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**ACADEMIC QUALIFICATIONS**

**Oklahoma State University Stillwater, OK 2023 – 2026**

Spears School of Business - Executive Ph.D. in Business Administration

**University of Texas - Austin Austin, TX 2019 – 2020**

McCombs School of Business - Master of Science, Technology Commercialization

**California State University, Long Beach Long Beach, CA 2008 – 2009**

Master of Arts, Sport Management

**University of North Texas Denton, TX 1996 – 2002**

Bachelor of Arts in English Composition

**TEACHING EXPERIENCE**

**University of Texas at Austin McCombs School of Business June 2024 – Current**

MAN 327 Intro to Entrepreneurship and Innovation Summer 2024

MAN 327 Intro to Entrepreneurship and Innovation Fall 2024

MAN 366P Management Practicum: Social Entrepreneurship I Fall 2024

MAN 366P Management Practicum: Social Entrepreneurship I Spring 2025

MAN 327 Intro to Entrepreneurship and Innovation Summer 2025

**PROFESSIONAL EXPERIENCE**

**Adobe (Contract), Austin, TX Program Manager of Education May 2022 – June 2024**

Program Manager and Product Marketing Manager for K12 EDU team, leading customer activations, user research and GTM strategy and execution.

* Developed integrated marketing strategy for cross-channel market penetration, leveraging paid and organic content to drive awareness, increase adoption, and sustain use.
* Built integrated marketing data reporting for K12 EDU team, creating the first full-funnel data view for user journeys
* Strategy and operations for creative challenges, a leading user activation
* Conduct onsite and virtual user research to develop product roadmaps and GTM strategies
* Generated over 135k visits and 120k visits to creative challenges landing page from August ‘22 to May ‘23
* Drove 20k Monthly active users in Adobe Express, 20% of all MAU for K12 EDU efforts in 2022

**The Zebra, Austin, TX Product Manager - Growth June 2021 – May 2022**

A member of the Growth team and led the SEO squad for an insurance comparison marketplace and agency

* Co-led marketing project, “State of Insurance,” that reached over 30mm impressions in January 2022
* Led homepage redesign that focused on E.A.T and SEO optimization strategy to counter Google algorithm changes
* Coordinate UX researchers, engineers, designers, data analysts, QEs, plus work with the SEO content team and biz dev
* Utilize Jira, Confluence, Miro, Figma, Google Workspace, Optimizely, Looker, Google Analytics, Google Search Console

**IBM, Global Consultant September 2020 – June 2021**

Led business development, strategic direction, and implementation for SkillsBuild for Students, a free digital platform, through partnerships with market leaders, nonprofit organizations, corporate partners, and global NGOs

* Created business development processes, including management tools, sprint planning, and reporting documentation
* Co-led the creation of a US-focused education competition to push adoption with new educational organizations
* Headed project initiatives, including an implementation guide, serving 1,080 current organizations
* Part of a global team that has increased adoption by 90k to 550k users in 138 countries in less than one year

**Camp Champions, Marble Falls, TX Senior Director January 2011 – June 2020**

Responsible for all business development, product development, and marketing as a senior member of the leadership team of The Outdoor School and Champions Retreat

* Increased revenue in a mature market by 194% by focusing on new client acquisition and existing client growth
* Led the project management for a new cloud-based business operations platform improving productivity by 32%
* Guided development of strategic initiatives for mobile-first website, increasing traffic by 21% and conversion by 15%
* Conducted user research through qualitative and quantitative user interviews and user feedback

**Pittsburgh Pirates, Bradenton, FL Assistant General Manager January 2010 – November 2010**

Served as Assistant General Manager for the Bradenton Marauders, the Pirates’ Florida State League team

* Launched online and brick-and-mortar retail operations that resulted in 2nd overall retail revenue in FSL
* Developed and lead all stadium operations for 1st year minor league season, resulting in 51,856 attendance
* Managed seasonal staff of 30 game-day employees and six full-time interns

