

THERESA MEIER CONLEY

Curriculum Vitae



RESEARCH FOCUS AND INTERESTS

My research has focused on undergraduate and graduate curriculum related to nonprofit/cause marketing, marketing ethics, and social awareness. More recently, I am investigating cannabis industry education and marketing impacts to vulnerable consumers. Other topics of inquiry include: design-thinking techniques and the relationship between liberal arts and business marketing education.

EDUCATION

University of Denver, Denver, CO

Ph.D., Morgridge College of Education, Concentration: Curriculum and Instruction

Date of Graduation: June 2012

Dissertation Title: *Nonprofit Marketing Education in the United States: An Examination and Interpretation of the Prevalence and Nature of Curriculum (mixed method, published electronically and bound)*

Dissertation Advisor: P. Bruce Uhrmacher, Ph.D.

Dissertation Committee: P. Bruce Uhrmacher, Ph.D., Ginger Maloney, Ph.D., Chuck Patti, Ph.D., Carol Johnson, Ph.D. (Chair)

Eastern Illinois University, Charleston, IL

M.S. Technology, Concentration: Communication Technology

Graduate Teaching and Research Assistant

Date of Graduation: August 1987

Thesis Title: *Desktop Publishing Hardware and Software Delivery Options for Contemporary Business Applications*

Thesis Advisors: Gene Strandburg, Ph.D., Chair, School of Technology

Dean's List, School of Technology Scholarship Recipient

Eastern Illinois University, Charleston, IL

B.A., Major: Graphic Design

Date of Graduation: May 1986

Dean's List, Talented Student Award

CERTIFICATIONS / PROFESSIONAL EDUCATION

Certificate in Professional Project Management/Program Management
University of Denver Executive Education, June 1993, 1997

Certificate in Data Networking Solutions/Data Communications
US WEST Training Center, February 1993

Certificate in Telecommunications
University of Colorado Certificate Program, March 1992

Specific Training: Federal Contract/RFP Development, Media Interview Training, Product Development/Stage Gate Process Management, Diversity for a Changing Workforce, Employee Rights and Responsibilities, Union Management and Leadership, Executive Negotiations, Union Negotiations, Financial Management, Business Ethics, Nonprofit Management, and Corporate Social Responsibility

ACADEMIC EXPERIENCE

Associate Professor of the Practice (half-time as of 2013; title change from Clinical Professor as of 2015), University of Denver, Daniels College of Business, Department of Marketing
2006 – present

- Responsible for course development and redesign, delivery, and overall management of curriculum and pedagogy for eight classes per year (four classes as half time employee).
- Leverage corporate and business industry experience and connections to aid in student internship and fundraising development opportunities. Relevant roles include Director of the Marketing Roundtable, Executive Education, and Marketing Department Liaison.
- Participate actively as a member of MS Marketing and MS Management redesign.
- Increase awareness and act as a “positive professional ambassador” via speaking, consulting, and community engagement to further the Daniels College of Business and University of Denver brands.

Resident Faculty Director, International Center for Civic Engagement, University of Bologna, Italy and University of Denver partnership
2009

- Developed four and delivered courses that integrated civic engagement and social engagement curriculum elements for students from University of Denver and University of Bologna.
- Created and delivered unique travel courses for a variety of Italian industries including food services, cheese making, balsamic vinegar, and wine making.
- Worked on behalf of Civic Engagement partners to secure new classroom space while in Bologna.

Lecturer, University of Denver, Daniels College of Business, Department of Marketing
2002 – 2006

- Created, redesigned, and delivered graduate and undergraduate business and marketing courses to nine+ classes per year.
- Coordinated corporate and business industry experience and connections to aid in student internship (Interim Director) and development opportunities.

