

MICHELLE S. PARKER

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A. EDUCATIONAL EXPERIENCE

- Master of Business Administration (MBA), Marketing Concentration, Wright State University. 4.0 GPA out of possible 4.0. *Graduate Student of the Year Award*, 1988
- Bachelor of Science, Finance, Wright State University. Magna Cum Laude, 1983

Continuing Professional Education

- University of Dayton, Senior & Graduate-level Accounting coursework (12 semester hours). 4.0 out of possible 4.0, 2019; *Accepted as Ohio CPA exam candidate.*
- Becker CPA Program, Self-study for CPA Examination, 2019 – Present
- Defense Acquisition University (DAU), 10 Financial Management courses, 2021
- Aileron, *Course for Presidents, Leading Powerful Conversations* course, *Conscious Leadership* course, and the Aileron Annual Summit, 2018
- Auburn University, *Advanced Microsoft Excel and Access for Accounting*, 2018
- The Entrepreneur's Center, *Entrepreneurial Catalyst Bootcamp*, 2017
- Small Business Association (SBA), Marketing Research course, 2017

B. ACADEMIC & PROFESSIONAL EXPERIENCE

Academic & Training Experience

University of Dayton, School of Business, Lecturer 2015 – 2020; 2021 - Present
School of Business, Management/Marketing Dept., University of Dayton (UD)

Teach business courses including graduate and senior-level capstone strategic management courses. Design and employ a variety of pedagogies including dynamic activities, research projects, analytical tools, templates, original, state-of-the-art content, and other innovative approaches to optimize student engagement, critical-thinking, learning, and retention. Conduct research and remain abreast of current business models and concepts and integrate into course curriculum. By-name requested to teach in the Fiore Talarico Center for Professional Selling. Recognized by members of the UD Women's Soccer Team as "Favorite Professor." Courses taught include:

- UD Emerging Leader Program, Strategic Management
- BIZ 201, Introduction to Business (formerly BIZ 102)
- MBA 798, Strategy & Strategic Management
- MGT 490, Managing the Enterprise
- MGT 318, Fundamentals of New Venture Creation for non-Entrepreneurship majors
- MGT 320, New Venture Creation
- MKT 310, Principles of Selling
- Engaging with Business, special presentation on Business Strategy

Highlight of Teaching Delivery, Content, and Student Development Activities

- Designed and developed all new teaching materials and creative activities for the MGT 318 and MGT 320 courses, including but not limited to lectures, quizzes, exams, projects, worksheets, software tools, and activities. Incorporate new tools and current methodologies including Synergizer's entrepreneurial tools and concepts. Work with the local business community to organize a panel of judges to evaluate and provide feedback on new venture feasibility analysis presentations by students.
- Developed new, original training handbooks, workshops, and software to expedite learning the MGT 490 Capsim business simulation program. Developed an Excel template integrating the strategic management analytical tools taught in MGT 490 and MBA 798 to facilitate data collection and rigorous analysis of an organization's external and competitive environment, internal resources and capabilities, and performance analysis. Stay abreast of current management tools and business concepts and incorporate into curriculum.

- Bring in highly regarded business professionals and subject matter experts to the classroom to share business-in-action, including executive managers and vice presidents, business owners, and sales directors enabling students to see theoretical concepts applied in business.
- Developed new, innovative experiential activities for MKT 310 students to improve their performance in the end-of-semester sales call role plays with professional business salespersons from a local, Fortune 500 company. This includes creative role plays, self-assessment activities, videotaping, special workshops, and interactive activities that build confidence and capabilities in delivering presentations and product solutions. Developed a customized Customer Profile & Planning worksheet for students to conduct research and develop a sales strategy and plan for their final sales call with an actual business-to-business salesperson.
- Taught and helped innovate new, original course materials and projects for the new BIZ 102 course when it was first deployed. Assisted the Course Director in developing lecture materials when an adjunct instructor could not fulfill their teaching responsibilities.
- Designed and developed new learning and study tools to increase student engagement, retention, and facilitate better study habits. Developed project management and accountability tools to improve team performance. Integrate Excel into all coursework and activities to increase proficiency in an expected proficiency by the business world.
- Coached and mentored students competing in UD's elevator pitch and business plan competitions, including the 2019 business plan winner. In 2017 and 2018, many of the top ten winners were my students.

Adjunct Professor & Guest Lecturer

School of Business, Wright State University

Taught marketing course. Provided one-on-one tutoring in college-level classes including marketing management, economics, finance, statistics, mathematics, personal finance, and database design. Teaching Assistant in Management Information Systems; class sizes ranged from 30 to 200.

