

CAROL JEAN JOHNSON

OFFICE ADDRESS
University of Denver
Daniels College of Business
2101 S. University Blvd., Suite 335E
Denver, CO 80208
cjohnson@du.edu

ACADEMIC POSITION:

University of Denver
Assistant Dean
Associate Professor of Marketing

Denver, Colorado
April 2017-Present
September 2001-Present

EDUCATION:

Ph.D., University of Maryland at College Park, College Park, Maryland, 1995.
Logistics and Transportation Management
Supporting Areas of Emphasis: Marketing
Dissertation Title: "Determinants of Business-to-Business Customer Satisfaction:
Logistics and Marketing Dimensions"

MBA, University of Maryland, College Park, Maryland, 1990.
Logistics and Transportation Management
Supporting Areas of Emphasis: Finance

BS, University of Maryland, College Park, Maryland, 1980.
Marketing, Cum Laude
Honors: Beta Gamma Sigma

BRIEF BIOGRAPHY:

Carol J Johnson is Assistant Dean, MBA@Denver, at the Daniels College of Business. Prior to becoming Assistant Dean, Dr. Carol J. Johnson served for a decade as Chair of the Department of Marketing, a co-founder of the Intermodal Transportation Institute at the University of Denver, and more recently as Faculty Director of Executive and Professional MBA programs at the Daniels College of Business.

In these roles, she was responsible for leading the redesign of both the Master of Science in Marketing and the Professional MBA program and for the design of the Master of Science in Intermodal Transportation. Over the course of her career, she has taught well over 150 courses and independent studies, primarily in general business, marketing, and supply chain management. Many of her courses have incorporated a major project focused on helping small businesses in Denver. In recognition of her efforts she has received several teaching awards at the University of Denver and the University of Maryland.

She received the BS, MBA, and PhD from the University of Maryland at College Park. She also holds advanced certification from the Online Learning Consortium (formerly Sloan-C) and she mentors online higher-education instructors across North America. As a Fulbright Scholar, she served as a Visiting Fulbright Lecturer in Riga and Valmiera, Latvia.

Her most recent research interest is investigating how adult students learn in an online environment. Her research interests also include customer experience management and online/face-to-face learning and assessment. Her work has been published in *Marketing Education Review*, *Journal of Business Logistics*, *Transportation Journal*, *Journal of*

Marketing Channels, Journal of Business and Industrial Marketing, Journal of Marketing Education and International Journal of Physical Distribution and Logistics Management. Prior to entering academia, she was the owner of a highly successful chain of retail card and gift shops—a venture that provided practical experience with customer service and developing vendor partnerships.

ADMINISTRATIVE ACTIVITIES:

Strategic Planning and Implementation

- ✓ Developed and implemented MBA@Denver online program, with a goal of 500 students (steady-state), with 120 students enrolled in the first six months
- ✓ Led my team to develop the first departmental strategic plan; we continue to execute on and then update the plan in support of Daniels and DU.
- ✓ Led the task force that developed the Daniels Learning Initiative Strategic Plan
- ✓ Co-founded the Intermodal Transportation Institute, University of Denver

Academic Program Development

- ✓ Developed and implemented the MBA@Denver academic program
- ✓ Updated and revised PMBA program to 60 quarter hours from 72 quarter-hours
- ✓ Updated and revised MS Marketing and Marketing major programs using backward design theory to assure alignment with student learning outcomes, assessment and class activities
- ✓ Sent syllabi to professionals, asking for feedback and soliciting them to work with course faculty to increase course relevance for both the MS Marketing and undergraduate major programs
- ✓ Established the first department curriculum summit in AY 2014, inviting 28 professionals to meet with the faculty and a facilitator to discuss the needs of the professional marketing community regarding new hires at both the graduate and undergraduate levels
- ✓ To strengthen the curriculum, established the Internship Director position in department resulting in access to over 500 enterprises willing to provide internships to our marketing students. Every student with a solid GPA who would like to participate in an internship experience in marketing has the opportunity to do so.
- ✓ Launched the Personal Board of Directors (PBD) for the members of our incoming MS Marketing program. Each student's PBD will contain an executive mentor, a faculty mentor, a career counselor, an alumni mentor, and a current student. The purpose of the PBD is to further enhance the student experience while at Daniels and to provide a lasting relationship with Daniels as these students become alumni.
- ✓ Supported our graduate and undergraduate students in setting up the DU Marketing Association (DUMA) providing a vehicle for internal community engagement. This student-led group continues to sponsor four to six "Lunch 'n Learns" annually for our students, bringing in marketing professionals as speakers and further enriching our students' educational experience.
- ✓ Successfully launched MS Intermodal Transportation, Fall 1999

Faculty and Staff Management

- ✓ Lead our 39 MBA@Denver faculty members to deliver a program with the goal of making our students indispensable to their organizations
- ✓ Our robust departmental culture of diversity and inclusion provides us with much stronger, more creative solutions aimed at improving our students' experiences both in- and outside of the classroom. For example, our department diversity includes: *country of origin, rank, and gender.*

Enrollment Management

- ✓ Worked in partnership with 2U, a technology provider, to enroll over 100 students in the first three quarters of operation
- ✓ Increased the number of domestic MS Marketing students enrolled by nearly 200% over four years
- ✓ Service one of three Daniels minors open to the university; approximately 120 students are marketing minors at any given time
- ✓ Increased and filled the number of online courses offered to both graduate and undergraduate students in all quarters from zero sections in AY 2012 to 19 sections in AY 2017. All teaching faculty are qualified TOW teachers.

Financial Management

- ✓ Successfully managing the start-up budget of MBA@Denver.
- ✓ Successfully managed a \$2.5 million department budget for nine years.
- ✓ During 20 years as an entrepreneur, I was solely and successfully responsible for finance and budgeting, accounting statements, inventory management and managing the relationship with our bank. I sold the business at a substantial profit in 1988 and returned to school.

Cultivating and Maintaining Relationships with the University, Business, and Alumni Communities

Relationships with other units of the University as well as connections with business and alumni are critical to maximizing the success of our department. To foster these relationships I developed the following:

- ✓ Department Advisory Board
- ✓ The Supply Chain Roundtable, which I co-founded with an affiliate faculty member in 2000, was a profitable venture for over a decade and provided valuable opportunities for the greater Denver supply-chain business community to learn from and network with supply chain experts as well as provided \$40,000 in student scholarships.
- ✓ Business relationships including event sponsorships, guest speakers, sources of affiliate faculty, providers of mentors, jobs and internships
- ✓ Alumni email updates

Fund-raising and Revenue Generation

- ✓ Work with advancement in donor cultivation
- ✓ Designed and created revenue-generating events such as the DU Digital Summit, which occurs each October and is sponsored by 9News

Marketing and Public Relations

Marketing and public relations are significant to building the reputation of any academic unit.

- ✓ Encourage department members to participate in media interviews, increasing positive brand awareness for the University of Denver, Daniels, and the department.
 - ✓ Work with the Daniels Office of Communications Management to ensure our website presence is accurate and up-to-date
 - ✓ Work with the Office of the Registrar to ensure that our bulletin entries are accurate and up-to-date, with a focus on course descriptions that appeal to our target markets and are meaningful to both current and prospective students.
 - ✓ Approve the website and collateral copy to ensure it is consistent with what we promise.
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**EMPLOYMENT
EXPERIENCE:**

Academic Experience:

Assistant Dean, MBA@Denver Online Program, April 2017-Present

Faculty Director, Executive and Professional MBA Programs, July 2016-August 2017

Associate Professor, Marketing Department, University of Denver, 2001-present.

