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## CAREER SUMMARY

With over 30 years of business, entrepreneurial, and strategic leadership experience, I have achieved a great deal of success in my professional career. With this success comes responsibilities. I believe that if you are successful in business, you have an obligation to give back to the business community by assisting future leaders and entrepreneurs. In 2011, I began my journey of giving back at the University of Denver in the Daniels College of Business where I joined the Executive and Working Professional MBA teaching team as an adjunct faculty member teaching Strategic Management and the Business Plan / Business Model Project as well as an Entrepreneurial Mindset course.

Teaching current and future business leaders requires a high degree of credibility and experience coupled with the rigor of an academic program. In teaching Strategic Management, Business Policy and Strategy, MBA Corporate Challenge, Strategic Business Communication, Business Design / Business Plan, EMBA Business Model Project, and Entrepreneurial Mindset, I leverage a great deal from my past experiences and entrepreneurial endeavors to bring the boardroom into the classroom. Given my impact in teaching, I was then asked to teach Full-time MBA in 2013 and Undergraduate students in 2014.

In January 2016, I was appointed as a Teaching Assistant Professor in the Department of Management and was asked to join the faculty team implementing the New Denver MBA program. The New Denver MBA program features a Challenge Driven Education model that provides students with a truly differentiated and impactful educational experience preparing them for what they will encounter in a volatile, uncertain, complex, and ambiguous business world. Building upon my teaching success, I was asked to develop and teach in summer 2018 an online / distance Strategic Management course. My leadership abilities were recently leveraged by the Chair of the Department of Management when he asked me to assume the role of Director of the Master of Science in Management in 2019 (renewed in 2020).

My teaching philosophy is built on the lessons that I learned from my business mentors who pushed me to always strive to achieve more than I thought I was capable of achieving. While at Frontier Airlines, Sam Addoms, Chairman, President, and CEO was my professional mentor who constantly challenged me to exercise my executive leadership skills outside of my comfort zone. At Qwest Communications, Ed Mueller, CEO, tasked me to provide strategic leadership in changing the culture of a company that lacked understanding of an evolving industry and the demands of the customer. In the classroom, I use these boardroom experiences to drive the theories of business in the classroom.

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## EDUCATION

*University of Denver, Denver, CO*

**Master of Business Administration [Executive]**

**2011**

Area of Concentration: Entrepreneurship

*Bowling Green State University, Bowling Green, OH*

**Bachelor of Science in Technology**

**1985**

Area of Concentration: Aeronautics

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## TEACHING EXPERIENCE

*University of Denver, Denver, CO*

**Teaching Assistant Professor – Department of Management**

**2016 - Current**

Courses taught: "Strategic Management" (in-person and online); "Business Design / Business Plan"; "Business Model Project"; "Business Policy and Strategy" (in-person and online); "Entrepreneurial Mindset"; "Strategic Business Communication", "Corporate Challenge" (in-person and online), and Leading Organizations (in-person and online). Develop syllabus, pedagogy, and course structure including classroom lectures and online activities.

**Adjunct Faculty**

**2012 - 2015**

Courses taught: "Strategic Management"; "Business Design / Business Plan"; "Business Model Project"; and "Business Policy and Strategy". Develop syllabus, pedagogy, and overall course structure.

**Instructor** – "Business Plan Development"; "Business Model Development"

**2012**

Developed syllabus and overall workshop structure for Executive MBA program.

**Lecturer** – "Strategic Management"; "Entrepreneurial Mindset"

**2011**

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## RELATED EXPERIENCE

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*University of Denver, Denver, CO*

**Director of Master of Science in Management**

**2019-Current**

The Program Director will have responsibility for the continued development of the Masters of Science in Management ("MSM") graduate degree program.

*eCubed Marketing LLC, Denver, CO*

**President / CEO**

**2010-Current**

Co-founder of a boutique agency that provides strategic consulting services to start-ups, early growth, and mature companies looking to differentiate themselves in highly competitive industries.

*FlyinAway Travel Technologies; TekDry; GroovyTek, Denver, CO*

**Advisory Board Member**

**2011-2018**

Provide executive, financial, and entrepreneurial leadership, mentorship, and strategic advice to numerous Denver start-ups.

*Frontier Airlines, Denver, CO*

**Senior Director**

**2004-2008**

Lead a team of Information Technology professionals in defining and developing solutions designed to support the strategic goals of a major airline.

*Frontier Airlines, Denver, CO*

**Director**

**1994-2004**

Worked in a start-up environment to create and implement all policies & procedures for airport customer service & operational areas: ticketing, ramp service, baggage, safety/security, passenger relations, scheduling/traffic, telecommunications, loss prevention/risk management.

