

Curriculum Vitae

Deirdre B. Mendez PhD

Director, Center for Global Business. Lecturer in international business and intercultural management. PhD in sociolinguistics. 15 years teaching international business to undergraduate and graduate students and executives. 20 years experience consulting in international business relations.

Relevant Positions and Memberships

- Jan. 2019-present: Director, Center for Global Business, McCombs School of Business, The University of Texas at Austin.
- Jan. 2019-present: Member, Steering Committee, President's Award for Global Learning, The University of Texas at Austin.
- Aug., 2017-present: Member, Independent Inquiry Flag Committee, The University of Texas at Austin.
- Jul., 2018-present, member Intercultural Agility Committee, Institute for Study Abroad, Butler University.
- 2014-2019: Associate Director for Cultural Education, Center for International Business Education and Research, McCombs School of Business, The University of Texas at Austin.
- Spring, 2017: Member, Diversity and Inclusion Committee, McCombs School of Business.
- 2016-2017: Visiting Faculty, U.S. Department of Commerce Commercial Diplomacy Institute
- 2010-present: Steering Committee Member, Global Professional Leadership Training Program, International Office, The University of Texas at Austin.
- Sep-Dec, 2017, consultant to *Engaging with Community and Culture* course, Institute for Study Abroad, Butler University.
- Mar. 2014-Jun. 2014: Consultant, International Office, The University of Texas at Austin, responsible for curriculum re-design of cultural analysis course.
- 2013-2014: Chair, Certificate in Global Management Committee, The University of Texas at Austin.
- 2012-2014: Director, Center for International Business Education and Research, McCombs School of Business, The University of Texas at Austin
- 2005-2012: Assistant Director, Center for International Business Education and Research, McCombs School of Business, The University of Texas at Austin.
- 2007-2010: Membership Committee Member, Partnership in International Management consortium of international business schools.
- 2007-2010: Member, Vice-Provost's Cross-Campus Council on International Studies.
- 1986-2004: President, Foreign Business Management Consultants.
- 2001-2009: Member, Board of Directors, International Center of Austin.
- 2002-2006: Member, Founders Advisory Council, World Congress on Information Technology 2006.

- 2002-2003 Member, Economic Development Task Force, City of Austin.
- 2001-2002: Member, Mayor's Intl. Infrastructure Task Force, City of Austin.
- 1999: Founder and Chair, International Program Committee, Austin Technology Council.
- 1999-2004: Founder and Member, Board of Directors, Greater Austin International Coalition.
- 1998-1999: Member, Austin Chamber of Commerce International Advisory Committee

Current Position and Responsibilities

Director, Center for Global Business, McCombs School of Business, The University of Texas at Austin.

- Implement strategic vision for international initiatives at McCombs School of Business.
- Collaborate with McCombs and UT leadership to develop and promote global initiatives.
- Oversee endowment fundraising initiatives.
- Develop Center Board of Advisors.
- Support design and implementation of new curricular offerings for IB major and minors to enhance enrollments in international programs and employment opportunities for students.
- Oversee promotion and implementation of Global Management minor.
- Design and develop marketing plan to promote McCombs global message and achievements.
- Teach MAN 137C and MAN 237D courses associated with Global Management minor.
- Represent McCombs on cross-disciplinary committees and with university's Education Abroad Office.
- Manage 3 permanent employees, 4 student workers.

Teaching Experience

- 2020-present: Lecturer, Dept. of Business, Government, and Society, McCombs School of Business, The University of Texas at Austin.
- 2017-present: Lecturer, School of Engineering, The University of Texas at Austin.
- 2016-2017 Instructor, Institute for Study Abroad, Butler University.
- 2014-present: Lecturer, College of Liberal Arts, The University of Texas at Austin.
- 2015-2020: Lecturer, Dept. of Marketing, McCombs School of Business, The University of Texas at Austin.
- 2013-2020: Lecturer, Dept. of Management, McCombs School of Business, The University of Texas at Austin.
- 2012-2018: Instructor, McCombs School of Business, The University of Texas at Austin, *Global Business Leadership Institute*.
- Summers, 2015 and 2016: Invited Lecturer, University of Cologne, Cologne, Germany
- 2007-present: Instructor, Executive Education, McCombs School of Business, The University of Texas at Austin.