Visiting Fulbright Lecturer, Vidzemes Augustskola, Valmiera, Latvia 2001-2.

Visiting Fulbright Lecturer, Riga Business School, Riga, Latvia 2001-2.

Assistant Professor, Marketing Department, University of Denver, 1995-2001.

Visiting Lecturer, University of Maryland at College Park, June 2001.

Associate Director, Intermodal Transportation Institute (ITI), University of Denver, 1995-2003.

Research Assistant, Teaching Assistant, Lecturer, University of Maryland, 1988-1995.

Professional Industry Experience:

S & M Gift Shops, Inc.

Hyattsville, Maryland

President/Owner

1970-1988

Owned and managed a chain of four retail outlets which sold cards and gifts, with sales in excess of \$1.5 million annually from 1975-1988. Completely responsible for management, logistics, inventory management, marketing, personnel, finance, sales, and purchasing for the company, which had continuous growth and was sold in 1988 to a larger chain of Hallmark card shops at a substantial profit.

**AWARDS
AND HONORS:**

Daniels College of Business Award for Excellence, Faculty Nominee, Daniels.
(May 18, 2012).

University of Denver Student Life Faculty Advisor of the Year, University of Denver.
(May 2011).

Daniels College of Business Award for Excellence, Faculty, Daniels College of
Business. (May 2007).

Educator of the Year, Operation Stimulus. (2006).

Daniels College of Business Award for Excellence, Faculty Nominee, Daniels College of
Business. (May 2005).

Daniels College of Business Award for Excellence, Faculty Nominee, Daniels College of
Business. (May 2004).

Fulbright Lecturing Award to Latvia, Riga Business School and Vidzemes Augstskola
College. (September 1, 2001).

William T. Driscoll Master Educator Award-Nominee, U of Denver. (2000).

Daniels College of Business Scholarship of Teaching Award, Daniels College of
Business. (May 1999).

The Esther Tripp Outstanding Advisor Award, Department of Marketing. (May 1999).

Daniels College of Business Award for Excellence-Faculty Nominee, Daniels College of
Business. (May 1998).

Outstanding Paper in Channels Track, Academy of Marketing Science Conference.
(1997).

The Esther Tripp Outstanding Advisor Award, Department of Marketing. (May 1997).

The Esther Tripp Outstanding Advisor Award, Department of Marketing. (May 1996).

Recognized as one of top 15% of teachers, U of MD. (May 1995).

The Allan N. Nash Outstanding Doctoral Student Award. (1994).
The Allen J. Krowe Award for Teaching Excellence. (1994).
Woman's Transportation Seminar Graduate Scholarship. (1994).
Transportation and Logistics Society Honorary Professor of the Year, Transportation and Logistics Society. (1993).
The Allen J. Krowe Award for Teaching Excellence. (1992).
NDTA Foundation Memorial Medal, NDTA Foundation. (1991).

TEACHING:
University of Denver

MKTG 4100, Marketing Concepts, Online Course and Section Lead. DU Spring Quarter 2018.

MKTG 2800, Introduction to Marketing. DU Winter Quarter 2016.
MKTG 4980, Marketing Internship. DU Winter Quarter 2016.
MKTG 4220, Customer Experience Management. DU Fall Quarter 2015.
MKTG 4900, Advanced Marketing Strategy. DU Fall Quarter 2015.
MKTG 3705, Tpcs: Brand Management. DU Summer Quarter 2015.
MKTG 4820, Tpcs: Brand Management. DU Summer Quarter 2015.

MKTG 4991, IS: Dialogue & Behav Anlytcs. DU Spring Quarter 2015.
MKTG 4995, Independent Research. DU Spring Quarter 2015.
MKTG 4220, Customer Experience Management. DU Winter Quarter 2015.
MKTG 4220, Customer Experience Management. DU Fall Quarter 2014.
MKTG 4991, IS:Customer Analytics. DU Fall Quarter 2014.
MKTG 3705, Brand Management. DU Summer Quarter 2014.

MKTG 4820, Brand Management. DU Summer Quarter 2014.
MKTG 4240, CEM Integration. DU Spring Quarter 2014.
MKTG 4991, IS: Int'l Strategy Development. DU Spring Quarter 2014.
MKTG 4220, Customer Experience Management. DU Winter Quarter 2014.
MKTG 4220, Customer Experience Management. DU Fall Quarter 2013.
MKTG 4100, Marketing Concepts. DU Summer Quarter 2013.

MKTG 4820, Brand Management. DU Summer Quarter 2013.
MKTG 3705, Brand Management. DU Summer Quarter 2012.
MKTG 4100, Marketing Concepts. DU Summer Quarter 2012.
MKTG 4820, Brand Management. DU Summer Quarter 2012.
MKTG 4991, IS:The Marketing of Politics. DU Summer Quarter 2012.
MBA 4690, Enterprise Solutions. DU Spring Quarter 2012.

MKTG 4100, Marketing Concepts. DU Spring Quarter 2012.
MKTG 4980, Marketing Internship. DU Spring Quarter 2012.
MKTG 4980, Marketing Internship. DU Spring Quarter 2012.
MKTG 3704, Brand Management. DU Winter Interterm 2011.
MKTG 4820, Brand Management. DU Winter Interterm 2011.
MKTG 4100, Marketing Concepts. DU Fall Quarter 2011.

MKTG 4991, IS:The Kardashian Effect on CB. DU Fall Quarter 2011.
MKTG 4991, IS: Concept Design/Implement. DU Fall Quarter 2011.
MBA 4050, Business Foundations I. DU Fall Interterm 2011.
MKTG 4100, Marketing Concepts. DU Summer Quarter 2011.
MKTG 4705, Topics: Public Sector MKTG. DU Summer Quarter 2011.
MKTG 4820, Brand Management. DU Summer Quarter 2011.

FIN 3700, Biz Challenges:Denver Perspctv. DU Summer Interterm 2011.
FIN 4700, Biz Challenges:Denver Perspctv. DU Summer Interterm 2011.
MKTG 3704, Biz Challenges:Denver Perspctv. DU Summer Interterm 2011.
MKTG 4705, Biz Challenges:Denver Perspctv. DU Summer Interterm 2011.
MKTG 4100, Marketing Concepts. DU Spring Quarter 2011.
MKTG 4980, Marketing Internship. DU Spring Quarter 2011.

MKTG 4991, IS:Import/Export Bus. Dev. DU Spring Quarter 2011.
MKTG 4991, IS:Strategic Marketing Models. DU Winter Quarter 2011.
MKTG 4100, Marketing Concepts. DU Fall Quarter 2010.
MKTG 4991, IS:Sust. in Modern Trans. Sys. DU Fall Quarter 2010.
MKTG 4991, IS: IMC Practicum. DU Fall Quarter 2010.
MKTG 4991, IS:Lean Inv & JIT Applications. DU Fall Quarter 2010.