Corporate Training & Facilitator

Marketing Impressions Consulting & Research, LLC

Planned, designed, and presented business training modules for all staff levels for corporate and Government clients using interactive learning techniques and simulations to engage and challenge students to grow. Topics include relationship marketing, branding, business development and sales, voice of the customer, quality management, communications, event marketing, teamwork, and project management. Facilitate and lead corporate strategy session off-sites, business meetings, and retreats.

Professional Experience

Air Force Life Cycle Management Center (AFLCMC), WPAFB

1984-1987, 2020-2021

Financial Manager

Provided financial management and analysis support for multiple high priority research and development programs. Designed and implemented financial management processes and automated tools to ensure accurate and timely execution of federal budgets and funding. Formulated budgets and spend plans, conducted variance analysis, forecasted obligations and expenditures, and presented results to senior leaders. By-name requested to lead the Directorate's FIAR Audit Team; led collection of key supporting documentation/audit trail and development of nine Desktop Guides documenting processes, risks, and internal control activities enabling immediate audit response times. Implemented contract reconciliation process and tools to validate financial execution accuracy across disparate systems to decrease errors in vendor payment and account postings. Conducted cost research and deep dive analysis for \$424M emerging program- met critical HQ Air Force timeline with a four-week turn. Facilitated team meetings and training including new program strategy/visioning offsites, audit training, and team building sessions. Recognized with quarterly awards, highest performance rating, and nominated for AFLCMC Civilian of the Year Award (2021).

President/Owner and Consultant

Built, launched, and managed operations and personnel of a successful business research firm providing strategic research and analysis, market research and analysis, feasibility analysis, business planning, quality audits, technical studies, and consulting support. Clients included defense contractors, credit unions, large U.S. commercial banks, engineering and technical firms, and retailers. Plan and facilitate strategic planning sessions with senior leaders achieving consensus on business strategy and management initiatives. Plan, conduct, and manage fact-finding, research, economic analysis, feasibility studies, quality audits, stakeholder surveys and interviews, and special studies to assess business performance and provided recommendations for formulating strategies and processes to guide clients into stronger and more profitable relationships with key stakeholders. Created, developed, and managed an internationally award-winning quality service program, delivering positive client results with significant improvements in employee motivation, quality service, and customer satisfaction and loyalty. Developed and tracked quantitative performance standards and key metrics to support organizational goals, objectives, and balanced scorecard initiatives, driving performance improvement and growth.

Strategic Marketing & Communications:

- Develop, execute, and manage strategic marketing and communication plans and projects to penetrate and strengthen new and existing markets. Develop and deliver formal sales and marketing presentations to corporate management groups and professional associations. Plan and manage conferences and events. Evaluate, plan, and manage branding strategies, evaluate chain of experience, write value-message content for print and digital media, conduct target market and competitive analysis, analyze positioning strategies and competitive advantage, design marketing collateral, and business development.

Research, Planning & Analysis:

- Plan, design, execute, and manage business research, consulting, and survey projects including business and market research, customer expectation and satisfaction surveys, award-winning mystery shopping program, comment cards, and employee surveys.
- Research and analyze voice of the customer and the impact of service delivery on business results. Perform requirements analysis, questionnaire development, interviewing, data research, statistical analysis, report writing, and presentation of results. Program recognized with an international award.
- Analyze customer points-of-contacts to enhance customer relations and establish quantitative performance standards and metrics to motivate and create staff accountability.
- Work with senior management including CEOs, presidents, and directors of multi-million dollar organizations leading organizational off sites, SWOT analysis, and business improvement projects.
- Plan and facilitate strategic planning sessions with senior management achieving consensus on business direction, marketing, operations, and human resources strategies.
- Conduct business assessments and SWOT analysis. Develop metrics and implement balanced scorecard initiatives. Develop roadmaps and plans for marketing, process improvements, and organizational development.

Organizational Development & Entrepreneurship:

- Established and managed marketing research and consulting firm from ground zero with an award-winning management tool which successfully resulted in a program sale to a financial services consulting firm. Improved performance levels, employee motivation, customer satisfaction and loyalty, and profitability.
- Created, developed, and managed an integrated service quality management training and measurement tools for the financial services and retailing industries. Developed and tracked metrics, conducted trend analysis, and forecasting.
- Created all forms, marketing and sales materials, turnkey automated service quality database, training, incentive systems, and project management processes. Developed relational databases including Service Shopper Feedback System database, cost analysis databases, and financial management databases.

