

Lee Phillip McGinnis, PhD

HOME

14 Cornerstone Dr.
North Easton, MA 02356
(785) 554-2770

SCHOOL

101B Stanger Building
Stonehill College
320 Washington Street
(508) 565-1971
Easton, MA 02357
lmcginnis@stonehill.edu

ACADEMIC EMPLOYMENT POSITIONS

Associate Professor of Marketing, Stonehill College, Easton, MA, Fall 2009 to present

- Promoted from Assistant to Associate, effective July 2012. Teach Principles of Marketing, Global Marketing, Marketing Strategy, Integrated Marketing Communication, Sports Marketing; advise over 40 business students (On sabbatical Spring 2016)
- Named Director of the new Integrated Marketing Communications Master's Program on July 1, 2017

Visiting Professor of Marketing, Boise State University, 2008-09 academic year

- Taught Advanced Marketing Management in the MBA program and Sports Marketing (first ever offering) Fall 2008
- Taught Customer Behavior and Marketing Communications Spring 2009
- As an adjunct taught Current Issues in Marketing & Society Fall 2007 and Advanced Marketing Management in the accelerated MBA program Spring 2008

Associate Professor of Marketing, Washburn University, Topeka Kansas, 2002-2008

- Earned early tenure and promotion from assistant to associate professor Spring 2007
- Taught online courses (from Idaho while on leave) in Principles of Marketing and Consumer Behavior Fall 2007 and Consumer Behavior Spring 2008

EDUCATION

Ph.D. in Marketing, University of Nebraska, 2002

Master of Science in Mass Communications (Advertising), Kansas State University, 1994

Bachelor of Business Administration in Marketing, Idaho State University, 1988

Bachelor of Arts in Mass Communications, Idaho State University, 1988

DISSERTATION

Dissertation Research: "Analyzing the Gender Gap in Golf Using Ritual Dramaturgy and the Gender Perspective." Committee: Dr. James W. Gentry (Chair), Dr. Patricia Kennedy, Dr. Ronald D. Hampton, and Dr. Julia A. McQuillan (Outside Member).

TEACHING

At Stonehill College:

Sports Marketing
Marketing Principles
Global Marketing
Marketing Strategy
Integrated Marketing Communications (Learning Community)
All the World's a Stage: The Business of Storytelling/Narrative Management (Learning Community)

At Boise State University:

Current Issues in Marketing & Society
Advanced Marketing Management (MBA)
Sports Marketing
Customer Behavior
Marketing Communications

At Washburn University:

Principles of Marketing
Consumer Behavior
Marketing Concepts (MBA)
Strategic Marketing Mgmt (MBA)

At University of Nebraska:

Marketing Management
Sports Marketing
Principles of Marketing
Retailing Management

At Kansas State University:

Media Planning Lab

RESEARCH INTERESTS

- Gender issues and expert teaching in golf
- Underdogs in sports and commerce
- Voluntary simplicity
- Sport fan consumption behavior
- Ritual communication and consumption
- Emotional intelligence
- Evidence-based management
- Knowledge transfer
- Narrative strategy

REFEREED JOURNAL ARTICLES

McGinnis, Lee Phillip, Tao Gao, Sunkyu Jun, James Gentry, (2017) "Motivational bases for consumers' underdog affection in commerce," *Journal of Service Management*, 28 (3), 563-592.

McGinnis, L. P., Glibkowski, B., & Lemmon, G. (2016). "Introducing the Question Wheel: A Circumplex Model of Communication Developed from Expert Golf Instructors," *International Journal of Sport Communication*, 9 (2), 167-190.