MBA 4050, Business Foundations I. DU Fall Interterm 2010.
MBA 4050, Business Foundations I. DU Fall Interterm 2010.
MKTG 4240, CEM Integration. DU Spring Quarter 2010.
MKTG 4610, Marketing Strategy. DU Spring Quarter 2010.
MKTG 4991, IS:Digital Marketing. DU Spring Quarter 2010.
MKTG 4610, Marketing Strategy. DU Fall Quarter 2009.

MKTG 3991, IS:Action Marketing Group. DU Summer Quarter 2009.
MKTG 4980, Marketing Internship. DU Summer Quarter 2009.
MKTG 3980, Marketing Internship. DU Spring Quarter 2009.
MKTG 3991, IS:Mktg for Financial Products. DU Spring Quarter 2009.
MKTG 4610, Marketing Strategy. DU Spring Quarter 2009.
MKTG 4980, Marketing Internship. DU Spring Quarter 2009.

MKTG 4991, IS:Customer Experience Croatia. DU Spring Quarter 2009.
MKTG 4991, IS:Retail Customer Experience. DU Spring Quarter 2009.
MKTG 4991, IS:Financial Aspects of Mktg. DU Spring Quarter 2009.
MKTG 4991, IS:Prdct Dvlpmnt Using Web 2.0. DU Spring Quarter 2009.
MKTG 4991, IS:Wind Energy for ATA Engr. DU Spring Quarter 2009.
MKTG 4991, IS:Strtgc Allncs & Halliburton. DU Spring Quarter 2009.

MBA 4992, DS:Enterprise Solutions. DU Winter Quarter 2009.
MKTG 3980, Marketing Internship. DU Winter Quarter 2009.
MKTG 3991, IS:UDCC Marketing. DU Winter Quarter 2009.
MKTG 4610, Marketing Strategy. DU Winter Quarter 2009.
MKTG 3980, Marketing Internship. DU Fall Quarter 2008.
MKTG 3991, IS: Kerin Model. DU Fall Quarter 2008.

MKTG 3991, IS: Web Marketing. DU Fall Quarter 2008.
MKTG 4610, Marketing Strategy. DU Fall Quarter 2008.
MKTG 4610, Marketing Strategy. DU Fall Quarter 2008.
MKTG 4980, Marketing Internship. DU Fall Quarter 2008.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2008.
MKTG 4980, Marketing Internship. DU Spring Quarter 2008.

MKTG 2800, Introduction to Marketing. DU Winter Quarter 2008.
MKTG 2910, Consumer Behavior. DU Fall Quarter 2007.
MKTG 3980, Marketing Internship. DU Fall Quarter 2007.
MKTG 3980, Marketing Internship. DU Summer Quarter 2007.
MKTG 4980, Marketing Internship. DU Summer Quarter 2007.
MKTG 4991, Independent Study. DU Summer Quarter 2007.

MKTG 2800, Introduction to Marketing. DU Spring Quarter 2007.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2007.
MKTG 4980, Marketing Internship. DU Spring Quarter 2007.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2007.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2007.
MKTG 2800, Introduction to Marketing. DU Fall Quarter 2006.

MKTG 3360, Transportation Systems. DU Fall Quarter 2006.
MKTG 3991, IS: RFID as Supply Chain Tech. DU Fall Quarter 2006.
MKTG 4360, Transportation Systems. DU Fall Quarter 2006.
MKTG 4980, Marketing Internship. DU Fall Quarter 2006.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2006.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2006.

MKTG 3991, IS: Kohl's Supply Chain Mgmt. DU Spring Quarter 2006.
MKTG 3991, IS: Current State of TTI. DU Spring Quarter 2006.
MKTG 3991, IS: Supply Chain Mgmt. DU Spring Interterm 2006.
BUS 4803, Infrastructure of Program Mgmt. DU Winter Quarter 2006.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2006.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2006.

MKTG 3991, IS: Supply Chain Strategy. DU Winter Quarter 2006.
MKTG 2800, Introduction to Marketing. DU Fall Quarter 2005.
MKTG 3360, Transportation Systems. DU Fall Quarter 2005.
MKTG 3980, Marketing Internship. DU Fall Quarter 2005.
MKTG 4360, Transportation Systems. DU Fall Quarter 2005.
MKTG 4991, Independent Study. DU Fall Quarter 2005.

MKTG 2800, Introduction to Marketing. DU Spring Quarter 2005.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2005.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2005.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2005.
MKTG 2800, Introduction to Marketing. DU Fall Quarter 2004.
MKTG 3360, Transportation Systems. DU Fall Quarter 2004.

MKTG 4360, Transportation Systems. DU Fall Quarter 2004.
UDCC 1000, Planes, Trains & Automobiles. DU Fall Quarter 2004.
BSBA 1050, The Business Idea. DU Spring Quarter 2004.
BSBA 1050, The Business Idea. DU Winter Quarter 2004.
BSBA 1050, The Business Idea. DU Fall Quarter 2003.
MKTG 3360, Transportation Systems. DU Fall Quarter 2003.

BSBA 1050, The Business Idea. DU Spring Quarter 2003.
BSBA 1050, The Business Idea. DU Winter Quarter 2003.
MKTG 3707, Logistics Management. DU Winter Quarter 2003.
BSBA 1050, The Business Idea. DU Fall Quarter 2002.
MKTG 3360, Transportation Systems. DU Fall Quarter 2002.
BSBA 1050, The Business Idea. DU Spring Quarter 2002.

BSBA 1050, The Business Idea. DU Spring Quarter 2001.
MKTG 3240, Marketing Channels/Supply Chain Management. DU Spring Quarter 2001.
BSBA 1050, The Business Idea. DU Winter Quarter 2001.
MKTG 2001, Logistics Management. DU Winter Quarter 2001.
BSBA 1050, The Business Idea. DU Fall Quarter 2000.
BSBA 1050, The Business Idea. DU Spring Quarter 2000.

MKTG 3240, Marketing Channels/Supply Chain Management. DU Spring Quarter 2000.
BSBA 1050, The Business Idea. DU Winter Quarter 2000.
MKTG 3707, Logistics Management. DU Winter Quarter 2000.
BSBA 1050, The Business Idea. DU Fall Quarter 1999.
MKTG 3360, Transportation Systems. DU Fall Quarter 1999.
BSBA 1050, The Business Idea. DU Spring Quarter 1999.

MKTG 3240, Marketing Channels/Supply Chain Management. DU Winter Quarter 1999.
MKTG 3360, Transportation Systems. DU Winter Quarter 1999.
BSBA 1050, The Business Idea. DU Fall Quarter 1998.
BSBA 1050, The Business Idea. DU Spring Quarter 1998.
MKTG 3240, Marketing Channels/Supply Chain Management. DU Winter Quarter 1998.
MKTG 3707, Logistics Management. DU Winter Quarter 1998.

BSBA 1050, The Business Idea. DU Fall Quarter 1997.
BSBA 1050, The Business Idea. DU Spring Quarter 1997.
MKTG 3707, Logistics Management. DU Spring Quarter 1997.
MKTG 2000, Introduction to Marketing Management. DU Winter Quarter 1997.
MKTG 2000, Introduction to Marketing Management. DU Fall Quarter 1996.
MKTG 3360, Transportation Systems. DU Summer Quarter 1996.

MKTG 2000, Introduction to Marketing Management. DU Spring Quarter 1996.
MKTG 2000, Introduction to Marketing Management. DU Winter Quarter 1996.
MKTG 2000, Introduction to Marketing Management. DU Fall Quarter 1995.