Affiliate Faculty, University of Denver, Daniels College of Business, Department of Marketing,
2001 – 2002

Affiliate Faculty, University of Denver, School of Communications/Technology
2001 - 2002

Guest Lecturer, University of Denver, School of Technology, College of Communications,
1997 – 2000

- Lectured on Broadband Internet and Video on Demand Development and Deployment (invited by: Mike Wirth Ph.D., Department Chair)

Guest Lecturer, University of Colorado, College of Engineering and Applied Sciences
1998 – 2000

- Lectured on Broadband Internet and Video on Demand Development and Deployment

COURSES TAUGHT (includes new development, redesign, and multiple sections)

Undergraduate:

Telecommunications Management
The Business Idea
Introduction to Marketing
Introduction to Marketing Management
Professional Development
Marketing Strategies
Marketing Planning
Innovation Strategies
Introduction to Advertising
Democracy and City Practicum
Business and Civic Engagement
Campus Connection (UDCC) Business
Marketing the Marketing Major Seminar

Graduate:

Telecommunication Management
Marketing Strategy (PCE, plus)
Customer Experience Management (CEM)
Integrated Marketing Communications
Campaigns/Audit (IMC)
Social Awareness and Ethics in Marketing
Marketing Management

Other:

All Campus Lecture/Seminar (orientation):
Competitive Intelligence
Teaching Controversial Topics
Independent Studies and Internship

INDUSTRY EXPERIENCE

Senior Consultant & Founder, überBURBS LLC, Denver, CO [uberburbs.com]

2001 - present

- Responsible for guiding a variety of businesses in product development, market segmentation analysis, positioning, innovation/creative thinking, insight and analysis.
 - o This includes acting as a part-time “CMO” so smaller businesses don’t have the overhead required for this role.
 - o These projects comprise of facilitation, strategy development, branding and product management, board representation, and interviewing and hiring.
- Client List: SANN Properties, Chinese Executive Media Management Program, (CEMMP), Executive Education, Encore International/Beijing, Starz Inc., Fiserv Investment Support Services, DI Graphics, The Cable Center, StarzEncore, N2BB, Studio H Creative, Jeppesen, City of Longmont, Jingsu Cable, TRowe Price, National CineMedia, Allstate, Time Warner, DISH Network, Cisco Systems, Colorado Intellectual Property (Inn at Court), DU Executive Education, and a variety of local nonprofits.

Vice President, Marketing and New Product Development, AT&T Broadband, Englewood, CO

1998 - 2001

- Led a team that managed the strategic development, business planning, and consumer marketing for Interactive TV, VOD, PVR, Home Networking, and new product introductions across multiple platforms.
- Evaluated and recommend new products/services, and technologies for user interface development and platform enhancements; worked closely with vendors and programmers.
- Coordinated development efforts for advanced products in response to research, competitive analysis, operational considerations, corporate strategy, and growth opportunities.

Vice President, Marketing and new Product Development, TCI Internet Services (acquired by AT&T Broadband), @Home Product Suite, Englewood, CO

1996 - 1998

- Led a team in the deployment and product management of @Home.
- Created initial marketing plan and business case assumptions for high-speed internet via cable modem service – the first cable modem offering in the country.
- Managed vendors, agencies (TBWA plus local providers) and employees in the development and deployment of branding, collateral, advertising, and all marketing tactics for the launch of the @Home service in the TCI service provider footprint in 14 states.

- Led the marketing for record sales and the highest penetration of any cable company of cable modem service, an outstanding IPO (initial valuation \$2B) for @Home Network, the addition of other affiliate cable companies, and the business decision to aggressively deploy two-way plant.

Senior Executive Director, Marketing, Int'l Telecommunications Corporation (ITC),
Englewood, CO
1995

- Developed new corporate brand strategy and associated branding guidelines for a multinational telecommunications company.
- Managed marketing staff and agency relationships to develop and execute all B2B marketing materials.

Advertising and Product Group Director, US WEST, Enterprise Networking Services, Inc. and Interact Integration Email Solutions, Inc., Denver, CO
1992 - 1996

- Created and executed brand development, mass media production and placement, tradeshow management, marketing planning, and budget management. These efforts resulted in business unit becoming the largest and most successful Frame Relay provider in the U.S.
- Managed the advertising staff and associated programs for the data networking product group and new Internet product called *Interact*, later called Megabits used for both B2B and B2C applications.

