

Academic Degrees

M.B.A University of La Verne	1995	Business Administration
Doctoral Studies Completed-Not Dissertation Nova Southeastern University Bachelor of Science Regents College, University State of New York	2005	Instructional Technology & Distance Education
	1989	Liberal Arts

Professional Experience

Present

Dean of Instruction

- CETYS Universidad, Campus Tijuana, Mexico

Business Consultant/Adjunct Professor of Business

- Consultant in the area of Business Processes, Business and Marketing Plans (See page 4 Consultation Work)
- Southwestern College (Teach face-to-face and online)
 - International Business – Principles of Management – Project Management
- National University (Graduate level. Teach face-to-face and online)
 - Consumer Behavior – Knowledge Management for Business Strategies – Market Research – Marketing Management – Introduction to Global Marketing – Marketing Fundamentals
- CETYS Universidad (Teach face-to-face and Online-Currently I only teach one course due to my current Deanship)
 - Seminario de alta dirección (Strategic Management)
 - Estrategia de Negociación Internacional
 - International Marketing Strategy
 - International Promotion & Advertising

Jan 2004-Dec 2008 Southwestern College.

Staff Development Coordinator/Instructor, Business and Information Systems Instructor

- *Teaching:* See page 3.
- Manage and coordinate all activities of the Staff Development Office including the Flexible calendar for faculty required professional development.
- Working closely with cross discipline faculty plan, develop and implement staff development programs as well as facilitate professional development workshops for all employees at the College.
- Plan, develop and conducts face-to-face and Online training for faculty, staff and administrators.
- Plan, develop and facilitate pedagogy based video and audio workshops for Blackboard online courses.
- Conducts employee Needs Assessment paper/online surveys.
- Experience developing business programs such as certificates and associate degree programs.
- Experience developing new courses as well as bringing current courses up date. (Curricunet)

March 2006—Present National University, San Diego, CA.

Adjunct Instructor (Part time)

- Taught: *Knowledge Management for Business Strategies, Market Research, and Marketing Management (Undergraduate and Graduate)*
- Taught other business courses using Blackboard CMS and iLinc asynchronous voice/video over IP.
- Developed two graduate level courses for a new MBA program with emphasis in Knowledge Management.

February 2007—Present CETYS Universidad, Mexicali, México.

Adjunct Professor/Faculty Training Program (Part time)

- Taught/teaching: Seminario de Alta Direccion (AD 409); *International Marketing (Mk-417)*; *Advertising and Promotion (AD-417)*
- Facilitated various workshops including mentorship of business faculty to help develop the Strategic Plan for the School of Business Administration.
- Created, implemented and facilitated a faculty training program for the CETYS Universidad system campus Mexicali. Trained over 50 faculty members in online/hybrid pedagogy and best teaching practices as well as the use of the Blackboard Course Management System (CMS).

August 2005—June 2006 Imperial Valley College, Imperial, CA.

Instructional Media Designer (1-year Full time)

- Help set up and get off the ground a new Title V grant to enable the college to begin an Online training program for faculty.
- Tenure-track faculty position responsible for developing and providing training for faculty new to the online teaching and learning environment.
- Design and implemented Multimedia training for instructors. Coordinating all training activities for online faculty training and development.

May 2004—April 2005 San Joaquin Valley College, Visalia, CA.

Adjunct Instructor/Course Designer (Part time)

- Taught: Principles of *Marketing (MKT 100)*, Basic Computer Skills 2 (Microsoft Excel), and Introduction to Microsoft Office I and II.
- Developed the following course for Web-based delivery using the eCollege Course Management System: Principles of Marketing (MKT 100).

2003-2007 Anita Imports.

Business owner (Self-employed)

- Anita Imports, a direct importer, distributor, and on-line retailer of fine textile products and Panama hats.
- Previously owned two businesses: 3-B Exports (import and export of textiles and other products from Central America) and De Paso a Paso (a retailer of exotic leather products). Both businesses were profitably sold.

2001 – 2003 Soka University of America, Aliso Viejo, CA.

Institutional Research & Assessment (Full time)

- Established the university's data collection system by designing and selecting eleven survey instruments for data collection, scheduling the dates for collecting, and reporting to the president.
- Educated faculty and staff on the needs to collect data for student achievement and administrative purposes by developing and conducting periodic workshops.
- Enabled faculty to improve the clarity and measurability of learning objectives by examining the goals and objectives of each course in the liberal arts program and how course objectives aligned with the mission of the degree program, department, and university.

1997 – 2000 Education for the Future Initiative—California State University, Chico, CA.

Associate (Full time)

- Trainer & Evaluator: Enabled teachers, school principals, and district administrators to develop effective means for tracking student achievement by designing and conducting one-, two-, or three-day seminars nationwide to audiences of as large as 180 people.