Courses Taught at Other Institutions

University of Maryland 472, Advanced Logistics Strategy. Spring 1995.
University of Maryland, Advanced Logistics Strategy. Fall 1994.
University of Maryland 357, Consumer Behavior. Spring 1994.

University of Maryland 372, Logistics Management. Spring 1994.
University of Maryland 357, Consumer Behavior. Fall 1993.
University of Maryland 372, Logistics Management. Fall 1993.
University of Maryland 370, Transportation Management. Summer 1993.
University of Maryland 372, Logistics Management. Spring 1993.
University of Maryland 370, Transportation Management. Spring 1993.

University of Maryland 372, Logistics Management. Fall 1992.
University of Maryland 370, Transportation Management. Fall 1992.
University of Maryland 357, Consumer Behavior. Summer 1992.
University of Maryland 372, Logistics Management. Spring 1992.
University of Maryland 372, Logistics Management. Fall 1991.
University of Maryland 372, Logistics Management. Summer 1991.

Academic Advising

2015-2016 (50 hours): 50 Masters Students Advised
2014-2015 (60 hours): 50 Masters Students Advised
2013-2014 (60 hours): 50 Masters Students Advised
2012-2013 (60 hours): 50 Masters Students Advised

Directed Student Learning

Independent Study, "Customer Analytics," Marketing. (September 2014 - November 2014). Advised: Jeffrey Sauro

Master's Thesis Committee Member, "An Assessment of Relationship Quality Between Forest Service Land Managers and Volunteers," Media, Film, and Journalism Studies. (September 10, 2012 - January 4, 2013).
Advised: Jessica Evett

Independent Study, "K & N Tire Storage," Marketing. (August 31, 2012).
Advised: Nathan Michaels

Dissertation Committee Member, "Nonprofit, Charity, and Social Marketing Education in the United States: An Examination of Scope, Intention, and the Nature of Curricula for Graduate and Undergraduate Courses and Programs," Higher Education. (September 1, 2007 - April 11, 2012).
Advised: Theresa Conley

Independent Study, "The Kardashian Effect on Consumer Behavior," Marketing. (November 1, 2011).
Advised: Reham Al-Sinan

Independent Study, "The Marketing of Politics," Marketing. (August 31, 2011).
Advised: Taylor Tarr

Dissertation Committee Member, "An Examination of Student Academic Review Plus (STARplus): A Program for Academic Behavior Review in Schools," Educational Leadership. (April 21, 2008).
Advised: Kathleen Bye

Undergraduate Honors Thesis. (June 2004).
Advised: Amy Austin

Undergraduate Honors Thesis, Marketing. (June 2004).
Advised: Jane Kolb

Master's Thesis Director, Marketing. (May 2002).
Advised: Valdis Blome

Undergraduate Honors Thesis, "Mobilization of Neighborhood and Community Interests in a Fragmented Society: How a "Design-Build" Format of Construction Aides Neighborhood Collaboration." (May 31, 2001).
Advised: Anthony Ryan

Master's Thesis Director, Marketing. (June 2000).
Advised: Barbara Brown

Master's Thesis Director, Marketing. (June 2000).
Advised: Molly Tourtelout

Undergraduate Honors Thesis, "A High Stakes Gamble: Las Vegas Repositioning for the Family Market." (1998).
Advised: Nicole Lauer

**RESEARCH:
Published Dissertation**

Emerson, Carol J., "Determinants of Business-to Business Customer Satisfaction: Logistics and Marketing Dimensions," (Chair: Professor Curtis Grimm), Department of Transportation, Business, and Public Policy, The Maryland Business School, University of Maryland at College Park, College Park, Maryland 20742, 1995.

Refereed Journal Articles

Bacon, D.R., Zheng, Y., Stewart, K., Johnson, C. & Paul, Pallab (2016). Using Conjoint Analysis to Evaluate and Reward Teaching Performance, *Marketing Education Review*, 26(3), 143-153, DOI: 10.1080/10528008.2016.1192951.

Bacon, D. R., Johnson, C. J., & Stewart, K. A. (2016). Nonresponse Bias in Student Evaluations of Teaching, *Marketing Education Review*, 26(2), 93-104.

Bacon, D. R., Paul, P., Johnson, C. J., & Conley, T. M. (2008). Improving Writing Through the Marketing Curriculum: A Longitudinal Study. *Journal of Marketing Education*, 30(3), 217-225.

Johnson, C. J., Grimm, C. M., & Blome, V. (2007). Buyer –Seller Relationships in the Baltic Region: An Exploratory Analysis. *International Journal of Logistics Management*, 18(2), 157-173.

Johnson, C. J., Sochnich, L., & Ng, C. (2006). Working Toward a Seamless Supply Chain: An Exploratory Analysis of the Impact of Supply Chain on Company Performance. *Journal of Transportation Management*, 17(1), 61-68.

Johnson, C. J., & Nuzum, P. (2005). The Global Supply Chain: Challenges and Solutions. *Journal of Transportation Management*, 16(2), 1-13.

Johnson, C. J., Krapfel Jr., R. E., & Grimm, C. M. (2001). A Contingency Model of Supplier-Reseller Satisfaction Perceptions in Distribution Channels. *Journal of Marketing Channels*, 8(1-2), 65-90.

Johnson, C. J., & Evers, P. (2000). Performance Perceptions, Satisfaction, and Intention: The Intermodal Shipper's Perspective. *Transportation Journal*, 40(2), 27-39.

Johnson, C. J., & Grimm, C. M. (1999). Buyer-Seller Relationships: Another Look at Customer Satisfaction. *Journal of Business & Industrial Marketing*, 14(5-6), 403-415.

Johnson, C. J., & Evers, P. (1998). An Exploratory Analysis of Factors Driving Intermodal Transportation Usage. *Journal of Transportation Management*, 10(1), 34-44.

Johnson, C. J., & Grimm, C. (1998). The Relative Importance of Logistics and Marketing Customer Service: A Strategic Perspective. *Journal of Business Logistics*, 19(1), 17-32.

Johnson, C. J., & Grimm, C. (1996). Logistics and Marketing Customer Service: An Empirical Test of the Mentzer, Gomes, and Krapfel Model. *International Journal of Physical Distribution and Logistics Management*, 26(8), 29-42.

Johnson, C. J., Grimm, C., & Corsi, T. M. (1992). The Advantage of Size in the U.S. Trucking Industry: An Application of the Survivor Technique. *Journal of the Transportation Research Forum*, 32(2), 369-378.

Books

Johnson, C. J. (2009). Test Bank to Accompany Management, A Practical Introduction, 4e (Kinicki). McGraw-Hill/Irwin.

Johnson, C. J. (2009). Test Bank to Accompany Marketing The Core, 3e (Kerin). McGraw-Hill/Irwin.

Johnson, C. J. (2009). Test Bank to Accompany Marketing, 9e (Kerin). McGraw-Hill/Irwin.

Johnson, C. J. (2009). Test Bank to Accompany Strategic Management, Creating Competitive Advantage, 4e (Dess). McGraw-Hill/Irwin.

Johnson, C. J. (2009). Test Bank to Accompany Strategy (Ketchen).

Johnson, C. J. (2008). Test Bank to Accompany Crafting and Executing Strategy, 16e (Thompson). McGraw-Hill/Irwin.