Cost Estimating, Research, & Financial Management

- Design and implement financial management processes and automated tools to ensure accurate and timely execution of federal budgets and funding.
- Conduct budget formulation and execution, forecasting, trend and variance analysis; cost research, estimating and analysis; and trend analysis. Prepare economic analyses and business case analyses to support program decisions.

Management Consulting and Research (MCR), LLC

1987-1992

Senior Associate & Management

Successfully managed and developed cost estimating, research, and financial management projects within cost and schedule resulting in follow-on work from federal Government clients. Responsibilities included senior project management for high-dollar projects with full cost and schedule responsibility; cost research, estimating and analysis; economic/business case analysis; budget development, execution, and financial analysis; contract reconciliation analysis; technical writing and formal presentations; development of automated cost and financial models and handbooks; research studies; client liaison and relationship management; business development, and training.

Key Bank (formerly Society National Bank)

1981-1984

Branch Management/Marketing Executive for Personal Financial Products Department

Managed operations and personnel of a \$33 million commercial branch. Assisted in developing a new Marketing division (Personalized Bank Services Department) for high profile target market. Developed and implemented creative marketing ideas to penetrate existing market and establish new markets. Resulted in an increase in market share and average number of products per client. Primary responsibilities included marketing financial products, developing and implementing creative marketing programs and materials, corporate financial analysis, training new employees, preparing branch operational budgets and monthly financial reports, auditing other branches and divisions, and developing customer and marketing correspondence.

LICENSES, REGISTRATIONS & CERTIFICATIONS

- Pursuing CPA certification and Air Force Financial Manager, Level I Certification
- Air Force Institute of Technology (AFIT), School of Systems & Logistics, Cost and Price Analysis Certified Professional Designation, Wright-Patterson AFB, OH, 1986

AWARDS & HONORS

- Credit Union Executive Society/Financial Management Association, International Golden Mirror Award, Quality Service Program for Day Air Credit Union, featured in Credit Union Management Magazine published by the Credit Union Executive Society (CUES), 1992
- Graduate Student of the Year, School of Business, Wright State University, 1988
- Graduate Assistantship, Wright State University, 1987
- Beta Gamma Sigma National Honor Society, 1984

SERVICE

- Member of University of Dayton, Crotty Advisory Council, 2016 - Present
- Small business coach and entrepreneur advisor; conduct market research, write business plans, and programmed Access databases, 2017 – Present
- University of Dayton, Faculty Advisor, Epsilon Nu Tau Entrepreneurship Fraternity, University of Dayton Chapter, 2016 - 2020
- University of Dayton, Advisor, Special Interest Housing Advisor, 2018 – 2019
- University of Dayton, Coach students for business plan competitions, 2016 - 2019
- University of Dayton, Faculty Hiring Committee, 2016.
- Team Lead, Tour de Gem fundraiser for Kettering Medical Health Foundation, 2019 present
- Epiphany Lutheran Church, Member and Assisting Minister, 2015 – Present

PROFESSIONAL AFFILIATIONS

- American Marketing Association member
- Women in Business Networking member
- Miami Valley Venture Association member

PUBLICATIONS & HANDBOOKS

- AFMC/XA Government Purchase Card Desktop Guide, 2021 (FIAR Audit)
- State of Ohio Computing Center (SOCC), *Space, Cooling and Power Consumption Research & Analysis*, DICE Program
- *Power and Cooling Practices and Planning at HPC Data Centers*, DICE Program & International Data Corporation (IDC)
- Leadership & Organizational Development Courses and Handbooks:
 - *Maximizing and Measuring Brand Value*
 - *Value-Added Service: Building Relationships One Client at a Time*
 - *Strategic Planning & Positioning for Success*
 - *Relationship Marketing and Leadership*
 - *Delivering Quality Excellence*
 - *Active Listening*
 - *Consultative Selling*
 - *Communicare*
 - *Service Excellence – Why and How?*
 - *Riding the Waves of Life*
 - *Service Shopper Handbook*
 - *Teamwork*
- AF Major Shared Resource Center (MSRC) Data Center Users' Satisfaction Survey and Final Report
- Corporate One Member Expectation and Satisfaction Research and Awareness Study
- Day Air Credit Union Golden Mirror Award, Quality Service Improvement Report
- Service Shopper Feedback System Relational Database, Training Modules and Research Reports
- AFMC Financial Management Handbook, MCR
- F-16 Foreign Military Sales Case Initiation Process Handbook, MCR
- F-16 Multinational Program Office Guide, MCR
- Budget Execution and Tracking System (BETS) Study, MCR
- Evaluation of Modular Life Cycle Cost Model, MCR
- F-16 Program Manager's Handbook, MCR