**Major League Baseball, Compton, CA Marketing and Event Coordinator August 2008 – January 2010**

Led event and marketing operations for Major League Baseball’s first Urban Youth Academy in partnership with the Los Angeles Dodgers and Los Angeles Angels of Anaheim

* Served as on-field project coordinator for Urban Invitational, RBI Classic, and World Baseball Classic
* Led the project management for an annual charity golf tournament, building a network of over 100 pro sport donors
* Managed key stakeholders to implement a new student tracking system that tracked more than 500 students
* Conducted in-depth research on future Urban Youth Academy expansion sites for Major League Baseball

**Game Show Network, Culver City, CA Library Services Coordinator February 2007 – August 2008**

Responsible for coordinating the delivery of on-air ready tapes of game shows for broadcast on Game Show Network

* Work with programming staff to plan out on-air broadcast schedule for up to four weeks out from broadcast date
* Coordinate with quality control staff to ensure all tapes are ready for digital processing
* Scheduled ingestion of production tapes in partnership with Master Control staff

**Sony Pictures Entertainment, Culver City, CA Post Production Coordinator September 2005 – January 2007**

On contract with Beachwood Services Inc. to provide post-production coordination services to Sony Pictures Television

* Responsible for coordinating the high-definition daily work by productions including Rescue Me, Jeopardy, Wheel of Fortune, Rules of Engagement, The King of Queens, and I Now Pronouce You Chuck and Larry
* Worked with Sony Pictures Television productions to retrieve dailies and deliver high-definition conversion tapes
* Coordinated with staff engineers on the high-definition conversion of productions like Jeopardy and Wheel of Fortune

**Delta Air Lines, DFW/AUS/LAX Customer Service Agent June 1999 – July 2005**

Gate and ramp agent at Dallas/Fort Worth International Airport, Austin International Airport and LA International Airport

* In charge of gate arrivals and departures, ensuring on-time departures working with flight and ramp crew
* Head agent for contract carrier, Air Canada at DFW airport responsible for all at-gate duties
* Ramp agent at LAX, including working on international flights and regional carriers

**ENTREPRENEURSHIP EXPERIENCE**

**Tripology, LLC, Austin, Texas Founder July 2019 – August 2020**

Founded Tripology - a two-sided marketplace focused on connecting field trip providers and educators

* Created Tripology as part of the MSTC program, conducting independent research and quick look evaluation
* Recruited a team to lead the development of Tripology from business plan to beta launch
* Closed in August 2020 due to the global pandemic that completely stopped all field trips in the U.S.

**Live Athlete, LLC, Austin, Texas Co-Founder February 2015 – December 2018**

Cofounded Live Athlete as an NFL sports agency turned tech startup focused on connecting high-performing athletes with professional service providers

* Led product development vision on a new marketplace app connecting athletes with specialty service providers
* Oversaw remote engineering, UI/UX, and QA teams leading to the launch of a beta app in 6 months to 300 users
* Headed the creation of marketing materials, including digital, social, and print media and podcasts

**AFFILIATIONS**

**Academy of Management** Member Since 2024

**Southern Management Association** Member Since 2024

**USASBE** Member Since 2024

**INDUSTRY-RELEVANT CONFERENCE PRESENTATIONS**

**ProductCamp Austin Best Session Fall 2021**

Presentation - Neurodiversity and the World of Work: How to Thrive with Your Brain

**ProductCamp Austin Runner-up Session Fall 2019**

Presentation - Product Job Club - How to grow your career in Product

**ProductCamp Austin Selected Session Spring 2019**

Presentation - Live Athlete - A Case Study

**PROFESSIONAL CERTIFICATIONS**

* Foundations Course from Pragmatic Institute Dec 2021
* Certified Scrum Product Owner – Agile Velocity May 2020
* Agile U Fundamentals Course from Agile – Austin, TX May 2019
* Product Management Course from General Assembly Nov 2018
* Full Stack Web Development Bootcamp from University of Texas May 2018