Johnson, C. J. (2008). Test Bank to Accompany Introduction to Business (Dias). McGraw-Hill/Irwin.

Johnson, C. J. (2008). Test Bank to Accompany Management (Ghillyer). McGraw-Hill/Irwin.

Johnson, C. J. (2008). Test Bank to Accompany Management (Hill/McShane). McGraw-Hill/Irwin.

Johnson, C. J. (2008). Test Bank to Accompany Organizational Behavior: Essentials (McShane). McGraw-Hill/Irwin.

Johnson, C. J. (2007). Test Bank to Accompany Introduction to Business, 8e (Nickels). In Kinicki & Kinicki (Eds.), McGraw-Hill/Irwin.

Johnson, C. J. (2006). Test Bank to Accompany Marketing The Core, 2e (Kerin). In Kerin & Kerin (Eds.), McGraw-Hill/Irwin.

Johnson, C. J. (2005). Test Bank to Accompany Marketing 8e (Kerin). In Kerin & Kerin (Eds.), McGraw-Hill/Irwin.

Johnson, C. J. (2004). Test Bank to Accompany Marketing The Core (Kerin). McGraw-Hill/Irwin.

Book Chapters

Johnson, C. J. (2006). Creating Demand for the Integrated, Seamless Passenger Transportation System: Performing Up to Customer Expectations. *Passenger Intermodal Transportation*. NCIT, University of Denver, book manuscript.

Conference Proceedings

- Johnson, C. J., & Charlier, S. (1999). The Atchison, Topeka, and Santa Fe Railroad. Santa Rosa: 1999 Proceedings of the North American Case Research Association Annual Meeting.
- Johnson, C. J., & Charlier, S. (1999). The Hub Group. 1999 Proceedings of the North American Case Research Association Annual Meeting.
- Johnson, C. J., & Bien, D. (1998). Introducing International Experience into the Classroom: The Case of University Exchange Programs. New Orleans: Society for Marketing Advances Conference.
- Johnson, C. J., & Poist, R. F. (1991). Integrated Logistics Management '90s Style. *Defense Transportation Journal*, 47(2), 29-32.
- Johnson, C. J., Anderson, B. B., Hoal, A., & Kennett-Hensel, P. (2014). Successful Strategies in Mentoring Junior Faculty. (pp. 72-73). Marketing Management Association Proceedings.
- Johnson, C. J. (2014). Harnessing the Community of Inquiry Framework to Increase Students Engagement, Trust, and Critical Thinking. (pp. 120-121). Online Learning Consortium.
- Johnson, C. J., Bell-Haynes, J., Henderson, M., Veronda, C., & Dobebe, A. (2015). Relevant Business Curricula: Integrating Corporate Feedback Into the Classroom.
- Bacon, D. R., & Johnson, C. J. (2015). Response Rate Effects on Student Evaluations of Teaching.
- Quinlan-Wilder, T. M., Besharat, A., Johnson, C. J., & Bacon, D. R. (2016). The Value Hub Model: A Useful Visual Summary for Marketing Education.
- Johnson, C. J. (1998). Business-to-Business Customer Satisfaction: The Influence of the Environment and Customer Service. Vienna: Marketing Exchange Colloquium.

Developed and wrote “Completing the Masters Thesis: Guidelines for ITI Students”

- Goetz, A. R., Johnson, C. J., & Sherry, P. (2000). Completing the Masters Thesis: Guidelines for ITI Students.

Instructor's Manuals

- Johnson, C. J., & Vessey, M. J. (2004). Instructor's Resource Manual and PowerPoint CD Package Guide to Accompany Marketing The Core (Kerin). McGraw-Hill/Irwin.

Magazines/Trade Publications

- Johnson, C. J., & Nuzum, P. (2006). Product Proliferation: The Scourge of Lean Supply Chains. ProLogis.
- Johnson, C. J., & Nuzum, P. (2005). Growing Reliance on Supply Chain Software Applications. ProLogis.
- Johnson, C. J., & Nuzum, P. (2005). How Supply Chain Leaders Are Accommodating Customers' Rising Service Requirements. ProLogis.

Johnson, C. J., & Nuzum, P. (2005). Offshore Outsourcing—Lower Operating Costs vs Longer Lead-times. ProLogis.

Johnson, C. J., & Nuzum, P. (2005). Re-designing and Streamlining Supply-chain Networks. ProLogis.

Johnson, C. J., & Nuzum, P. (2005). RFID-Lessons Learned. ProLogis.

Johnson, C. J., & Nuzum, P. (2005). Supply Chain Leaders Share their “Best Practices” for Managing their Major Challenges. ProLogis.

Presentations Given

Johnson, C. J., Bell-Haynes, J., Henderson, M., Veronda, C., Dobeles, A., Marketing Management Association Conference, "Relevant Business Curricula: Integrating Corporate Feedback into the Classroom," Marketing Management Association, Puerto Rico. (September 2015).

Johnson, C. J., Marketing Management Association Conference, "Response Rate Effects on Student Evaluations of Teaching," Marketing Management Association, Puerto Rico. (September 2015).

Johnson, C. J. (Author & Presenter), Marketing Management Association Conference, "Harnessing the Community of Inquiry Framework to," Marketing Management Association, San Antonio, TX. (September 19, 2014).

Johnson, C. J., Anderson, B. B., Hoal, A., Kennett-Hensel, P., Marketing Management Association Conference, "Successful Strategies for Mentoring Junior Faculty," Marketing Management Association, San Antonio, TX. (September 17, 2014).

Johnson, C. J., Liberty Mutual Insurance Women's Resource Group, "Relationship Building: Lessons from the Field," Liberty Mutual Insurance, Denver, CO and elsewhere. (July 16, 2014).

Johnson, C. J., Broady, L. L., Online Learning Consortium Blended Learning Conference, "Harnessing the Community of Inquiry Framework to Increase Critical Thinking, Trust and Student Engagement," Online Learning Consortium, Denver, CO. (July 9, 2014).

Johnson, C. J. (Author & Presenter), Broady, L. L. (Author & Presenter), Faculty Friday, "Harnessing the Power of a Community of Inquiry," Daniels College of Business, Denver, CO. (February 21, 2014).

Johnson, C. J. (Author & Presenter), eLearning Consortium of Colorado Conference, "A Few Tips and Tricks for Teaching Online," eLearning Consortium of Colorado, Breckenridge, CO. (April 12, 2013).

Johnson, C. J., "Blended/Online Workshop," Daniels College of Business, Denver, CO. (December 3, 2012).

Johnson, C. J. (Author & Presenter), DU Provost Conference Digital Poster Session, "MKTG 4704 Public Sector Marketing: Delivering a Hybrid Class using a Client," Provost's Office, DU Campus-Cable Center. (October 28, 2011).

Johnson, C. J., "Marketing in the United States," DU Multicultural Center, ESL Classes, Denver, CO. (April 13, 2009).