- Davis, Robert, & McGinnis, Lee P. (2016), "Conceptualizing Excessive Fan Consumption Behavior," *Journal of Retailing and Consumer Services*, 28, 252-262.
- Jun, Sunkyuu., Sung, Jungyeon., Gentry, James W., & McGinnis, Lee P. (2015), "Effects of Underdog (vs. top dog) Positioning Advertising," *International Journal of Advertising* 34 (3), 1-20.
- Glibkowski, B. C., McGinnis, L., Gillespie, J., & Schommer, A. (2014), "'How' Narratology Narrows the Organizational Theory-Practice Gap," *Human Resource Development Review*, 13 (2), 234-262.
- Glibkowski, Brian C., Chaudhry, A., and McGinnis, Lee Phillip (2013), "The Evidence Matrix: a Framework to use all Forms of Evidence in Organizational Behavior Teaching," *Management Education: An International Journal*, 12 (4), 13-24.
- McGinnis, Lee Phillip, Angela Frendle, and James W. Gentry (2013), "The Simple Man: The Consumption Behavior of the Principled Life," *Journal of Consumer Behaviour*, 2 (1), 70-80.
- McGinnis, Lee Phillip, James W. Gentry, and Tao Gao (2012), "Antecedents to Consumer Perceptions of Sacredness in Extended Service Experiences: The Case of Golf," *Journal of Service Research*, 15 (4) 476-488.
- McGinnis, Lee Phillip and James W. Gentry (2009), "Underdog Consumption: An Exploration into Meanings and Motives," *Journal of Business Research*, 62 (2), 191-199.
- McGinnis, Lee Phillip, James W. Gentry and Julia McQuillan (2009), "Ritual-Based Behavior that Reinforces Hegemonic Masculinity in Golf: Variations in Women Golfers' Responses," *Leisure Sciences*, 31 (1), 19-36.
- McGinnis, Lee Phillip, James W. Gentry, and Tao Gao (2008), "The Impact of Flow and Communitas on Enduring Involvement in Extended Service Encounters," *Journal of Service Research*, 11 (1), 74-90.
- McGinnis, Lee Phillip and James W. Gentry (2006), "Getting Past the Red Tees: Constraints Women Face in Golf and Strategies to Help Them Stay," *Journal of Sport Management*, 20 (2), 218-247.
- McGinnis, Lee Phillip, Julia A. McQuillan, and Constance L. Chapple (2005), "I Just Want to Play: Women, Sexism and Persistence in Golf," *Journal of Sport and Social Issues*, 29 (5), 313-337.
- McGinnis, Lee, Seungwoo Chun, and Julia McQuillan (2003), "A Review of Gendered Consumption in Sport and Leisure," *Academy of Marketing Science Review*, <http://www.amsreview.org/articles/mcginnis05-2003.pdf>

BOOK CHAPTERS

Helena Reis, Antónia Correia, and Lee Phillip McGinnis (In Print), “How do Portuguese Women Golfers Cope with Gender Inequities?” Book Series CAB International, Editor Metin Kozak.

CONFERENCE PROCEEDINGS

McGinnis, Lee Phillip, Andrew Davis, James W. Gentry, Tao Gao, and Sunkyu Jun, New Zealand Underdogs: Giving All a Fair Go. Presentation at the 39th Annual Macromarketing Conference, London, UK, July 2014. Published in conference proceedings.

Craig, E., Bongaarts, A., Glibkowski, B. C., McGinnis, L., Gillespie, J., & Dierksmeier, C. (2013). *Narrative Management: Clarity in Principles, Structure, and Definitions of Strategy and Tactics*. Paper presented at the International Academy of Business and Economics, Las Vegas, October 2013.

Reis, Helena Antónia Correia, Lee Phillip McGinnis (2013), “Women’s Strategies in Golf Participation: Portuguese Golf Professionals,” Presented at the 5th Advances in Tourism Marketing Conference, Algarve, Portugal, October 2013.

Glibkowski, Brian C., Lee P. McGinnis, James Gillespie, and Abby G. Schommer, “How Narratology Narrows the Organizational Theory-Practice Gap,” Presented at the Southern Management Association Annual Meeting. Ft. Lauderdale, FL, Oct-Nov. 2012.

Kolenda, Nicholas, Lee Phillip McGinnis, and Brian Glibkowski, “The Antecedents and Consequences of the Knowledge-Transfer Circumplex: A Conceptual Model.” Presented at the American Marketing Association Summer Educators’ Conference in Chicago, Illinois, August 2012. Published in conference proceedings.

