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PROFESSIONAL EXPERIENCE

Michigan State University – Broad College of Business

Assistant Dean - MBA & Professional Master's Programs	8/2014 - present
Sr. Director of Marketing & Communications	1/2015 - present
Director – Weekend/Executive MBA	9/2008 – 8/2014

Assistant Dean

- Provide strategic and operational leadership and enrollment management support for twelve MBA and MS degree programs.
- Lead college strategic initiative: Diversity, Equity, Inclusion & Belonging. Generate 623 engagements in year one. Implement metrics and training, establish communication platforms and a resource repository. Spearhead inaugural climate survey.
- Initiate and successfully launch Executive MBA Flex (hybrid program) in 2020; establish Detroit cohort in 2018.
- Manage OPM partner for online degree and graduate certificates. Initiate transition of reduced dependency for core functions.
- Oversee portfolio of \$6 million in annual operating budgets plus GA/Fellowship funding.
- Facilitate collaborative interactions across campus with units including registrar's office, university communications, admissions, graduate school, development, IT.
- Lead ongoing curriculum and faculty review/assessment/measurement to support AOL and accreditation, lead faculty meetings and retreats. Champion graduate academic changes through university governance processes.
- Coordinate faculty inload/overload teaching; revise faculty compensation model.
- Initiate and implement learning design initiative aligned with Quality Matters standards for faculty development of online/hybrid courses.
- Design and implement experiential learning/consulting projects.
- Establish Enterprise Leadership Academy in EMBA; develop professional development and networking programming for online graduate students.
- Drive 300% increase in graduate education abroad participation and design parallel experiences for domestic programing.
- Lead MSU enterprise-wide Salesforce/Pardot implementation for recruitment and admissions; lead transition from Salesforce to Slate.
- Implement consistent strategic goal scorecard for departments to ensure alignment, prioritization, and accountability.
- Foster external relationships with corporate sponsors, alumni, peer institutions and external stakeholders.

Sr. Director - Marketing & Communications

- Prioritize analytics, metrics, and ROI to assess marketing effectiveness.
- Grow and lead team to optimize resources and produce stronger outcomes, reducing dependency on external vendors.

- Initiate comprehensive refresh of branding, website, publications, and priorities.
- Establish Broad Matters podcast to highlight faculty expertise.
- Partner strategically with University Communications and college units to align brand guidelines and implementation in a decentralized environment.
- Collaborate effectively across units to leverage/align resources and achieve goals.

Central Michigan University – College of Extended Learning

Director - Enrollment Management 1/2006 – 9/2008
Associate Director of Marketing 10/2002 – 1/2006
Assistant Director of Marketing 6/2000 – 10/2002

- Developed growth/retention strategies for Off-Campus Programs throughout North America.
- Analyzed and prioritized new markets for online and classroom-based degree programs.
- Developed and implemented retention strategies for online students.
- Improved admitted-enrolled yield by 25% and inquiry-admitted yield by 10%.
- Successfully managed complex \$3.5 million marketing budget; realigned resources to improve outcomes and leverage new markets, programs, and technologies.
- Implemented new CRM and Campus Management (SAP) systems to institutionalize data and improve consistent outreach to prospects and students.
- Managed a diverse/remote staff of marketing, admissions, and enrollment professionals.
- Worked collaboratively across the university to create synergy and align departmental goals with institutional goals.
- Cultivated relationships with key constituents including school districts, corporate human resource managers, community organizations, and the military.

Grand Valley State University – Institute for Training & Development

Director of Marketing & Sales 9/1998 – 6/2000

- Established strategic goals, policies, and procedures for new initiative in non-credit training and education to align with Dean vision.
- Conducted market research of potential products, programs, and target audiences.
- Built relationships with business and government leaders.
- Co-authored RFP submissions resulting in the award of government contracts.
- Developed and presented training programs and certifications to address organizational needs.

EDUCATION

Michigan State University

Ph.D. Higher, Adult, Lifelong Education, cognate in (Business) Strategy, 2015. Dissertation: *Decision Making Response to Disruptive Innovation: What's a Place Like Us to Do?*

Central Michigan University

M.S. Administration – Leadership, 2002

Michigan State University

B.A. Hotel, Restaurant & Institutional Management, 1989

Facilitation Certification (aligned w/International Association of Facilitators competencies), 2023

TEACHING

- PIM 874 - Global Marketplace, Michigan State University, 2016 - current
- MGT 409 - Business Policy & Strategic Management, 2018, 2019
- PIM 891 - Leading and Influencing Teams, Michigan State University, 2017-2019
- PIM 803 - Case Competition (3 sections), Michigan State University, 2016
- EAD 315 - Student Leadership, Michigan State University, 2012

PRESENTATIONS/PUBLICATIONS

- Co-author, *Design Thinking in the Executive MBA*, International Journal of Management & Applied Research, Fall 2023 (forthcoming)
- Manuscript reviewer, *International Journal of Management & Applied Research* Fall 2023
- Moderator, Advancing Women in Business, Michigan State University, 2009 – present (biannual)
- Moderator, Inforum Michigan, 2021, 2022
- Panelist, RNL Graduate and Online Innovation Summit, 2021
- Presenter, *Is a Graduate Degree Right for You?* webinar, Virtual Intern, 2020, 2021
- Panelist, *Forte Diversity Day – DEI Roundtable*, 2021
- Presenter, *Develop and Maximize Your Top Talent* webinar, Chief Learning Officer, 2019
- Author, *Making Teams Work*, Industry Insights article, Chief Learning Officer Magazine, 2019
- Presenter, *Advancing Your Career*, Grand Rapids Young Professionals, 2017
- Presenter, *Intentional Networking* workshop, Michigan State University, 2018
- Presenter, *Professional Women and the Executive MBA* webinar, Michigan State University, 2018
- Presenter, *Alumni Engagement Models*, EMBA Council Annual Conference, 2015
- Presenter, *High Tides, Low Tides Career Services*, EMBA Council Annual Conference, 2012
- Presenter, *Leading with Confidence*, Michigan State University, 2015
- Presenter, *MSU Wise Women Rise*, Michigan State University, 2015
- *Broad MBA Programs* video presentation, Poets & Quants, 2015
- Presenter, *Getting to First Base with E-Marketing*, UCEA Marketing Conference, 2006

INDUSTRY SERVICE & ACCOLADES

- Board member, Graduate Business Consortium, 2023 - present
- University Professional Continuing Education Association, 1999 – present
 - Marketing Conference Committee 2004 – 2006; Chair, 2005
- Executive MBA Council, 2008 - present
 - Working Professionals Task Force, 2019 - present
 - Board of Directors, 2016 – 2021; Chair, 2018 - 2019
 - Annual Conference Co-Chair, 2017
 - Annual Conference Planning Committee – Concurrent Sessions Co-Chair, 2014
- External Reviewer, Central Michigan University Master of Science in Administration, 2022
- Committee member, GMAC Annual Leadership, 2021, 2022
- Host, MBA Roundtable Annual Symposium, 2019
- Board member, Women’s Center of Greater Lansing, 2016 – 2019
- Steering Committee, MSU Broad College New Building, 2015 – 2019
- Nominee, Simmons Chivukula Award for Academic Leadership, 2018
- Nominee, Inspirational Woman of the Year – Michigan State University, 2014