- 2007-2012: Instructor, McCombs School of Business, The University of Texas at Austin, *BBA Global Summer Program*.
- 2011: Instructor, IC2 Institute, The University of Texas at Austin, *Marketing for Partnerships with U.S. Companies*, Suwon, Korea
- 1998-2004: Adjunct Faculty, Oregon Graduate Institute of Science and Technology, Oregon Health Sciences University, Masters of Science and Technology program, teaching *International Management*.
- 1990-1991: Lecturer, LBJ School of Public Affairs, The University of Texas at Austin.
- 1986-1987 Lecturer, Dept. of French/Italian, The University of Texas at Austin.
- 1984-1986 AI, Dept. of French/Italian, The University of Texas at Austin.
- 1983-1984 AI, Dept. of Linguistics, The University of Texas at Austin.
- 1982-1983 TA, Dept. of Linguistics, The University of Texas at Austin.

Other Experience

Program Development

- 2000-2003: *International Program Chair, Austin Technology Council* Designed, funded, executed and led executive education programs and events for technology companies. Created programs including workshops, seminars and peer-to-peer discussion groups. Crafted partnership between ATC and Japan Information Services Industry Association.
- 1999-2004: *Founder and Board Member, Greater Austin International Coalition* Designed and executed numerous educational programs for Central Texas business, education, government and cultural communities. Events included multi-panel conferences, quarterly international strategy sessions, and monthly speaker-based programs.

Trade/Technology Missions

- 2000-2004: Designed, marketed, and led three technology missions to Asia and Europe to introduce Texas companies to international markets. Recruited sponsors, planned itinerary, qualified overseas contacts, recruited participant companies and personally led missions.
- 1999: Led delegation of Austin mayor and business leaders to Japan. Organized agenda, briefed delegates, orchestrated meetings and personally conducted delegation to Japan.
- 1999-present: Host international delegations to Austin, regularly present on the Central Texas economy and technology policy.

Consulting

- 2012-13: Consultant to technology corporation on U.S./Korean partnership
- 1986-2004: *President, Foreign Business Management Consultants* Developed and led executive education programs for corporate executives in client companies expanding into foreign markets. Advise clients ranging from startup to Fortune 100. Large clients include Tandem Computers, Dell Computer, AMD, International SEMATECH and 3M Corp.
- 2002-2003 *Consultant, East Asia Language Program Center for Asian Studies, University of Texas at Austin*

Designed marketing program for East Asia Language Program.

Community Leadership

- 1999-2004: *Founder and Board Member, Greater Austin International Coalition* .
Founder and founding chair of organization promoting internationalization in Central Texas. Guided organization to merger with International Center of Austin.
- 2001-present: *Board Member, International Center of Austin*
Founding board member of organization promoting international exchange between Central Texas and overseas organizations in the areas of business, education and culture.
- 1999: *Global Technopolis Study/Report of Findings*
Designed, conducted and marketed a research survey on the needs of Central Texas technology companies in the international arena. Report of findings delivered at a luncheon of business, political and community leaders. Covered by local and state media including television, radio and print, featured in Wall St. Journal national edition.