Gentry, James W., Lee Phillip McGinnis, and Alex Hein, “The Golf Course as a Gendered Place: The Role of Interaction Rituals.” Presented at the 11th Annual Conference on Gender, Marketing and Consumer Behaviour in Queenstown, New Zealand, July 2012.

McGinnis, Lee Phillip and James W. Gentry (2009), “The Ritualization of Cultural, Social, and Economic Capital in Establishing In-Group Acceptance.” Presented at the North American Advances in Consumer Research in Pittsburgh, Pennsylvania, October 2009. Published in conference proceedings. (B hit)

Gentry, James W. and Lee Phillip McGinnis (2009), “Movement toward Increased Student Roles in the Design of Experiential Exercises.” Presented at Association for Business Simulation and Experiential Learning Conference in Seattle, Washington, March 2009. Published in conference proceedings.

- Gentry, James W. and Lee Phillip McGinnis (2008), "Thoughts on How To Motivate Students Experientially." Presented at Association for Business Simulation and Experiential Learning Conference in Charleston, South Carolina, March 2008. Published in conference proceedings.
- Gentry, James W., John R. Dickinson, Alvin C. Burns, Lee P. McGinnis, and Ju Young Park, (2007), "The Role of Learning versus Performance Orientations when Reactions to Negative Outcomes in Simulation Games: Further Insights." Presented at Association for Business Simulation and Experiential Learning Conference in San Antonio, Texas, March 2007. Published in conference proceedings.
- Gentry, James W. and Lee Phillip McGinnis (2007), "Experiential Teaching May Lead to Experiential Learning." Presented at Association for Business Simulation and Experiential Learning Conference in San Antonio, Texas, March 2007. Published in conference proceedings.
- Gentry, James W., John R. Dickinson, Alvin C. Burns, Lee McGinnis, and Ju Young Park, (2006), "The Role of Learning Versus Performance Orientations When Reacting to Negative Outcomes in Simulation Games." Presented at Association for Business Simulation and Experiential Learning Conference in San Francisco, California, March 2006. Published in conference proceedings.
- Gentry, James W., Lee Phillip McGinnis, John R. Dickinson, and Alvin C. Burns (2005), "Students as Lab Rats: The Ethics of Conducting Non-Pedagogical Research in the Context of Classroom Simulations and Experiential Learning." Presented at Association for Business Simulation and Experiential Learning Conference in Orlando, Florida, March 2005. Published in conference proceedings.
- Chun, Seungwoo, James W. Gentry, and Lee P. McGinnis (2004), "Ritual Aspects of Sports Consumption: How Do Sports Fans Become Ritualized?" Presented at the 2004 Asian Association of Consumer Research Conference, Seoul, South Korea. Published in *Asia Pacific Advances in Consumer Research* proceedings, Vol. 6, 331-336 (Eds., Yong-Uon Ha and Youjae Yi).
- McGinnis, Lee (2004), "Simple but Effective" Rediscovering the Class Discussion." Presented at the Association for Business Simulation and Experiential Learning in Las Vegas, NV, March 2004. Published in conference proceedings.
- Chun, Seungwoo, James W. Gentry, and Lee P. McGinnis (2003), "Cultural Differences in Fan Ritualization: A Cross-Cultural Perspective of the Ritualization of American and Japanese Baseball fans." Presented at the 2003 North American Association of Consumer Research Conference in Toronto, Ontario, Canada. Published in *Advances in Consumer Research* proceedings, Vol 31, 503-509 (Eds., Barbara E. Kahn and Mary Frances Luce).