Strategically lead market research, market analysis & reporting for marketing objectives in direct mail, airline/travel partnerships & development of passenger service programs. Develop, implement & direct eCommerce and other Technologies to improve revenue, reduce distribution costs & maximize customer loyalty.

Lead a team of Sales professionals in achieving objectives including developing new sources of customers and directing revenues through low cost channels for a national airline.

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## SKILLS

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Higher Education Teaching experience: curriculum, course development, classroom, and online lecture experience teaching students of all levels at the eighth oldest business school in the United States.

Executive Management experience: P&L experience including division and department management, operational management, information technology, financial and budgetary controls, staffing, public relations, long- and short-range strategic planning.

Strategic Leadership experience: analytical and strategic leadership experience in assessing organizational strengths and opportunities, determining weaknesses and threats for mediation, applying best practices in strategic analysis and management.

Entrepreneur experience: entrepreneurial and investor experience in assessing new business ideas and models, reviewing business plans and investment opportunities, mentoring, advising, and leading start-up organizations through each phase of growth.

Operational Leadership experience: operational and developmental leadership experience in new organization and procedure creation, recruitment and motivation of staff, implementation of budgetary and fiscal controls, and effective collaboration across divisions and departments in support of mission, vision and values.

E-Commerce Leadership experience: Web site development, technology platform selection, business-to-business and business-to-customer online sales, implement interactive sales programs, develop customer engagement strategies.

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E-Marketing Leadership experience: develop and implement sales growth plans and annual marketing proposals, organize and coordinate sales plans, research and track market trends, plan promotional and advertising tactics and campaigns.

Customer Engagement Leadership experience: develop and implement customer engagement strategies leveraging social networking media tactics, create and execute interactive tactics across various platforms, evaluate business metrics for each campaign, determine viability of new alternative media.

Communications and Public Relations experience: public speaking and governmental liaison experience using a variety of mediums and venues including press conferences, government agency meetings, customer groups, and university classrooms.

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#### HONORS AND AWARDS

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- Faculty Career Champion Nomination **2017, 2018, 2019, 2020**  
University of Denver Career Services – Nominated by student(s) for making a difference in the career development journey.
  - Daniels Faculty Teaching Excellence Award **2020**  
Recognized by students and peers on teaching accomplishments made in the classroom for the 2019-2020 academic year at the Daniels College of Business.
  - Daniels Awards for Faculty Teaching Excellence and Innovation Nominations **2019**  
Nominated for outstanding contribution to the College as well as Innovation and Business Relevance
  - Executive MBA Program Associate Dean's Award **2016**  
Executive MBA Program – In recognition of outstanding contribution as an Alum and Faculty Member.
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#### MEDIA AND PUBLICATIONS

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- Denver7 360: What does the future of travel look like? **August 21, 2020**  
Television Interview on Denver7 (KMGH) regarding what will the airline and travel industry look like in the future due to COVID-19.
- Denver Post Frontier Airlines won't be landing on Wall Street **July 28, 2020**  
Article written by Aldo Svaldi regarding Frontier's withdrawal of their SEC registration for an IPO.
- Washington Post Too sick to fly: Should airlines offer refunds to infectious passengers **May 27, 2020**  
Article written by Christopher Elliott regarding refunds not being offered by airlines, cruise line, and hotels. What should these hospitality companies be doing when travelers are sick?
- Denver7 Is it safe to travel this summer? **May 20, 2020**  
Television Interview on Denver7 (KMGH) regarding the days of summer traveling in a busy airport are gone, at least for this summer. Airline travel is down 95% across the world.
- Fox31 Changes Coming to the Airlines Industry **May 6, 2020**  
Television Interview on Denver FOX31 (KDVR) regarding the changes coming to the airlines industry as more states begin to "open up" during the time of the Coronavirus pandemic.
- CBS4 Delta's Only Passenger Was Case Of 'Right Place, Right Time' **August 15, 2019**  
Television Interview on Denver CBS4 (KCNC) regarding a flight from Aspen to Salt Lake City with only one passenger onboard
- 9News Learns more about the changes coming to DIA **August 2, 2018**  
Television Interview on Denver 9News (KUSA) regarding the possibility of a strike at Frontier Airlines by its pilots
- Frontier Pilots, "We're 100% Ready to Strike" this Summer **June 12, 2018**  
Radio Interview on Denver KOA (AM 850) regarding the possibility of a strike at Frontier Airlines by its pilots

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## PROFESSIONAL REFERENCES

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- Dr. Dan Baack  
Associate Professor / Academic Director of MBA Programs  
Department of Marketing  
Daniels College of Business  
University of Denver  
303.871.3817
  - Dr. Dennis Wittmer  
Professor  
Department of Management  
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