Operations Staff Manager, US WEST Business Resources, Inc., Englewood and Denver, CO
1990 – 1992

- Managed 14-state region and reprographics staff employees for paper contracts and reprographics equipment methods and procedures.
- Developed cost cutting initiatives resulting in significant reduction in paper use and storage, including new recycling and information handling policies.
- Developed request for proposal (RFP) documents used to negotiate and finalize vendor choices for a 14-state region.

Technical Consultant and Designer, US WEST Federal Services, Inc. Englewood, CO
1989 – 1990

- Designed and managed all engineering content and graphics for significant request for proposal efforts including bids to Department of Energy in Los Alamos, New Mexico.
 - o Resulted in being a part of an onsite management team presenting our best and final offer (BAFO) to Los Alamos National Lab (DOE) executives and securing a multi-year contract over \$20 M for US WEST.

Senior Art Director/Group Director, Amoco Oil Company, Denver, CO |

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1988-1989

- Designed and managed all internal and external communications for Denver region communication.
 - o This included sales collateral, oil refinery photography (from helicopter), engineering schematics and plans, geological planning documents, and employee forms, and newsletters.

Intern, World Color Press, Effingham, IL

1987

- Learned about the magazine publishing industry, global market, and sales processes.
- Designed internal communication collateral for employees and visitors.

Public Relations Director, Hutchinson Modern Dance Company, Champaign, IL

1984-1986

- Designed all advertising and placed all media in local publications and newspapers
 - o Significantly increased in awareness, attendance, and overall revenue.

GRANTS

2016	Ethics Instruction Development Grant (EID) via the Daniels Fund
2009	FIPSE Grant, Int'l Center for Civic Engagement Program Award
2007	PINS Grant Award, Investigate Improving Writing Skills for Marketing Majors (partners: Bacon, Paul, Johnson and Andersen)
2006	PINS Grant Award, Study Abroad Implications for Minority Students
2005 – 06	International Travel Grant, academic presentation, Guangzhou/China, Sun Yet Sen University

AWARDS AND RECOGNITION

2017	Professor Award for DU Faculty Career Champion
2015, 2016	Provost Recognition, Alumni Survey Results
2015	American Marketing Association MC/speaker, CEMMP program advisor
2014	Young Americans Center for Financial Education, invited guest advisor
2013	Professor Award Recognition – student selection, Chinese Executive Media Management Program (summer 2012 vote)

2012	Top 20 article recipient award (shared with E. Gil), American Library Association
2011	Emcee (invited), TEDxDU, salon-event “Radical Collaboration”, Daniels
2011	Nominated/Finalist for DU Distinguished Teaching Award
2009, 2010	Daniels Award of Excellence – Teaching nomination
2009	Faculty in Residence Award Appointment - International Center for Civic Engagement
2008	Best Conference Paper Award – Marketing Educator’s Association
2007	Selected faculty member from CEMMP program to teach in Beijing, PRC
2004, 2006	Certificate of Excellence and Appreciation Award, University Disability Services (UDS, LEP)
2002	Diamond Award for Graduate Teaching Excellence, Daniels College of Business, DU
2001	Women in Cable and Telecommunications, Woman of the Year, Rocky Mountain Region, Project Pavlov - Interactive TV Project Award
1997-present	Speaker honors at AMA (keynote speaker), CTAM, WICT, NCTA, InterOP
1999	BMA, Gold and Silver Mark Awards for Marketing @Home, TCI Internet Services, Customer Count Milestone Award
1996	Outstanding Contributor Bonus Award for the launch of @Home (high speed internet services, IPO contributions),
1996	@ Home deployment, 100K Customer Club Award
1994	U S WEST Award for Program Management Excellence
1993, 94	U S WEST President’s Club Management Award
1994	Editor’s Award, Art Director Club of Denver
1992, 93	Leadership Award, U S WEST Federal Services