- McGinnis, Lee Phillip and James W. Gentry (2003), "Examining the Mediating Relationship of "Play" on Ritual Enduring Involvement." Presented at the 2003 North American Association of Consumer Research Conference in Toronto, Ontario, Canada. Published in *Advances in Consumer Research* proceedings, Vol. 31, 405-411 (Eds., Barbara E. Kahn and Mary Frances Luce).
- Gentry, James W. and Lee McGinnis (2002), "Doing Gender in the Family." Presented at Association for Consumer Research 2002 Conference in Atlanta, GA. Published in 2003 *Advances in Consumer Research* proceedings, Vol. 30 (Eds., Punam Anand Keller and Dennis W. Rook).
- McGinnis, Lee and James W. Gentry (2001), "The Masculine Hegemony in Sports: Is Golf for 'Ladies'?" Presented at Association for Consumer Research 2001 Conference in Austin, TX. Published in 2002 *Advances in Consumer Research* proceedings, Vol. 29, 19-24 (Eds., Susan M. Broniarczyk and Kent Nakamoto).
- McGinnis, Lee and James W. Gentry (2001), "Analyzing the Gender Gap in Participatory Golf Using a Ritual Dramaturgical Framework." Presented at American Marketing Association Summer Educators' 2001 Conference, Washington D.C. Published in 2001 American Marketing Association Educators' Proceedings, *Enhancing Knowledge Development in Marketing*, Vol. 12, 30-35 (Eds., Greg W. Marshall and Stephen J. Grove).
- Bunker, Matt, Athinodoros Chronis, and Lee McGinnis (2001), "Looking at American Cultural Imperialism Using a Ritual Framework." Presented at Macromarketing 2001 Conference, Williamsburg, VA. Published in 26th Annual 2001 Macromarketing proceedings, *Globalization and Equity*, 337-348 (Eds., Don R. Rahtz and Pierre McDonagh).

PRESENTATIONS

- McGinnis, Lee Phillip, "Baby Boomers, Millennials, and Age Stereotypes: A Marketing Research Agenda," Sabbatical findings presented at Stonehill College's Dean's Forum, October 2016.
- Glibkowski, Brian C., Abby G. Schommer, and Lee Phillip McGinnis, "Executive Storytelling Workshop," Research findings presented at the Stonehill Center for Nonprofit Management, February 2013.
- Glibkowski, Brian C., Abby G. Schommer, and Lee Phillip McGinnis, "Executive Storytelling," Research findings presented at the Stonehill's Development Office, November 2012.
- McGinnis, Lee Phillip, Brian Glibkowski and Rod Lidenberg, "Managing and Mentoring: Communication Lessons from Expert Golf Instructors." Presented to the American Association of Inside Sales Professionals in Minneapolis, MN, May 2011.
- McGinnis, Lee Phillip and Brian Glibkowski, "How the Experts Transfer Knowledge: A Study of America's Top Golf Instructors." Presented to the Boston Chapter of the Sales and Marketing Executives International at Wellesley Country Club, April 2011.

McGinnis, Lee Phillip and Brian Glibkowski, "How the Experts Transfer Knowledge: A Study of America's Top Golf Instructors." Presented to the Teaching Roundtable, Stonehill College, May 2011.

McGinnis, Lee Phillip and Brian Glibkowski, "How the Experts Transfer Knowledge: A Study of America's Top Golf Instructors." Presented to the Social Science Research Group, Martin Institute, Stonehill College, October 2010.

McGinnis, Lee Phillip and James W. Gentry, "Underdogs: Why We Love Them and Their Impact on Our Consumption Behaviors." Presented at the Alumni Hall, Stonehill College, October 2009. Presented as a Merit Point activity.

McGinnis, Lee Phillip, James W. Gentry, and Tao Gao, "The Impact of Flow and Communitas on Enduring Involvement in Golf Moderated by Gender and Playing Experience." A presentation of dissertation findings. Presented at the Washburn School of Business spring lecture series, November 2006.

McGinnis, Lee Phillip and James W. Gentry, "Underdogs: The Real Story." A presentation on the antecedents and consequences of underdog affection. Presented at the Washburn School of Business spring lecture series, May 2006. Research funded by a Beatrice Grant.

McGinnis, Lee Phillip, "Underdog Explorations." A presentation of qualitative data examining the motivations behind underdog support. Presented at the Washburn School of Business fall lecture series, November 2004. Research funded by a Beatrice Grant.

McGinnis, Lee Phillip, "McDonald's and More." A presentation of popular culture findings in South Korea. Presented October 2004 at the Washburn International House. Trip funded by a Washburn International House Travel Grant.

