



Denver

EXECUTIVE **MBA**

Faculty Directory and
Course Descriptions

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Faculty Directory and Course Descriptions



Jeff Brooks

Finance

Jeffrey.Brooks@ucdenver.edu

Former Divisional CFO, P&G

Master of Science, Purdue University

Jeff Brooks has served in many successful executive roles in both private and public companies. Until February 2024, he served as CEO and President and Chairman of the Board for Guy & O'Neill, a premier manufacturer of household cleaning and personal care products. He has pivoted G&O to a

new strategic focus, significantly expanded capacity and strengthened operations efficiency and effectiveness. Prior to G&O, Jeff spent 27 years at The Procter & Gamble Company. He was the CFO of the global Pet Care business which he successfully divested in a \$3 Bn sale to Mars. Previously, he was CFO for the \$4 Bn Prestige Beauty business and led the division to consistently rank among the top-performing business units at P&G. In addition, Jeff led numerous M&A projects for P&G including the company's biggest acquisition, as well as smaller deals in Asia, North and South America, and Europe. Jeff is currently an Operating Partner with Centre Partners, a leading private equity firm focused on middle markets in consumer products and healthcare industries.

Jeff holds a Master of Science in Industrial Administration ('Krannert Scholar' honors) and Bachelor of Science in Management (with Highest Distinction) at Purdue University. He previously served as a three-time award-winning Professor at the Jack Welch Management Institute teaching Finance and Strategy courses to MBA students, was department chair of Strategy, and served as an Assistant Dean for Strategy, Operations and Finance courses.

Jeff is passionate about partnering with motivated people to help them achieve their goals and dreams. He is also an avid golfer and pickle baller and resides in Florida and South Carolina.

Finance Course Description: Develops the skills to understand the financial implications of major business decisions. Provides an overview of corporate finance, analysis of financial statements, financial planning, valuation, capital-investment decisions, capital structure policy, and cost-of-capital considerations. Emphasis will be on financial decisions and strategy in the real world...including across different industries, types of companies, and business functions. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

David Chandler

Sustainable Value Creation

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Professor, CU Denver

Ph.D., The University of Texas at Austin



David Chandler is a Professor of Management at the University of Colorado Denver Business School. His research focuses on understanding how organizations interact with their complex institutional environments. This research has been published in *Administrative Science Quarterly*, *Academy of Management Journal*, *Organization Science*, *Academy of Management Review*, and the *Journal of Management*. He has also written the textbook, *Strategic Corporate Social Responsibility: Sustainable Value Creation* (6th edition, Sage Publications, Inc., 2023) and the book, *Sustainable Value Creation* (2nd edition, Routledge, 2021).

David received his Ph.D. in Management from The University of Texas at Austin in 2011. He also has an M.S. in Management from UT Austin, an M.B.A. from the University of Miami, an M.Sc. in East Asian Business from the University of Sheffield, and a B.A. in American Studies from the University of Kent at Canterbury.

Sustainable Value Creation Course Description: The goal for this course is to understand the purpose of the for-profit firm. In particular, we will explore how the firm creates value, broadly defined, by investigating the concept of strategic corporate social responsibility (strategic CSR). Strategic CSR draws on what we know about economic exchange and human psychology to explain how markets work (or don't) and how value is added (or subtracted) across the firm's stakeholders. Understanding these effects allows managers to build a sustainable competitive advantage for the firm, which places strategic CSR at the center of business success in the twenty-first century. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Thomas Eppel

Analytical Decision Making

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Lecturer, UC Irvine

Ph.D., University of California Irvine

Born and raised in Germany, Dr. Thomas Eppel holds a Ph.D. in Mathematical Psychology from the University of Southern California. He taught at various universities both in the U.S. and in Europe, including Purdue University, Pepperdine, TIAS, and Mannheim Business School. He

currently teaches at the Paul Merage School of Business at UC Irvine.

Dr. Eppel has published numerous articles, book chapters, and reports in the areas of decision and risk analysis, fields in which he also has considerable consulting experience. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching. His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as many awards given by students. He is a sought-after speaker and shared his views on education during the inaugural TEDx conference at UCI in the spring of 2012.

Analytical Decision Making Course Description: Analytical techniques and advances in artificial intelligence have transformed not just the business world, but the world in general. This transformation has disrupted business models, our private lives and the social fabric of our society. Therefore, this course will not be your typical “stats” course. Instead, it will put analytical decision making in a much broader context that explores the power and potential perils of analytical techniques. We will not focus on mathematical details unless they are necessary to develop a deeper understanding. Instead, the focus of this course is on how to solve business problems and how to make smart decisions in a world of uncertainty and risk. This will also include a discussion of behavioral aspects of decision making and the use of Microsoft Excel as the main computational platform. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Steve Lawrence

Operations

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Associate Professor Emeritus, CU Boulder

Ph.D., Carnegie Mellon University



Stephen Lawrence (Steve) is an Associate Professor Emeritus of Operations Management in the Leeds School of Business at the University of Colorado, where for many years he was a Fellow of the Renewable and Sustainable Energy Institute (RASEI). His current research and teaching interests include the deployment of renewable energy, international operations, and the management of healthcare operations. Dr. Lawrence currently teaches in-class and online courses in operations management, international business, and commercializing renewable energy technologies.