PUBLICATIONS

- Conley, T. (2018), "Cannabis Marketing and an Update Student Awareness, Beliefs, and Attitudes About the Cannabis Industry and Its Impact on Curriculum and Pedagogy", in published proceeding of the *Marketing Educator's Association Published Proceedings* (April), Santa Fe, NM.
- Conley, T. and Seaborn, P., (2017), "An Examination of Student Awareness, Beliefs, and Attitudes About the Cannabis Industry and Its Impact on Curriculum and Pedagogy", in published proceeding of the *Marketing Educator's Association Published Proceedings* (April), San Diego, CA.
- Conley, T. and Ekman, C., (2016). "Suburban Lifestyle and Habits, An Examination of Reality Vs Myth", confidential client research, sample published at *uberburbs.com*.
- Conley, T. (2013). "Nonprofit Marketing Education in The United States: An Examination and Interpretation of Prevalence and Nature of Curricula", *UMI Proquest*, Ann Arbor, MI.
- Conley, T. & Gil, E. (2011). "Information Literacy for Undergraduate Business Students: Examining Value, Relevance, and Implications for the New Century", *Journal of Business & Finance Librarianship*, Vol. 16, Issue 3, 2011.
- Bacon, D., Conley, T., Johnson, C. Paul, P. (2008). "Improving Writing through Marketing Curriculum: A Longitudinal Study", *Journal of Marketing Education*, 30(3), 217-225.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- Conley, T. (2018), "Cannabis Marketing and an Update Student Awareness, Beliefs, and Attitudes About the Cannabis Industry and Its Impact on Curriculum and Pedagogy", presented at the Marketing Educators' Association Conference, Santa Fe, NM, April 2018.
- Conley, T. (2017). Teaching About the Cannabis Industry in Business School – A Topic Worthy of Discussion, presented at the Marketing Educators' Association Conference, San Diego, CA, April 2017.
- Conley, T. (2012). Reflection, Fresh Observations, and Gaps in Nonprofit Marketing Education; A Need and Opportunity for Higher Education to Improve the Evolving Curricula, presented at the Marketing Educators' Association Conference, Long Beach, CA, 2012.

Conley, T. (2011). Nonprofit Marketing Education in the United States: A Discussion of Background, Curricula Patterns, and Fresh Thinking, presented at the Marketing Educators' Association Conference, San Diego, CA, 2011.

Conley, T. (2010). Process and Decision Making for Undergraduate Business Students for Study Abroad, presented the Marketing Educators' Association Conference, Seattle, WA, 2010.

Conley, T. (2010). Students of Color and Study Abroad, presented at poster session of the Marketing Educators' Association Conference, Seattle, WA, 2010.

Conley, T. (2009). Implications of Study Abroad for Minority Undergraduate Student, presented at the American Association for the Advancement of Curriculum Studies Conference, Austin, TX, 2009.

Bacon, D., Conley, T., Johnson, C. Paul, P. (2008). Improving Writing through Marketing Curriculum: A Longitudinal Study, presented at the Marketing Educators' Association Conference, Seattle, WA, 2008.

*Conference Paper of the Year Award

Conley, T. (2008). Information Literacy for Undergraduate Business Students: An Examining Value, Relevance, and Pedagogical Implications for the New Century of Business, presented at the American Association of Teaching and Curriculum Annual Conference, Denver CO, 2008.

Conley, T. (2007). Study Abroad Implications for Undergraduate Business Students, PINS Grant and Research Plan, presented at the Marketing Educators' Association Conference, Denver CO, 2007.

Conley, T. & Mill, B. (2005). Tourism Marketing in China and the Pacific Rim, presented at the World Tourism Conference, Guangzhou, China, Sun Yet Sun University, 2005.