CONFERENCE NO PROCEEDINGS

Ball, Jennifer, Lee McGinnis, and Rosemary Walker, "An Economic Extension of the Female Apologetic." Presented at the Western Economic Association International Conference in Vancouver, B.C., July 2004. Only Jennifer Ball and Rosemary Walker attended the conference.

CURRENT WORKS UNDER REVIEW/REVISION/SUBMISSION

McGinnis, Lee Phillip and Brian Glibkowski, "Keeping it Real with Bruce Springsteen: How Brand and Community Survive via Narrative, Authenticity, and Transparency." Under review at the *Qualitative Market Research*.

McGinnis, Lee Phillip and James W. Gentry, "Are Changing Gender Norms and Reluctance to Embrace Sexual Orientation Affecting Golf Participation? Under second revision at the *Sport Management Review*.

WORKS IN PROGRESS

McGinnis, Lee Phillip, James W. Gentry, and Helena Reis, “Still Gendered After All These Years? A Research Agenda for Participatory Golf.” Target to be determined.

McGinnis, Lee Phillip, Tao Gao, Sunkyu Jun, and James W. Gentry, “The Antecedents and Consequences of *Underdog* Affection in Sports.” This paper measures quantitatively the causes and effects of holding affection for underdogs in sports. Target to be determined.

McGinnis, Lee Phillip, “Marketing’s Role in Creating Ageist Stereotypes and Ageism.” Target to be determined.

McGinnis, Lee Phillip, “Nostalgia Ain’t What it Used To Be: The Paradoxes of Nostalgia,” Target the *Marketing Theory and Practice*.

McGinnis, Lee Phillip and Virginia Cortijo, “The Costs of Rejecting Nature,” Target the *Journal of Macromarketing*.

McGinnis, Lee Phillip, “The Missing Link: Golf Fan Behavior,” Target the *Journal of Consumer Research*.

AFFILIATIONS/CERTIFICATIONS

- Member of the Knights of Columbus, 2005 to Present
- Member in the Professional Golfers’ Association (PGA) of America, 1999 to Present
- Member of the North American Society for Sport Management, 2003-2007
- Member of Association for Consumer Research, 2002 to Present
- Member of American Marketing Association, 2000 to Present
- Member of Alpha Kappa Psi National Business Fraternity, 1986-1988

HONORS & AWARDS

- Lead examiner for dissertation defense of Helena Reis, University of Algarve, Portugal, October 2013
- Awarded “Executive of the Month,” Topeka Sales and Marketing Executives, February 2006
- Awarded “Executive of the Month,” Topeka Sales and Marketing Executives, March 2004
- Awarded “Executive of the Month,” Topeka Sales and Marketing Executives, June 2003
- Graduate Teaching Assistant Award, College of Business Administration, University of Nebraska-Lincoln, 2000-2001
- Awarded for “Excellence in Service by a Graduate Student,” Marketing Department, University of Nebraska-Lincoln, 1999-2000
- Two Golf Professional Training Program scholarships from Titleist-Footjoy
- Third place, Graduate Student Competition for paper on P.T. Barnum, Kansas State University
- Nevada Commission On Tourism award for “Excellence in Grant Writing”

- Representative for Idaho State University at regional American Advertising Federation Competition