- Johnson, C. J., Nuzum, P. N., Council of Logistics Management Annual Conference, "Solutions for Today's New Challenges in Global Supply Chains," Council of Logistics Management, Philadelphia, PA. (October 2004).
- Johnson, C. J., The Dynamic Nature of Business class, BSBA 1010, "Careers in Marketing and How to Obtain a Marketing Degree," Daniels College of Business. (November 12, 2003).
- Johnson, C. J., Dynamic Nature of Business class, BSBA 1010, "Careers in Marketing and How to Obtain a Marketing Degree," Daniels College of Business. (November 10, 2003).
- Johnson, C. J., Nuzum, P. N., 2002 Council of Logistics Management Annual Conference, "Creation of Supply Chain Value," Council of Logistics Management, San Francisco, CA. (September 2002).
- Johnson, C. J., Center for Service Learning and Civic Engagement, "Introducing Service Learning into the Marketing Classroom," Center for Service Learning and Civic Engagement. (August 5, 2002).
- Johnson, C. J., "Focus on the Customer: Service Quality at Penrose Library," Penrose Librarians. (April 18, 2002).
- Johnson, C. J., The Dynamic Nature of Business class, BSBA 1010, "Careers in Marketing and How to Obtain a Marketing Degree," Daniels College of Business. (April 15, 2002).
- Johnson, C. J., "Case Method of Teaching," Vidzemes Agustskola, Vidzemes, Latvia. (January 16, 2002).
- Johnson, C. J., "Teaching Philosophy and Syllabus Construction," Vidzemes Agustskola, Vidzemes, Latvia. (November 28, 2001).
- Johnson, C. J., International Scientific Conference, "Qualitative Interaction of the Learned Society and New Economy," Riga, Latvia. (October 26, 2001).
- Gil, E. L., Johnson, C. J., Provost's Fall Quarter 2000 CTL Conference, "BSBA 0100 Online Tutorial." (2000).
- Johnson, C. J., 1998 Marketing Exchange Colloquium, "Business-to-Business Customer Satisfaction: The Influence of the Environment and Customer Service," AMA, Vienna, Austria. (1998).
- Johnson, C. J., Bien, D., Society for Marketing Advances Conference, "Introducing International Experience into the Classroom: The Case of University Exchange Programs," Society for Marketing Advances, New Orleans, LA. (November 1998).
- Johnson, C. J., Jefferson County Teacher Training Day, Jefferson County. (November 10, 1998).
- Johnson, C. J., CLM Doctoral Symposium, "Developing Excellence in Teaching," CLM, Anaheim, CA. (October 10, 1998).
- Johnson, C. J., Evers, P., Intermodal Distribution Education Academy, "An Exploratory Analysis of Factors Driving Intermodal Transportation Usage," Intermodal Transportation Association, Dallas, TX. (May 1998).

Johnson, C. J., APICS Chapter #84 Meeting, "Educating the Workforce," APICS, Ft. Collins, CO. (April 15, 1998).

Johnson, C. J., Krapfel, Jr., R. E., Grimm, C. M., Academy of Marketing Science Conference, "A Contingency Model of Supplier-Reseller Satisfaction Perceptions in Distribution Channels," Academy of Marketing Science, Coral Gables, FL. (1997).

Johnson, C. J., "Delivering Customer Service," Denver Transportation Club and Delta Nu Alpha, Denver, CO. (May 16, 1997).

Research in Progress

"Faculty Perceptions of Online Teaching: An Exploratory Analysis" (Writing) A preliminary examination of DU Faculty perceptions of online learning.

"Selling for D & H Tire Storage: Can I Take Those Stinky Tires For You?" (Writing). A personal selling case exploring how a pair of entrepreneurs were able to craft a convincing message to break into the legacy automotive industry with their service.

"The Community of Inquiry Framework: Three Dimensions or Four" (Planning).

"Yield Management: A Simulation" (Writing).
This simulation is nearly ready to submit to Simulation and Gaming. The purpose of the simulation is to increase student understanding of the yield management pricing concept.

DU Sponsored Research, Scholarship, and Creative Work

Johnson, C. J., Center for Teaching and Learning Online Course Development Grant, \$3,000, Funding Awarded: 2011.

Johnson, C. J. Center for Teaching and Learning Grant, \$20,000, Funding Awarded: 2005.

Johnson, C. J., Women's Library Association Collection Development Grant, \$1,500.00, Funding Awarded: 2005.

Johnson, C. J., Faculty Research Fund—FRF (DU), \$6,000.00, Dated Funding Awarded: 2005.

PINS Summer Research Grant with Lidiya Sokhnich, \$3,000.00, Funding Awarded 2004.

Johnson, C. J., Faculty Research Fund—FRF (DU), \$3,500.00, Dated Funding Awarded: 2002.

Johnson, C. J., Faculty Research Fund—FRF (DU), \$1,500.00, Dated Funding Awarded: 2001.

Johnson, C. J., Fulbright Lecturing Award, Latvia, \$27,180.00, Funding Awarded: 2001.

Johnson, C. J., Small Internationalization Grant, \$700, Funding Awarded: 2001.

Johnson, C. J., Women's Library Association Collection Development Grant, \$1,500.00, Funding Awarded: 2000.

Johnson, C. J., Women's Library Association Collection Development Grant, \$3,000.00, Funding Awarded: 1999.

Johnson, C. J., Small Internationalization Grant, \$500, Funding Awarded: 1996.

MEDIA CONTRIBUTIONS:

Magazines

American Banker Magazine. (February 12, 2014).

TV

KCNC-TV CBS 4News. (November 10, 2011).

Denver Channel 7. (October 2002).

PROFESSIONAL MEMBERSHIPS:

American Marketing Association

Higher Education Resource Service (HERS)

Marketing Educators Association

Marketing Management Association

Online Learning Consortium

SERVICE:

Department Service

Committee Member, UG Marketing Curriculum Committee. (October 1, 2015 - Present).

Committee Chair, Marketing Department Advancement. (October 1, 2012 - Present).

Committee Chair, Marketing Department Promotion Committee. (October 1, 2012 - Present).

Committee Member, Marketing Department Social Media Committee. (October 1, 2012 - Present).

Committee Member, MS Marketing Curriculum Committee. (October 1, 2012 - Present).

Faculty Peer Mentor, Training sessions for excellence in teaching. (September 2007 - Present).

Committee Member, Tenure-track Recruiting Committee. (May 1, 2015 - November 30, 2015).

Committee Chair, Daniels Staff Supporting Marketing Meeting. (December 4, 2013).

Co-founder of DU Supply Chain Roundtable. (January 1, 2002 - June 2013).

Liaison between DU Honors program and MKTG department honors students, Honors Student Liaison. (September 1997 - June 2013).

Committee Member, Marketing Roundtable. (September 1995 - June 2013).

Committee Member, Tenure-track recruiting committee. (May 1, 2011 - November 30, 2011).

Committee Member, Tenure-track Recruiting Committee. (May 2009 - November 30, 2009).

Advisor, Faculty undergraduate advisor. (September 1995 - 2008).

Committee Member, Tenure-track Recruiting Committee. (May 2008 - November 30, 2008).

Course Coordinator, Course coordinator MKTG 2800. (September 2004 - August 2008).

Committee Member, Tenure-track Recruiting Committee. (May 1, 2007 - November 30, 2007).

Student Advisor and Provided Course Approvals, Departmental Study Abroad Advisor. (October 2003 - August 2004).

Committee Chair, Department Technology Head. (September 2000 - 2003).

Coordinator, Marketing Department Communications. (September 2000 - August 2003).

Developer and trainer, Training for undergraduate advising. (December 2002 - February 2003).

Committee Chair, Student Advising. (September 2000 - February 2003).