ACTIVE RESEARCH PROJECTS

Conley, T., Uhrmacher, B., & Trousas, C. (2018 – 2019), curriculum development and marketing for teaching philosophy to younger students.

Conley, T. (2018), Cannabis Marketing: An Examination of How Persuasive Marketing and Advertising Messages Coupled with Industry Momentum Can Pose Remarkable Risk to Young Adults Ages 18-20, presentation.

Conley, T. (2018), presentation, Marketing Legal but Potentially Harmful Products to Vulnerable Populations, submission potential for *Journal for the Advancement of Marketing Education*.

Conley, T. (2018), Teaching Controversial Topics to College Students in a New Reality, submission target Marketing Management Association Conference est. 2019.

Conley, T. (2018), book chapter or article, Understanding and Leveraging the Relationship Between Liberal Arts and Marketing Education, sabbatical development project/spring 2018, submission strategy TBD.

PROFESSIONAL DEVELOPMENT (2009 – Present)

21 DU Marketing Roundtable Events	2016, Storytelling Series, AMA
2017, Three Ways Social Media Analytics Can Uncover Hidden Facts About Your Business, AMA	2015, How the Blended Classroom Benefits Students and Professors, CTL
2017, Using Reflection as a Tool for Learning. OTL	2015, Lunch and Learn, Improving Chinese Relationships
2017, Teaching with Cases, OTL	2014, Digital Summit, DU Marketing Dept.
2016, All Things Social, AMA	2014, Making the Classroom More Hands-on, CTL
2016, Beer and Wine Industry Forum, AMA	2013-2014, Hybrid-Teaching 3D Workshop, 6-week program, OTL
2016, Digital Media Training, Digital Media Center, Penrose	2013, Digital Summit
2016, Marijuana Education Conference, DU Law and DU Professional Development	2012, Writing workshop - Multimodal Writing Assignments, OTL
2016, Sustainability Conference and Seminar, AMA, National Renewable Energy Labs, Golden	2012, Tracking and Measuring Social Media, AMA
2016, AMA Connect breakfast, networking and mentoring discussion, Greenwood Village	2011, Author Lecture, coordination with the DU Marketing Roundtable
2016, The Future of Higher Education, Chancellor's Lecture and Luncheon	2010, Denver Ad Club, Multicultural Advertising
2016, Hug Your Haters, Business strategy for Negative Online Reviews, AMA	2010, Diversity Summit, DU Ctr. For Multicultural Excellence
2016, Making the Most of Google Applications, AMA, DU	2009 Faculty Training for Study Abroad, International House

PROFESSIONAL AFFILIATIONS

Marketing Educator's Association (presenter, reviewer, and discussant)
Institute for International Education
American Marketing Association (speaker, member, mentor, board advisor and partner with
DU Marketing Roundtable)
American Association of the Advancement of Curriculum
American Association of Teaching and Curriculum
Business Marketing Association (judge, award winner, member, and partner with
DU Marketing Roundtable)
Denver Ad Club (ad hoc participant and speaker)
The Cable Center (charter donor and member)
Women in Cable and Telecommunications
Cable and Television Advertising and Marketing Association
Art Director's Club of Denver
Product Development and Management Association

EXECUTIVE EDUCATION PARTICIPATION

Chinese Executive Media Management Program (CEMMP), Client: John and
Ann Sie Foundation in partnership with Daniels College of Business
Cable and Telecommunication Marketing in the United States, Time Warner Cable/ Jingsu Cable
in partnership with Daniels College of Business
Marketing for Non-Marketing Engineers, Part 1, Client: DISH Network
Marketing for Non-Marketing Engineers, Part 2, Client: DISH Network
Executive Management Training, Case Study Development, Seminar, Client: Starz
Entertainment, Inc.