Presentations/Lectures

National/International Presentations

- 2017
 - Nov., 2017, Presentation: *Leveraging Online Instruction to Augment Intercultural Learning Abroad* at CIEE annual conference
- 2016
 - April, 2016, presentation: *Facilitating Intercultural Skills Development in International Internships* at 2016 Forum on Education Abroad annual conference
- 2015
 - October, 2015, *Figuring out Culturally Different Clients*, Presentation to Keller-Williams Realty Global Property Services, Austin, TX
 - October, 2015, *Strategies for US-Asia Business Negotiation*, Presentation to International Business Law Roundtable, Austin, TX
 - October, 2015, *The Global Business Leadership Institute: A Partnership of PIM Institutions*, Presentation at annual Partnership in International Management meeting, Sao Paulo, Brazil.
 - June, 2015 *Designing Culture into Study Abroad*, Presentation to Faculty Development in International Business Workshop, Atlanta, GA.
- 2014
 - *Understanding Cultural Differences of Hiring Managers and Work Colleagues*, Webinar for Beyond B-School.
 - *Adapting to Culturally Different Clients and Colleagues*, Webinar for Keller-Williams Realty Global Property Services.
 - *Using the Cultural Analysis Toolkit to promote intercultural competence in international internship & study abroad programs*, IESAbroad Annual Conference, Chicago, IL.
 - *Integrating International & Domestic MBA Students*, MBA CSEA Annual Conference, Minneapolis, MN.

- *Designing Cultural Reflection into Study Abroad* CIBER Business Language Conference, Park City, UT.
- 2013
 - *Designing Cultural Reflection into Study Abroad*, Forum on Education Abroad Standards Institute, Minneapolis, MN.
 - *Cultural Analysis Methodology for Internships*, IESAbroad Faculty Meeting, Chicago, IL.
- 2012: *Cultural Analysis Methodology for Students*, Forum on Education Abroad Annual Conference, Denver, Colorado.
- 2011: *Experiential Learning in a Multicultural Environment*, Partnership in International Management Annual Meeting, Bergen Norway.
- 2011: *Empowering Students: Cultural Analysis Toolkit for Study Abroad*, CIBER Short-Term Study Abroad Workshop, Vancouver, Canada.
- 2002: *The Role of Educational Institutions in the Austin Technopolis*, Japan Techno Research Forum, Tokyo, Japan.
- 2002: *The High Technology Development of Austin, TX*, Niche Technology Incubator, Tohoku University, Sendai, Japan.
- 2001: *The Software Industry of Austin, TX*, JETRO Forum on Austin Technology, Tokyo, Japan.
- 2000: *Educating High Tech Companies about Trade*, Southern Growth Policies Board, Puerto Rico.
- 2000: *Austin's Software Industry*, JETRO Forum on Austin Technology, Tokyo, Japan.
- 2000: *Encouraging Regional Initiative in the Private Sector*, Annual Conference of Lieutenant Governors, Puerto Rico.
- 1999: *Encouraging Private Sector Initiative*, Economic Development Association Conference, Austin, TX.
- 1995: *The Relationship Between Japan and Texas*, Japan Center for International Exchange, New Orleans, LA.
- 1994: *The Relationship Between Japan and Florida*, Japan Center for International Exchange, Philadelphia, PA.
- 1993: *Japanese Companies as Partners, Customers, Competitors*, Japanese Industry and Management of Technology Conference, IC2 Institute, University of Texas, Austin, TX.
- 1993: *Japan Information Access Project*, Austin, TX.

Other Presentations

- 2019: Presenter, *Intercultural Leadership* to Gilman scholars, UT International Office
- 2019: Presenter, *Intercultural Leadership* to KAUST scholars, UT International Office
- 2019: Presenter, *Fellowship Program for Shandong Province Delegates*, UT International Office
- 2018: Presenter, *Developing International Competence* to Fulbright scholars, UT International Office
- 2016: Presenter, *Developing International Competence* to Fulbright scholars, UT International Office
- 2016: Presenter, *Cultural Analysis Methodology* to academic advisors in UT-Austin College of Liberal Arts

