

Curriculum Vitae

Tom DeWitt, Ph.D.

2062 Central Park Drive

Okemos, MI 48864

Cell: 808.987.6551

Email: dewittth@msu.edu

PROFESSIONAL PROFILE

- I have always taken an active role in career development, helping students to identify career fields given their skills and interests, secure internships, and find gainful employment upon graduation.
- Throughout my academic career I've forged relationships with businesses in ways that provide students with exposure to real world issues in every course that I teach.

RELEVANT SKILLS AND COMPETENCIES

Industry Engagement

- Fostered and cultivated relationships with the business community for collaboration on community-based projects and/or mini-cases in each course that I've taught over my academic career.
- Developed and managed strategic relationships with key corporate partners for job and internship placement and participation in career development activities.
- Created a program designed to unite industry, faculty, and students in the common pursuit of customer experience excellence, while serving as the founding director of CXM@MSU at Michigan State University.

Student Engagement

- Initiated, planned and coordinated job and internship fairs on behalf of the College of Business and Economics each semester over 10 years with employer numbers that rivaled the university-wide fair while on the faculty at the University of Hawaii at Hilo.
- Regularly placed and supervised more students into internships each semester than any single college or department on campus at the University of Hawaii at Hilo.
- Delivered student workshops in interviewing skills, resume and cover letter design, preparing for the career fair, Myers-Briggs personality indicator, job search strategies, and online portfolio design.
- Created and coordinated job shadowing and mock interview programs in collaboration with key industry partners.
- Achieved over 300% growth in membership and record levels of business community engagement while serving as the academic advisor for Delta Sigma Pi, a business fraternity.

ACADEMIC/TEACHING EXPERIENCE

Director - CXM@MSU, Eli Broad College of Business, Michigan State University, East Lansing, MI, 2018 - Present

Fixed Term Faculty, Eli Broad College of Business, Michigan State University, East Lansing, MI, 2018 - Present

Visiting Professor, International Summer Session, Hankuk University of Foreign Studies, Seoul, South Korea, 2010 - 2019

Associate Professor of Marketing, University of Hawaii at Hilo, Hilo, HI, 2012 - 2018

Career Services Coordinator, College of Business and Economics, University of Hawaii at Hilo, Hilo, HI, 2016 - 2017

ACADEMIC/TEACHING EXPERIENCE *continued*

Director - Office of Applied Learning Experiences (ALEX), University of Hawaii at Hilo, Hilo, HI, 2012 - 2015

Assistant Professor of Marketing, University of Hawaii at Hilo, Hilo, HI, 2007 - 2012

Assistant Professor of Marketing, Bowling Green State University, Bowling Green, OH, 2004 - 2007

Visiting Professor, S.P. Jain Center of Management, Dubai, United Arab Emirates, 2006 and 2008

Ph.D. Student/Candidate, Florida State University, Tallahassee, FL, 2001-2004

Instructor of Hospitality Management, Tianjin University of Commerce, Tianjin, China, 1986-1987

ACADEMIC SERVICE

Chair - Undergraduate Program Committee - Marketing Department, Michigan State University, 2019-2020

Chair - University Student Success Committee, University of Hawaii at Hilo, Hilo, HI, 2017-2018

Advisor - Delta Sigma Pi Business Fraternity, University of Hawaii at Hilo, Hilo, HI, 2010 - 2018

ACADEMIC HONORS AND AWARDS

- Recipient, Distinguished Service Award for Improving Student Life, University of Hawaii at Hilo, 2013-2014
- Recipient, Delta Sigma Pi College of Business and Economics Faculty Member of the Year Award (2009, 2013)
- Recipient, Outstanding Teaching Assistant Award, Florida State University, 2003 - 2004

COMMUNITY SERVICE

President, CX of M - Michigan's Association of Customer Experience Professionals, 2019- Present

INDUSTRY EXPERIENCE

Managing Consultant, Sensei-International, Republic of Singapore, 1999-2000

Vice-President/Business Development, Incofood Management Services, Republic of Singapore, 1997-98

District Manager, AVI Foodsystems, Columbus, Ohio, 1996-97

General Manager - Foodservices, Express, The Limited Corporation, Columbus, Ohio, 1990-96

EDUCATION

Ph.D., Marketing, Florida State University, Tallahassee, Florida, 2004

Masters of Business Administration, Nanyang Technological University, Republic of Singapore, 2000

B.A., Hotel, Restaurant, and Institutional Management, Michigan State University, East Lansing, Michigan, 1986

A.A.A.S, Culinary Arts, Grand Rapids Community College, Grand Rapids, Michigan, 1982