Committee Chair, 3/2 Marketing Curriculum. (January 2003).

Committee Member, Tenure-track Recruiting Committee. (August 2000 - November 2000).

Committee Member, Student Advising. (September 1995 - August 2000).
Faculty Advisor, Marketing Association. (September 1995 - June 1998).

College Service

Director of class content for the graduate business certificate, Course Coordinator for Supply Chain Management GBC. (September 1, 2002 - June 30, 2016).
Course coordinator, Course coordinator for Supply Chain Management MBA concentration. (September 1, 2002 - June 30, 2016).
Committee Member, Ethics Integration. (March 2, 2014 - June 30, 2015).
Committee Member, External Relations Strategy. (September 2013 - June 2014).
Committee Chair, Learning Initiative Committee. (July 2013 - June 2014).
Owner of Blackboard site of same name, Daniels Online Learning Community. (December 4, 2012 - June 2014).
Chapter Secretary, Beta Gamma Sigma Honorary. (September 1, 2000 - June 30, 2014).
Represented Marketing Department, Learn Your Major Day-Delta Sigma Pi. (October 8, 2013).
Committee Member, Education Technology Committee. (September 1, 2011 - September 1, 2013).
Committee Member, Alumni Engagement Committee. (November 2010 - June 2013).
Committee Member, Search Committee-Instructional Designer. (April 2013 - May 3, 2013).
Committee Chair, Koch Chair Search Committee. (October 12, 2012 - March 2013).
Committee Member, HRTM School P & T Committee. (February 2009 - June 2010).
Committee Chair, Faculty Work Task Force. (January 2008 - January 2009).
Committee Member, Dean's Search Committee. (September 2007 - May 2008).
Faculty Reader, Beta Gamma Sigma. (June 2001 - August 2006).
Committee Member, Undergraduate Honors Experience committee. (June 2005 - June 2006).
Committee Member, Undergraduate Program Committee. (September 1998 - June 2006).
Committee Member, Daniels Advisory Group for Center for Service Learning and Civic Engagement. (October 2000 - May 2005).
Faculty Mentor, First-Year Experience Mentor. (September 1, 2003 - June 30, 2004).
Committee Member, BSBA Core Revision Design Team. (September 2003 - February 2004).
Committee Member, MBA Pedagogy Committee. (September 1998 - 2003).
Committee Member, Strategic Planning Student Goals Committee. (May 2001 - August 2002).
Committee Member, Strategic Planning Educational Goals Committee. (May 2001 - February 2002).
Committee Member, Strategic Planning Guiding Principles Committee. (May 2001 - February 2002).
Committee Member, Strategic Planning Internal Environment Committee. (May 2001 - February 2002).
Committee Member, Curriculum development team for The Business Idea (BSBA 0100) course. (September 1997 - September 2000).
Liason, Daniels College of Business and the University Center for Teaching and Learning Board. (March 1997 - May 1998).
Gave Remarks, Groundbreaking Ceremony. (September 26, 1997).
Committee Member, Educational Technology Committee. (September 1996 - March 1997).
Committee Member, Ethics Committee, Daniels College of Business. (September 1995 - September 1996).
Faculty Brother, Delta Sigma Pi, Gamma Sigma Chapter. (April 1992 - 1995).

Workshop Leader, Teaching in the College of Business and Management at the University of Maryland. (August 1993).

Workshop Leader, Teaching in the College of Business and Management at the University of Maryland. (August 1992).

Workshop Leader, Teaching in the College of Business and Management at the University of Maryland Workshop. (August 1991).

University Service

Committee Member, DU Calendar Committee. (January 2014 - Present).

Committee Member, Sandbox for @Denver Programs. (May 2017-Present).

Committee Member, Academic Exceptions Committee. (June 1, 2010 – July 2016).

Committee Member, Assoc Vice Chancellor/Communication Search Committee. (May 6, 2014 - August 1, 2014).

Committee Member, Undergraduate Council. (April 1, 2008 - October 2013).

Speaker, Open House Prospective Boettcher Scholars. (February 23, 2013).

Committee Member, Undergraduate Curriculum Review Committee. (April 2008 - 2010).

Committee Member, PINS Selection Committee. (September 2003 - June 2005). (2001 - 2004).

Advisor, SOAR advisor. (1996 - 2004).

Department Representative, Admissions Open House. (October 2004).

Advisor, Discoveries Advisor. (August 2004 - September 2004).

Session Chair, A Conference of Undergraduate Research. (May 10, 2004).

Department Representative, Admissions Open House. (April 2004).

Department representative, Admissions Open House. (October 2003).

Participant, Department of Residence Student Staff Program. (October 19, 2003).

Committee Member, Intermodal Transportation Institute. (September 1995 - September 2003).

Faculty Advisor, University of Denver Operation Stimulus Case Team. (February 2003).

Program Organizer, ITI MS Orientation Day. (1999 - 2000).

Committee Member, Executive Planning Committee. (September 1995 - 2000).

Platform party member, Commencement-Platform Party Representing ITI. (August 2000).

Chairperson, Curriculum Development. (September 1996 - August 2000).

Faculty Advisor, University of Denver Operation Stimulus Case Team. (February 2000).

Program Organizer, MS in Intermodal Transportation. (September 1999).

Program Organizer, Effective Teaching Seminar for ITI faculty. (June 21, 1999).

Advisor, SOAR advisor. (September 1996 - 1998).

Committee Member, Center for Teaching and Learning Board. (March 1997 - May 1998).

Committee Member, University Mentoring Committee. (January 1997 - May 1998).

Faculty facilitator, Pioneers in the Rockies. (September 1997).

Faculty Facilitator, Pioneers in the Rockies. (September 1996).

Professional Service

Editorial Review Board Member, Journal for Advancement of Marketing Education. (September 2014 - Present).

Faculty Mentor, Online Learning Consortium. (January 1, 2014 - Present).

Editorial Review Board Member, Transportation Journal. (August 1, 2006 - Present).

Editorial Review Board Member, Journal of Transportation Management. (March 1, 2004 - Present).

Reviewer, Journal Article, Transportation Journal. (April 7, 2016).

Reviewer, Ad Hoc Reviewer, Marketing Education Review. (April 3, 2016 - April 6, 2016).

Reviewer, Ad Hoc Reviewer, 9th International Business Conference. (July 6, 2015).

Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (January 2015).

Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (January 2015).

Reviewer, Journal Article, Journal for Advancement of Marketing Education. (January 2015).

Reviewer, Journal Article, Transportation Journal. (July 1, 2014).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (March 30, 2014).

Case Competition Judge over 2 days, Denver Transportation Club - Operation Stimulus, Denver, CO. (February 6, 2014 - February 7, 2014).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (December 14, 2013).

Reviewer, Journal Article, Transportation Journal. (August 11, 2013).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (July 10, 2013).

2013 Exemplary Course Reviewer, Blackboard Learning Management System, Online. (January 29, 2013 - March 15, 2013).

Reviewer of DU Applications to attend HERS, Higher Education Resource Services (HERS), Denver, CO. (December 2012 - January 2013).

Reviewer, Conference Paper, AMA Summer Educators' Conference, (2007 - 2012).

Reviewer, Journal Article, Transportation Journal. (December 23, 2012).

Reviewer, Journal Article, Transportation Journal. (September 29, 2012).