DEPARTMENTAL SERVICE

- MS Development Committee
- Practice and Teaching Review (PTR) Committee
- DU Marketing Association, invited speaker for 2017 Super Bowl lecture alongside
industry advertising and media placement experts
- Marketing Liaison Chair – coordinate external inquiries
- Graduate and Undergraduate Curriculum Committees
- Publicity Committee
- Pioneer Days
- Ricks Center (yearly, teaching Marketing seminar on behalf of department)

- Study Abroad Advisor/Advocate
- Director, DU Marketing Roundtable (2007-2013), fundraising and community engagement
- Undergraduate Advisor (quarterly until advisory passed to the Advising Center)
- Internship counseling (Interim Director)
- Transfer and study abroad approvals
- Alumni and student support, career advising
- Course development and curriculum redesign as needed
- Many independent studies, thesis advisor

DANIELS SERVICE

- Daniels Practice and Teaching Review (PTR) Committee (four-year term)
- Search Committees (BIA faculty, OCM Director, etc.)
- UG Honors Thesis Advisor: The Evolving Game of International Education: Meeting the Demands of the Global Economy, C. Plumery (2013)
- Undergraduate Programs Committee
- Internationalization Committee
- Daniels College of Business Curriculum Committee
- Daniels Assessment Committee, strategy development and implementation efforts
- MBA/MS/Undergraduate Student Advising
- Recruitment / prospective student activities and advising
- Innovation Committee and business case development – ICE Center

UNIVERSITY SERVICE

- 2020 Strategic Plan, feedback and donor
- Center for Community Engagement and Service Learning (CCESL)
- Faculty Honors Council – nominated (current, term ended June 2013)
- Living and Learning Community Committee, Creativity and Entrepreneurship
- Pioneer Professor, DU Women's Soccer team – appointment
- Writing workshop - Multimodal Writing Assignments (Oct, 2012)
- Committee Member and Resident Director, International Center for Civic Engagement/FIPSE Grants
- NCAA Compliance and Accreditation Governance Committee member
- Ammi Hyde Interview Faculty Volunteer (Chicago, Boston, and Denver; multiple years)
- Core Curriculum Committee
- UDCC Development and Assessment (now Freshman Seminars)
- Career Assessment and Development (Myer-Briggs)
- Cable Center: Curriculum development and instruction for Chinese Executive programs, product development and product management, marketing consulting
- Prospective Student Meetings for athletic department

- All Campus Lectures for New Student Orientation (two years)

INTERNATIONAL EXPERIENCE (Academic)

Guangzhou China – academic paper presentation, Sun yet-sun University
Beijing China – Chinese Executive Media Management Program
Beijing, China – Brand Consulting, Starz Encore International Corp.
Copenhagen, Denmark – Danish Int'l School (DIS), Study Abroad Auditing on behalf of DU
Bologna, Italy – Resident Director, Faculty Led Program (four months)
Professional Working Proficiency – *German*
Elementary Proficiency – *Italian*

MEDIA COVERAGE

- Interviewed as an expert: *The Denver Post*, April 2018, Title: Warby Parker to open first Denver store this weekend (Sunday edition and online)
- Interviewed as an expert: *The Denver Post*, April 2018, Title: The internet helped kill Toys R Us, but it's a different story for Denver's independent toy stores (Sunday edition)
- Interviewed as expert: *The Denver Post*, June 2014 Topic: Dog friendly bars, comments not published but summarized
- Interviewed as expert: *The Denver Business Journal*, June 2011 Topic: CenturyTel and Xfinity branding and advertising strategy
- Interviewed as subject matter expert: *The Denver Business Journal*, July 2010 Topic: CenturyTel acquisition of Qwest – Brand strategy
- Interviewed as expert by journalist Al Lewis, *The Denver Post*, topic: Legal Advertising, printed: January 29, 2008
- Judge alongside NFL players for the Super Bowl ad selection for 2007, multiple print and TV media outlets covered this event in Denver
- Subject Matter Expert for the following: Video on Demand, Digital Video Recording Technology and Advertising Conflicts, Interactive TV, and High Speed Data development and launch planning, business development, positioning, covered in *Denver Business Journal*, *Broadcast and Cable News*, *MultiChannel News*