

Curriculum Vitae

Dr. DANIEL J. DAVIED

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KEY STRENGTHS:

Over 30 years of business and leadership experience with Fortune-10 company—15 years in Vice President, Executive Director and Director positions. Over 20 years as an instructor at the university and executive management level. Trained as a professional facilitator.

EDUCATION:

Doctor of Philosophy (1999)

Major: Marketing Minor: Management Sciences

Saint Louis University

Dissertation Title: Usage Profiles of Users of Interactive Communication Technologies

Master of Business Administration (1987)

Major: Finance

Saint Louis University

Bachelor of Science - Engineering Technology (1980)

Major: Electronics Minors: Mathematics and Computer Science

Pittsburg State University (Kansas)

Professional Training:

Executive Leadership Training

Professional Facilitator

Instructional Design and Course Development

Quality Consultant

ACADEMIC POSITIONS:

UNIVERSITY of TEXAS, SAN ANTONIO (2009 – Present)

Assistant Dean of Graduate Studies / Associate Professor in Practice

- Director of M.S. Business program (2016 to present)
- Graduate Advisor of Record for MBA, MBA/MPH, and MSB programs
- Received the Dean's Teaching Excellence Award for Non-Tenure-Track Faculty (2015)
- Regents' Outstanding Teaching Award Candidate
- Faculty Advisor for Delta Sigma Pi business fraternity
- Instruct Executive MBA, graduate-level Marketing courses, and undergraduate Marketing Capstone, Marketing Research, Product Development, and Marketing Principles courses.

WEBSTER UNIVERSITY (1996 – 2016)

Adjunct Professor

- Instruct graduate-level Marketing, Economics, Finance, Statistics, and Business courses.

UNIVERSITY of PHOENIX (2008 – 2015)

Adjunct Instructor

- Instruct graduate- and undergraduate-level Marketing, Business, Operations, Economics, and Statistic courses
- Recipient of University of Phoenix “Apple Award” for best graduate-school instructor (2009)

ST. LOUIS UNIVERSITY (1996 – 1997)

Adjunct Instructor

- Instructed graduate-level Relationship (Industrial) Marketing course and served on MBA project review committee.

WORK HISTORY:

Progressive People Solutions, Senior Consultant 2016 – Present

Specializes in analyzing market opportunities and creating strategies to achieve and exceed goals.

Spectrum Association Management 2015 - 2016

Vice-President of Operations

Responsible for the strategic direction and management of all operational processes supporting superior quality and timeliness of services. Manage the Guest Services, Financial Services, and Account Management Departments to ensure optimal, awesome customer service is being delivered.

AT&T (a.k.a. SBC, Southwestern Bell) 1980 - 2014

Executive Director – Strategic Marketing and Business Development 2007 - 2014

Appointed to build a new line of business for AT&T. Directed 800-person sales/operations team in developing profitable portfolio of products and guided business to become \$300M+ annual revenue. Tripled Net Promoter Score (customer loyalty) results.

Executive Director – Program Development and Enterprise Results 2003 - 2007

Responsible for evaluation of business opportunities and approval of the company’s Work Program. Supervised and coached team of 90 management and non-management employees.

Executive Director – Corporate Prioritization 2002 - 2003

Appointed to oversee \$500 million capital budget. Prioritized and approved development of new products and operational work programs.

Director/Executive Director – Emerging Product Strategy/Design 1999 - 2002

Defined strategy and 5-year plan for the development, deployment, and placement of new services. Assessed emerging technologies and market trends to identify revenue and cost-saving opportunities. Presented at numerous world forums and sales conferences on the value and projected life cycle of key technologies.

Area Manager – New Products and Services 1994 - 1999
Responsible for developing new products including development of requirements and selection of vendors. Negotiated multi-million dollar contracts with selected vendors.

Area Manager – Sales and Capital Analysis / Quality 1991 - 1994
Conducted quantitative analysis, including development of statistical models, to forecast SBU capital requirements and to define the distribution channel activities and customer purchase behaviors. Planned, developed and implemented quality program in the Marketing Department.

Area Manager - Marketing/Sales Education 1990 - 1991
Evaluated, designed and developed education curriculum and supervised the delivery of a Marketing educational program. Administered a \$2 million education budget.

COMMUNITY/SERVICE:

Valero Texas Open volunteer: Open raised over \$12M for charity and scholarships last year
Alamo Colleges Foundation scholarship judging: Foundation provides scholarships to prospective students who will attend a San Antonio area community college
Habitat for Humanity volunteer: Organization builds houses for economically-challenged families using volunteer labor

SCHOLARSHIP / RESEARCH:

Conference Proceeding - Not Peer-Reviewed/Refereed

Panel Presenter at American Marketing Association, Winter 2015 Conference, Pursuit of Relevant, Meaningful Firm-Focused Research, San Antonio, Texas, February 13, 2015

Davied, D. J., Fisher, J. F., Mark, A., & Johnsen, D., (1999). Usage Profiles of Users of Interactive Communication Technologies: An Empirical Investigation into the Significance of Selected Individual Attributes. Boston, Massachusetts: Fourth Annual Ethics and Technology Conference, Boston College Law School.