- 2016: Presenter, *Cultural Analysis Methodology* to visiting international students for UT International Office
- 2016: Presenter, *Cultural Analysis Methodology* to undergraduate international internship candidates for UT-Austin International Office
- 2016: Presenter, *Cultural Analysis Methodology* to peer advisors in UT-Austin Department of Economics
- 2015: Presenter, *Cultural Analysis Methodology* to program coordinators in UT-Austin Study Abroad Office.
- 2014, 2015, 2016, 2017, 2018: *Cultural Analysis: Figuring "Them" Out*, semi-annual Global Professional Training Retreat hosted by the International Office of UT- Austin.
- 2009-present: *Cultural Analysis: Experiential Training for Business Students and Executives*. Present to eight colleges and organizations within The University of Texas at Austin on cultural analysis methodology for study abroad and service learning programs.
- 2005: Presenter, *Global Outsourcing: Avoiding the Pitfalls*, at "Going Global: Making International Work for You", conference of International Center of Austin.
- 2004: Presenter, *International Negotiations*, National Association of Procurement Managers, Austin, TX.
- 2003: MC, Defining Our World Conference, Greater Austin International Coalition, Austin, TX.
- 2002:
- Speaker, *Defining an International Business Model*, Women in Technology Conference, Austin, TX.
 - MC, International Technology Forum, Austin Software Council, Austin, TX.
- 2001:
- Researched and reported on visit to Charlotte, SC in 2001 on benchmarking mission for Mayor's Task Force on International Infrastructure.
 - Speaker, Call to Action Conference, Greater Austin International Coalition, Austin, TX.
- 2000:
- Participant, Roundtable on Austin's Technology Development, IC2 Institute, Austin, TX.
 - Referenced by National Council on Entrepreneurship in NCOE Update, No. 8, May 2, 2000
 - MC, International Technology Forum, Austin Software Council, Austin, TX.
- 2000:
- MC, International Mapping Conference, Greater Austin International Coalition, Austin, TX.
 - 2000: Speaker, *Austin's International Challenge*, Technology Advisers Group, Austin, TX.
 - MC, International Workforce Outsourcing Seminar, Austin Software Council, Austin, TX.
 - MC, International Technology Forum, Austin Software Council, Austin, TX.
 - Speaker, International Trade: Practical Advice for Technology Companies, Techlaw Conference, Austin, TX.
- 1999:
- Keynote Presenter, *Growing a Global Technopolis: How Greater Austin Scores*, Austin, TX.

- MC, Japan Forum, University of Texas, Austin, TX.
- Speaker, Japanese Software Industry, Yokohama Forum, City of Yokohama, Japan.
- MC, International Business Conference, Technical Business Network, Austin, TX.

1998: MC, International Trade Conference, Greater Austin Chamber of Commerce.

Grant Proposals and Administration

- September, 2014-2018 - Associate Director for Cultural Programs, CIBER, McCombs School of Business
- September-December, 2013 – Co-wrote successful CIBER grant proposal for 2014-18 grant cycle
- September, 2012-December, 2013 – Director, Center for International Business Education and Research, responsible for administering Dept. of Education grant
- January, 2006-September, 2012 – Assistant Director of Center for International Business Education and Research, responsible for administering Dept. of Education grant

Grants and Awards

- 2016-2017: Named Visiting Faculty, U.S. Department of Commerce Commercial Diplomacy Institute
- 2005: Joe W. Neal award for outstanding leadership in international relations, awarded by International Hospitality Council of Austin.
- 1994-95: Individual grant to research Japanese customer expectation and project management techniques from USAF Japan Industry and Management of Technology grant.
- 1984-86: US Dept. of Defense Foreign Language Area Studies Fellowships in Japanese.
- 1982-86: Teaching Fellowships, Department of French & Italian, University of TX at Austin.
- 1982: Elected to Phi Kappa Phi Graduate Honors Society.
- 1981: Graduated Magna cum Laude with Honors in linguistics, Tulane University.

Education

- 1986 PhD in sociolinguistics, University of Texas at Austin.
- 1981 BA in linguistics and French, Newcomb College, Tulane University.

Languages

Native speaker of English, fluent in French and Spanish, intermediate proficiency in spoken Japanese. Read Portuguese and Italian. Have studied Latin, Eskimo, Nahuatl, Polish.

