

MAJED YAGHI

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A clinical associate professor of marketing and professional selling at R1 institution with 32 years of blue chips CPG experience. To me, achieving meaningful consumer engagement starts and ends with insights, leading to action. I have consistently delivered that with impact and relevance.

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- August 2024 to Present

Lecturer- June, 2021 to July, 2024

Teaching marketing courses at all three academic levels, including Marketing Foundations and B2B Marketing (undergraduate), Marketing Management (Masters), and Global Marketplace (Doctoral.)

The overall summative rating is 4.9/5.0 across all my courses, while my student engagement average is 88% compared to the institution's average of 51%.

ACADEMIC RESEARCH PUBLICATIONS

Nguyen, TD., Yaghi, M., Ganesh, G., Blankson, C., Paswan, A., and Pavur, R. (2024) "Diversity, equity, inclusion, and brand outcomes: a case of higher education." *Journal of Product & Brand Management*.

Yaghi, A., Yaghi, M., and Yaghi, I. (2024) "Impact of National Culture on the Transfer of Leadership Training." *International Journal of Training and Development*.

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*.

WORKING RESEARCH PAPERS

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, Majed; Thompson, Kenneth. "An Investigation of the Critical Competencies Needed to Build Cooperative B2B Relationships and the Role of Customer Collaboration"

Koenig, Adam; Yaghi, Majed; Simon, Vinu. "An investigation of the dynamics of selecting and managing a startup's first sales hire."

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*.

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. (2022.) "Leadership Lessons from an Illiterate Mom." Archway Publishing.

In Development:

Yaghi, Majed. "The Toxic Trigon."

Yaghi, M.; Suber, T., and Koenig, A' "Foundations of Selling & Communication."

Yaghi, M.; Mosley, J. "B2B Technology Tools."

SERVICE TO THE ACADEMIC FIELD

Conference Reviewing (ad Hoc)

AMA Winter Academic Conference- 2024

AMA Summer Academic Conference- 2025

SERVICE TO THE UNIVERSITY (COMMITTEES)

COACHE Steering Committee (Member): 2023- Present

Core Curriculum Committee (Member): 2022- Present

International Committee (Chair): 2021- Present

RELEVANT EXECUTIVE EXPERIENCE

The Coca-Cola Company- Vice President Global Accounts, 1998–2021 United States, United Arab Emirates, Qatar

Led worldwide operations for a portfolio of customers covering 85 countries. During a 23-year tenure, my professional growth was built on various 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 the Emory University of Georgia State University to create a certification program for the National Associate of Convenience Stores with over 146,000 members.

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

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 Syria, Saudi Arabia

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)
- Business Enabler Award- Pizza Hut International (2019)
- 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.