Reviewer, Ad Hoc Reviewer, Journal of Business and Industrial Marketing. (May 2012).

Reviewer, Conference Paper, American Marketing Association. (February 26, 2012).

Committee Member, National Education Committee, Council of Supply Chain Management Professionals. (June 2005 - 2010).

Board Member, Terry L. Priest Foundation. (January 2003 - 2010).

Committee Member, Operation Stimulus steering committee. (2002 - 2010).

Reviewer, Journal Article, Transportation Journal. (October 2010).

Reviewer, Grant Proposal, Council for International Exchange of Scholars (CIES). (August 1, 2003 - July 30, 2010).

Reviewer, Journal Article, Industrial Marketing Management. (November 2009).

Outside reviewer for promotion and tenure, Coggin College of Business, University of North Florida, Florida. (September 2009).

Reviewer, Journal Article, Transportation Journal. (February 5, 2009).

Committee Member, Business Administration Specialist Review Committee for the Fulbright Scholar Program. (August 2004 - August 2008).

National Vice-President, Chapter Relations, Transportation Research Forum. (September 2003 - August 2005).

Reviewer, Ad Hoc Reviewer, Journal of Business Logistics. (June 1994 - September 2002).

Reviewer, Conference Paper, AMA Winter Educators' Conference. (2001).

Panelist, Fulbright. (October 31, 2000).

Committee Member, American Production and Inventory Control Society (APICS). (September 1, 1995 - June 30, 2000).

Reviewer, Conference Paper, Society for Marketing Advances Conference. (1998 - 1999).

Program Organizer, Intermodal Founding Fathers executive development seminar, Snowmass. (July 1999).

Reviewer, Conference Paper, Council of Logistics Management Educator's Conference. (1998).

Reviewer, Conference Paper, Society for Marketing Advances Conference. (1997).

Reviewer, Transportation Research Forum Student Paper Contest. (1997).

Conference-Related, CLM Conference, Orlando, FL. (October 1997).

Program Organizer, North American Intermodal Transportation Summit, Denver, Colorado. (October 16, 1997 - October 17, 1997).

Judge, DNA/DECA Scholarship Competition. (May 16, 1997).

Conference-Related, Women's Transportation Seminar National Conference. (May 7, 1997 - May 10, 1997).

Judge, American Marketing Association Peak Awards, Denver, Colorado. (February 22, 1997).

Reviewer, Conference Paper, Council of Logistics Management Educator's Conference. (1996).

Public Service

Committee Member, Osage Mercado Committee. (2004).

CONSULTING:

Non-Profit, St. Andrew United Methodist Church, Highlands Ranch, CO. (January 1, 2012 - September 1, 2013).

Government, City of Littleton, Littleton, CO. (June 2011 - August 2011).

Government, U.S. Department of Veterans Affairs, Denver, CO. (July 27, 2011).

For Profit Organization, Arete Solutions. (March 2005 - May 2005).

For Profit Organization, Lillie Ree Scentuals. (March 2005 - May 2005).

Law Practice, Shinobi Legal Services. (March 2005 - May 2005).

For Profit Organization, Beautiful Blooms. (January 2005 - March 2005).

For Profit Organization, Big City Burrito. (January 2005 - March 2005).

For Profit Organization, Right Size Bra. (January 2005 - March 2005).

For Profit Organization, Silver Fox Restaurant. (January 2005 - March 2005).

For Profit Organization, Arts Street. (September 2004 - November 2004).

For Profit Organization, GI Designs. (September 2004 - November 2004).

For Profit Organization, Red Carpet Baby! (September 2004 - November 2004).

For Profit Organization, Celebrity Kids. (March 2004 - May 2004).

For Profit Organization, NoNo's Café. (March 2004 - May 2004).

For Profit Organization, Park Hill Dental Arts. (March 2004 - May 2004).

For Profit Organization, Youthworks! T-Shirt Silk Screening. (March 2004 - May 2004).

For Profit Organization, Amadeus Nuts. (January 2004 - May 2004).

For Profit Organization, Colorado Auto Brokers. (January 2004 - March 2004).

For Profit Organization, Rialto Café. (January 2004 - March 2004).

For Profit Organization, Sage Concepts, Inc. (January 2004 - March 2004).

For Profit Organization, Viva Travels. (January 2004 - March 2004).

City and County of Denver, YouthWorks! Mercado. (January 2004 - March 2004).

City and County of Denver, YouthWorks! MY Bank. (January 2004 - March 2004).

For Profit Organization, Community Sailing of Colorado, Ltd. (September 2003 - November 2003).

For Profit Organization, Paper Pleasures. (September 2003 - November 2003).

For Profit Organization, The Yoga Connection. (September 2003 - November 2003).

For Profit Organization, Nic Nac Nook, Denver. (September 2002 - November 2002).

For Profit Organization, Nicholas T. Bear, Denver. (September 2002 - November 2002).

For Profit Organization, JD Edwards. (July 2002).

For Profit Organization, LavaLinche Limited. (March 2001 - May 2001).

For Profit Organization, Intermodal Association of North America. (September 1997 - September 2000).

For Profit Organization, Intermodal Association of North America. (September 1997 - September 2000).

For Profit Organization, Prima Products Global, Ltd., Denver. (May 1997 - December 1998).

PROFESSIONAL DEVELOPMENT:

Licensures and Certifications

Sloan-C Online Certification-Advanced, Online Learning Consortium. (October 8, 2014 - 2015).

Sloan-C Online Certification-Foundations, Sloan Consortium. (August 30, 2013 - 2014).

Sloan-C Master of Blended Learning, Sloan Consortium. (April 30, 2013 - 2014).

Beta Gamma Sigma Collegiate Chapter Officer Training, Beta Gamma Sigma Business Honorary. (September 23, 2011).

Development Activities Attended

Advanced Online Teaching Certificate, Sloan-C. (July 2, 2014 - October 10, 2014).
Workshop, "Copyright and Fair Use Workshop," Sloan Consortium. (May 20, 2014).
Workshop, "AACSB: Strategies for Delivering Online/Hybrid Courses and Degree Programs Seminar," AACSB, Denver. (April 30, 2014 - May 1, 2014).
Conference Attendance, "Assessing Faculty Readiness to Teach Online," Learning House, Webinar. (May 5, 2013).
Conference Attendance, "Cisco Virtual Forum for Education Leaders, 2013," Cisco, Online. (March 19, 2013).
Continuing Education Courses, "Sloan-C Foundation Course," Sloan Consortium, Orlando, FL, USA. (October 30, 2012 - January 4, 2013).
Conference Attendance, "Sloan-C Conference for Online Learning," Sloan Consortium, Orlando, FL, USA. (October 9, 2012 - October 12, 2012).
HERS Bryn Mawr Summer Institute, "Higher Education Women's Leadership Training," DU Office of the Provost, Bryn Mawr, PA, USA. (June 17, 2012 - June 30, 2012).
Training, "Beta Gamma Sigma Officer Training Seminar," Beta Gamma Sigma national business honorary, Denver, CO, USA. (September 22, 2011 - September 23, 2011).
Workshop, "Alternative Approaches to Assessing Teaching: Where Do We Go From Here?," Faculty Friday, Denver, Colorado. (November 12, 2004).
Continuing Education Courses, "CAPS Logistics," CAPS Logistics. (October 1997).