References

- Raymond J. Brimble, President, Lynxs Group
512-530-2536, ray@lynxs.com.
- David Platt, PhD, Director, Center for International Business Education and Research, McCombs School of Business, The University of Texas at Austin, (512) 471-3518, david.platt@mcombs.utexas.edu
- Susan Napier, Professor, German, Russian and Asian Languages, Tufts University, (617) 627-2199 susan.napier@tufts.edu.

Publications

- 2017 Mendez., D. **The Culture Solution**, Nicholas Brealey International, London, Boston.
- 2013 Mendez, D. **Cultural Analysis Toolkit for Executives**. Center for International Business Education and Research, The University of Texas at Austin.
- 2011 Mendez, D. **Cultural Analysis Toolkit for Study Abroad**. Center for International Business Education and Research, The University of Texas at Austin.
- 2002 Mendez, D. and Fukushima, M. **The History of High-Technology Development in Austin, Texas**. Japan Techno Research Institute.

- 2001 **Research on the Interest of the Semiconductor-Related Companies in Austin, TX to Invest in Kumamoto Prefecture, Japan.** Japan External Trade Organization, Kumamoto Prefecture, Japan.
- 2000 **The Development and Current Status of the Austin High-Technology Sector.** Japan External Trade Organization, Houston, TX.
- 1995 *Organizational, Technical and Managerial Issues for Japanese and American Joint Development Project.* El-Badry, S., Lopez-Cepero, H. (eds.) **Intercultural Project Management**, IC2 Institute, University of Texas, Austin, TX.
- 1994 *Indirectness and Turn-Taking in Japanese and American Conversation.* El-Badry, S., Lopez-Cepero, H., and Hoppe, T. (eds.), **Navigating the Japanese Market**, IC2 Institute, University of Texas, Austin, TX.
- 1994 *The State of Florida. Survey Reports on Japan-Related Regional Activities in the U.S.* The Japan Foundation Center for Global Partnership.
- 1993 **The State of Texas, in Survey Reports on Japan-Related Regional Activities in the U.S.** The Japan Foundation Center for Global Partnership.
- 1989 **The State of Texas in Regional Underpinnings of the US-Japan Partnership.** The Japan-US Friendship Commission.
- 1988 Book review of Tannen and Saville-Troike (eds.) *Perspectives on Silence.* **Journal of Pragmatics** vol. 12(3), p. 391-396.
- 1987 Book review of Berger and Bradac (eds.) *Language and Social Knowledge.* **Journal of Pragmatics** vol. 11(2), p. 254-257.

Other Papers

- 1995 Paper titled **The Personal Touch: Networking within Japanese Agencies and Organizations** presented at MCC and University of New Mexico joint Japanese Industry and Management of Technology Workshop, Austin, TX.
- 1994 Paper titled **Japanese/American Joint Project Management** presented at Japanese Industry and Management of Technology Workshop, IC2 Institute, Austin, TX.
- 1994 Paper titled **Indirectness and Turntaking in Japanese Corporate Culture** presented at Institute for Trade and Commerce Japanese Industry and Management of Technology Workshop, Austin, TX.
- 1993 Paper titled **Negotiating with Japanese Counterparts** presented at Japanese Industry and Management of Technology Workshop, IC2 Institute, Austin, TX.
- 1993 Paper titled **Building Networks with Japanese Colleagues** presented at Japan Information Access Project Workshop, Austin, TX.
- 1987 Paper titled **Maximizing Effectiveness in Intercultural Training** presented at the 1987 Conference on Intercultural Communication for the Professions, Ann Arbor, MI.
- 1986 Doctoral dissertation titled **The Negotiation of Relationships: An Integrative Characterization of the Interactive Behavior of Japanese Americans**, University of TX at Austin.
- 1986 Paper titled **Negotiating Language Usage in an Intercultural Setting** presented at El Espanol en los Estados Unidos Conference, Austin TX.
- 1985 Paper titled **Towards a Theory of Interactive Behavior: a Framework for the Analysis of Politeness**, presented at Linguistics Society of America Summer Conference, Washington, DC.