal of Personal Selling & Sales Management*.

RESEARCH PRESENTATIONS

Yaghi, M.; Irani, Zahir (University of Bradford, UK); Weerakkody, Vishanth (University of Bradford, UK,) 2019. "A critical discourse analysis of the role of leadership in employee turnover." British Academy of Management.

BOOK PUBLISHING

Yaghi, Majed; Suber, Terrence; Koenig, Scott. (In Development) "*Foundations of Selling & Communication*"

Yaghi, Majed. (2022.) "*Leadership Lessons from an Illiterate Mom.*" Archway Publishing.

Yaghi, Majed. (In Development.) "*The Toxic Trigon.*"

TEACHING EXPERIENCE

Undergraduate: B2B Marketing, Retailing, Marketing Foundation, Strategic Brand Management

MBA: Marketing Management

DBA: Global Marketplace

SERVICE CONTRIBUTION

University:

Undergraduate Curriculum Committee (Member): 2025- Present.

University Core Curriculum Committee (Member): 2023- Present

COACHE Steering Committee (Member): 2023- Present

College of Business:

International Committee (Chair): 2021- Present

Undergraduate Curriculum Committee (Member): 2021- 2024

Diversity, Equity, and Inclusion Council (Chair): 2022- 2023

Department of Marketing:

Professional Selling Program Academic Advisor: 2023- Present

Undergraduate Academic Advisor: 2021- 2023

Department of Marketing Advisory Board: 2022- 2023

RELEVANT EXECUTIVE EXPERIENCE

The Coca-Cola Company- Vice President Global Accounts, 1998–2021

Led worldwide operations for a portfolio of customers covering 85 countries. During a 23-year tenure, my professional growth was built on a range of roles covering country management, operations, marketing, channel strategy, and global customer leadership. My proudest accomplishments are:

- Led organizational redesign structure that delivered more efficiencies and effectiveness.
- Initiated a mentoring program for 120 associates to build their leadership capabilities.
- Collaborated with Emory University and Georgia State University to create a certification program for the National Association of Convenience Stores with over 146,000 members.

Kimberly-Clark- Brand Manager, Gulf Markets- Feminine & Adult Care Products, 1997-1998

Managed both Feminine and Adult Care product categories, including strategy, innovation, and insights. Delivered 4-point brand share gains across the region in a very competitive market and also led the re-launch of the company's flagship brand.

Gillette International, Country Manager, 1989- 1994

Accountable for the total business, including Profit & Loss, and delivering the growth plan. Promoted three times due to consistently delivering best-in-class results.

PERSONAL INFORMATION

Board Memberships (Non-Paid)

- Board Member (2024- Present): Winding Creek Homeowners Association (USA)
- CPG Advisor (2021- Present): BrightStar Strategy Group (USA)
- Advisor (2019- Present): International Advisory Board, University of Bradford, Bradford-UK
- Advisor (2020- Present): Management Advisory Committee, Collin College, Dallas-TX

Startup Advisory Board Membership (Non-Paid)

- Fatafeet.com (2022-Present) Riyadh- Saudi Arabia
- Founder Institute Brussels Silicon Valley, (2022- Present), Brussels, Belgium
- Lookstyler.com (2018-2020), Dubai-United Arab Emirates
- eSaraha Marketing (2015-2018), Dubai-United Arab Emirates
- BlocMint.com (2016-2018), California, USA

Awards & Recognition:

- Dean's Prize for Innovation and Impact in Doctoral Research (2020)
- Innovator of the Year- Coca-Cola North America (2002)

Additional Personal Information:

Languages: English (Proficient), Arabic (Proficient), Spanish (Intermediary)

Interests: Mentoring, non-profit advisory, international travel, and reading.