ACADEMIC SERVICE AND APPOINTMENTS

- Chair, Assessment Outcomes Committee (Business Administration Department), Stonehill College, Fall 2016 to present
- Committee Member, IMC Implementation Team, Fall 2016 to present
- Committee Member, IMC Steering Committee, Spring 2016 to Fall 2016
- Committee Member and Meeting Facilitator, Stonehill Business Dean Interview Committee, Fall 2016
- Co-Director, Sports, Science, and Society Minor, Spring 2015 to present
- Steering Committee Member, Sports Science, and Society Minor, Spring 2015 to present
- Committee Member, Stonehill's Professional Development Committee, Fall 2015 to present
- Committee Member, Stonehill's Intercollegiate Athletic Committee, Fall 2014 to Fall 2015
- Committee Member, Stonehill's Academic/Athletics Committee, Fall 2014 to present
- Committee Member, Faculty Compensation Committee, Fall 2013 to Fall 2015
- Committee Member, SURE (Summer Undergraduate Research Experience), Fall 2011 to Fall 2013
- Committee Member, General Education Committee, Stonehill College, Spring 2012 to Spring 2014
- Committee Member, Assessment Outcomes Committee (Business Administration Department), Stonehill College, Fall 2010 to Fall 2015
- Committee Member, Faculty Qualifications Committee (Business Administration Department), Stonehill College, Fall 2010 to Spring 2011
- Committee Member, Curriculum Committee, Stonehill College, Fall 2010 to Spring 2012
- Search Committee Member, School of Business, Washburn University, Fall 2004
- Vice Presidential Board Member, Topeka Sales and Marketing Executives, Summer 2004 to Spring 2007
- Member of MBA Committee, Washburn University, Fall 2003 to Spring 2007
- Search Committee Member, Mass Communications Department, Washburn University, Spring 2004
- Advisor to Washburn Sales and Marketing Executives, Fall 2002 to Spring 2007
- Curriculum Committee Member, Washburn University, Fall 2002 to Spring 2004
- President of Marketing Doctoral Student Association, University of Nebraska, 2000-2001
- Vice President of Marketing Doctoral Student Association, University of Nebraska, 1999-2000
- Coordinator and Moderator for Ninth Annual Nebraska Marketing Doctoral Symposium, April 2000

COMMUNITY AND CHURCH SERVICE

- Member, Easton Children's Museum 25th Anniversary Gala Committee, Fall 2016 to March 2017
- Core Team Member for Holy Cross Parish, Spring 2016 to present
- Assistant Football Coach, Easton Flag Football, Fall 2016
- Assistant Football Coach, Easton Pop Warner Football, Summer/Fall 2015
- Lecturer, Knights of Columbus, Easton, Massachusetts Council, Summer 2014 to present
- Pastoral Council Member, Holy Cross Parish, Easton MA, Fall 2013 to Spring 2016
- Assistant Baseball Coach, Easton Youth League Baseball, Spring 2012 to Summer 2016
- Recorder, Knights of Columbus, Easton, Massachusetts Council, Fall 2010 to Spring 2014
- Recorder, Knights of Columbus, Meridian, Idaho Council, Summer 2008 to Summer 2009
- Board Member, Topeka Sales and Marketing Executives, Summer 2006 to Spring 2007
- Secretary/Treasurer, Topeka Sales and Marketing Executives, Summer 2005 to Spring 2006
- Vice President of Member Education, Topeka Sales and Marketing Executives, Summer 2004 to Spring 2005

REVIEWER/EDITORIAL ASSIGNMENTS

- Ad Hoc Reviewer, *Qualitative Research in Sport, Exercise and Health*
- Ad Hoc Reviewer, *Journal of Service Research*
- Ad Hoc Reviewer, *Journal of Management Inquiry*
- Ad Hoc Reviewer, *Internet Research*
- Reviewer, gave book review on "Consumer Behavior Knowledge for Effective Sports and Event Marketing" for the *Journal of Consumer Marketing*
- Reviewer, gave book review on "Branded: Branding in Sports Business" and "Underdogma" for the *Journal of Consumer Marketing*
- Editorial Board Member, *Journal of Services Marketing*, Summer 2010 to Present
- Editorial Board Member, *Journal of Consumer Behaviour*, Summer 2003 to Present
- Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, Winter 2010
- Co-Track Chair, American Marketing Association, Marketing Education SIG, Summer 2010
- Reviewer, *Journal of Services Marketing*, Fall 2009 to Present
- Ad Hoc Reviewer, *Journal of Marketing Education*, Spring 2009
- Reviewer, *Journal of Consumer Behaviour*, March 2003 to Present
- Reviewer, American Marketing Association Conference, Sports Marketing SIG, Spring 2002
- Reviewer, Atlantic Marketing Association Conference, Global/International Marketing Track, 2001-2002
- Co-Editor, special issue on Gender Research, *Academy of Marketing Science Review*

GRANTS/SUPPORT

- Received \$3,000 grant from Business Department Grant for work on Millennial Consumers, Summer 2016