Industry Work Related Business Experience

<u>Organization</u>	<u>Position Held</u>
Mercury Finance Corp.	Operations Manager
Good Year Tire & Rubber Company	Assistant Retail Store Manager/Retail & Marketing
U.S. Navy	Division Supervisor & Technical Systems Instructor
Bank of America (Real Estate Division)	Asset Specialist

College University Teaching Experience

Undergraduate and Graduate Classes taught in the area of Business and Business Information Systems

Undergraduate Classes

Introduction to Business (BUS-120)
 Principles of International Business (BUS-177)
 Project Management (BUS/CIS 239)
 Principles of Management (BUS-150)
 Leadership & Supervision (LDR-150)
 Marketing Fundamentals (MKT 402A)
 Principles of Marketing (International/Mexico)
 Advertising and Promotion (International/Mexico)
 Seminario de alta dirección (International/Mexico)

Computer Literacy (CL-120)
 Introduction to Computers & Information Processing (CIS-101)
 Excel Spreadsheets (CIS-122b)
 Multimedia Presentations PowerPoint (CIS-129)

Graduate Classes

Marketing Management (MKT 602)
 Marketing Research (MKT 634)
 Knowledge Management for Business Strategies (BKM 600)
 Diversidad y administración transcultural (International/Mexico)

Distance Learning

Many of the above undergraduate and graduate courses taught either fully online or hybrid.

Faculty Development:

- Setting Up Your Online Course
- Developing Quality Online Forums
- Using the Quality Matters Rubric to Design Quality Online Courses
- Curso de diseño instruccional en línea (Mexican University)

Service to the College/University

- Staff Development Committee (Chair)
- Basic Skills Initiative Steering Committee
- Institutional Plan Steering Committee
- Administrators Retreat Committee
- Student Learning Outcomes Committee
- Academic Technology Committee (Chair)
- Curriculum Committee (resource member)
- Executive Committee of the Academic Senate

Membership in Professional Organizations

- American Marketing Association (AMA)
- National Business Education Association (NBEA),
- American Educational Research Association (AERA),
- American Society for Training & Development (ASTD),
- Association of Educational Communications and Technology (AECT),
- Quality Matters (Quality Assurance in Online Learning), MarylandOnline (Institutional)

Publications and Presentations

Modelos Explicativos del Cambio de Comportamiento del Consumidor para Aplicaciones de Marketing Social. (2010) Journal of Marketing, American Marketing Association.

The Example School Portfolio. A Companion to the School Portfolio: A Comprehensive Framework for School Improvement. (1999) NY: Eye on Education. (Coauthor).

International and National Level Presentations

- "Teaching and Learning Online." Opening Day to CETYS Universidad faculty. Mexicali, Mexico, various dates since 2007 through 2009.
- "Organization of Online Course Content to Maximize Student Course Retention." The CIBER Western Regional Conference. Presenter and panelist. San Diego, CA, September 2006.
- "Business Online Education." Rotary Club of Brawley. Presenter. Brawley, CA, April 2006.
- "Technology in the bilingual classroom." California Association of Bilingual Education annual conference. San Jose, CA, March 1997.
- "Elementary school classroom experiences with internet and videoconference technologies." American Educational Research Association (AERA) of northern California. Annual conference. University of California Berkeley, CA, January 1996.
- "Data Analysis for Comprehensive School Improvement." Education of the Future, Chico State University. Workshops, seminars and small group trainings held between 1997-2000 in: California, Iowa, New York, Ohio, Missouri, and Idaho.

Consultation Work Related to Business & Marketing

L.A. Mina, Inc. Los Angeles, CA. 2001-Present

- Advise on business, marketing and promotional plans.

U.S. Small Business Administration expansion loan program advisor

Research Interests and Planned Writing Activities for 2010

- Managing in The Global Environment
- Developing Organizational Capabilities and Finding New Markets for New Technologies
- Cross-National Management Skills: Mexico, Latin America and the United States
- Effective Distance Teaching Practices in Business
- Creating Effective Discussion Forums with Measurable Results

Technical Skills

Business Tools: Microsoft Office Suite [Word, Excel, PowerPoint, Outlook, Access]; MS Project and Visio, Adobe Acrobat v7 Pro, Visual Mind (concept mapping), FileMaker Pro database, and SPSS.

Course Management Systems: Blackboard Enterprise, eCollege, Moodle, iLinc, Etudes-NG, and WebCT.

Multimedia: Camtasia, QuickTime video and audio, Snapz Pro X, iMovie, Audacity, and Macromedia Flash.

Graphic & Web Design: Adobe Photoshop, Photoshop Elements, ImageReady, Microsoft Visio, and Macromedia DreamWeaver.

Classroom technologies: Trained in various types of smart classroom technologies including video conferencing, Web conferencing and audio technologies for classroom use and curriculum enhancement.