- Received \$4,000 grant from Business Department Grant for work on global underdogs, Summer 2014
- Received \$5,000 grant from Business Department Grant for work on Bruce Springsteen, Summer 2013
- Received \$5,000 grant from Business Department Grant for work on charisma, Summer 2012
- Received \$2,500 grant for SURE project with student Nicholas Kolenda, Summer 2011
- Received \$2,000 Business Department Grant for continued work on the “Knowledge-Transfer Circumplex,” Summer 2011
- Received \$1,100 Faculty Development Grant for Learning Community class development, Summer 2011
- Received \$5,000 Business Department Grant for work on the top teaching golf pros, Summer 2010
- Received \$9,000 Beatrice Research Grant for work on “simple man,” Summer 2006
- Received \$8,500 Beatrice Research Grant for work on “underdogs,” Summer 2005
- Received \$8,000 Beatrice Research Grant for work on “sports underdogs,” Summer 2004
- Received funding from Washburn School of Business to attend North American Society of Sports Management conference in Kansas City, Missouri, June 2006
- Received \$500 Faculty Development Grant for hierarchical linear, Chicago, May 2006
- Received \$1,100 International House Travel Grant for trip to South Korea, May 2005

WORK EXPERIENCE

Chief Research Officer: SixQsoftware.com (formerly Semplar Scientific) Easton, MA (9/09 to Spring 2016): Along with colleague Dr. Brian Glibkowski, consulted business managers on how to improve business processes through statistical modeling and research. Lead the golf area in research and product development.

Visiting Professor of Marketing: Boise State University, Boise, ID (8/08 to 5/09): Taught a variety of business courses, including MBA level.

Associate Professor of Marketing: Washburn University, Topeka, KS (8/02 to 5/08)
Earned early tenure and promotion in the Spring of 2007. Advised Washburn Sales and Marketing Executive student group. Served on several different committees.

Graduate Teaching Assistant: University of Nebraska-Lincoln, Lincoln, NE (8/98 to 8/02)
Taught undergraduate marketing courses (see previous listing).

Assistant Golf Professional: Mahoney Golf Course, Lincoln, NE (6/99 to 1/00)
Gained merchandising experience from national award-winning PGA merchandiser.

Assistant Golf Professional: Rancho Cañada Golf Club, Carmel, CA (2/97 to 8/98)
Assisted with daily golf shop duties, tournaments, and merchandising. Conducted AT&T junior golf clinics. Assisted with Nike Junior Golf Camps.

Head Golf Professional (non-PGA Member): Warm Springs Golf Course, Ketchum-Sun Valley, ID (5/95 to 10/96) Marketed and coordinated all private and open golf tournaments. Conducted group and individual golf instruction. Created marketing plans and budgets. Helped computerize payroll and financial statements.

Director of Marketing: List Locators & Managers, Overland Park, KS (2/95 to 4/95) Promoted mailing lists. Initiated and wrote company newsletter and press releases. Created national ads. Analyzed list profitability. Retained as freelance copywriter.

Marketing & Promotions Coordinator: Rainbow Casino, Vicksburg, MS (6/94 to 12/94) Researched and co-wrote 1995 marketing plan for new casino. Conducted statewide competitive analysis of 30-plus casinos. Wrote press releases and company newsletters.

Graduate Teaching Assistant: Kansas State University, Manhattan, KS (8/92 to 5/94) Taught spreadsheet and media planning applications.

Marketing Project Coordinator: Cactus Pete's Resort Casino, Jackpot, NV (4/90 to 8/92 & 5-7/93) Chaired Jackpot Tourism Committee and State of Nevada's 93 Caravan travel organization. Authored tourism grants and received nearly \$25,000 in matching funds for community of Jackpot. Wrote company newsletters and press releases. Conducted, analyzed, and presented two market surveys. Assisted with and participated in corporate golf outings.

Materials Handler/Purchasing Agent Trainee: Extended Systems, Inc., Boise, ID (5/89 to 3/90) Handled all incoming electronic components. Began purchasing agent training.

Copywriter: Steele, Stoltz & Associates, Inc., Pocatello, ID (9/88 to 1/89) Wrote newspaper, radio and newsletter copy for Idaho's largest advertising agency (at the time).