Dr. Lawrence has been the recipient of a number of teaching awards, including the MBA Teaching Excellence Award. Prior to his time at CU, he taught at Washington University in St. Louis, Carnegie-Mellon University, and the University of Pittsburgh.

Prior to his academic career, Dr. Lawrence worked for eight years in industry, concluding as vice president of operations for an entrepreneurial metal casting plant in the Midwest. He received BS and MS degrees in engineering from Purdue University and his doctorate in industrial administration from Carnegie-Mellon University.

Operations Course Description: Examines use of productivity, quality, timeliness, and flexibility to improve efficiency and operating performance; examines the importance of integrating the marketing and operations functions. Emphasizes supply chain management, lean operations, innovation, product design to improve competitiveness, performance, efficiency. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Michael Leiblein

Technology Strategy

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Professor, Ohio State University

Ph.D., Purdue University

Michael Leiblein is a professor of management whose research explores how firms can improve their innovation activity and economic performance. His research applies well-known frameworks to guide resource allocation (which projects to fund) and organizational (how to organize effort) decisions. Michael's recent research offers a way to

delineate between strategic and non-strategic decisions as well as a model that suggests how decision-making under various forms of uncertainty may lead to competitive advantage. He has published over two dozen articles in leading academic journals, received multiple awards for research and teaching, and secured external grants from the NSF and other agencies.

Michael has experience teaching MBA, EMBA, and Executive Certificate courses on strategic management, competitive strategy, and innovation management and has been recognized as an award-winning MBA instructor. In addition, he has developed and directed several interdisciplinary programs. At Ohio State University (OSU), he developed or co-developed the Integrated Business and Engineering program, the Center for Innovation and Entrepreneurship, and the Food Innovation Center.

Michael is a leader and contributor to the global strategy community, serving in various roles such as the founding co-editor of the Strategic Management Review, Chair of the Academy of Management Strategic Management Division (~5,800 faculty members), and an award-winning editorial board member of top-ranked journals such as the Academy of Management Review and Strategic Management Journal. As a co-founding editor of the Strategic Management Review, he has a specific mission to advance the field of strategic management and innovation by creating a high-quality outlet for cutting-edge conceptual research that bridges the gap between theory and practice.

Technology Strategy Course Description: The objective of the Technology Strategy course is to improve participants' ability to make well-reasoned business judgments in complex, knowledge-intensive, and dynamic environments. These settings pose a different set of challenges than in traditional courses leading to the introduction of additional principles. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Jill Lohmiller

International Business

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Instructor, CU Denver

MBA, CU Denver



Jill Lohmiller has extensive experience in global education and has led a variety of MBA courses abroad. She holds an MBA and an MS in International Business from CU Denver, with a focus on European Union business practices and cross-cultural communications. Jill teaches other experiential learning courses at the Business School and serves as a Reynolds Fund for Global Business fellow, working in collaboration with internal and external partners to enhance international experiences for all students.

In addition to teaching, Jill runs a small marketing consultancy that partners with domestic and international clients to help grow their businesses through strategic messaging and media.

Global Leadership and International Trip Course Description: This 3-credit course offers students the opportunity to learn about and participate in global business through intensive classroom sessions and first-hand experiences abroad. The course overlays multiple experiential-learning models to offer students unique exposure to global teams, international business, and executive-level insights. Students will implement leadership and management tools to enhance their effectiveness in the international environment. Specifically, and dependent on university risk and safety assessments, students will travel for approximately two weeks during this course. Both before and during the trip, the students will work in teams on a consulting project with a client firm in the country to be visited. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Mary Malina

Accounting

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Professor, CU Denver

Ph.D., CU Boulder

Mary Malina is a Professor of Accounting at the University of Colorado Denver. She received her Ph.D. from the University of Colorado Boulder and her MBA from Butler University. Prior to joining academia, she worked as a CPA for a global medical manufacturing firm. Mary teaches in the Executive, One Year, and Professional MBA programs at CU Denver.

Her research interests include management control systems, performance measurement, and subjectivity in performance evaluation. Her work has been published in leading accounting journals including *The Accounting Review*, *Contemporary Accounting Research*, *Journal of Management Accounting Research*, and *Management Accounting Research*. She formerly served as Editor of *Advances in Management Accounting*.

Accounting Course Description: Emphasizes the use of accounting statements and data in making business decisions. External financial accounting information and concepts are used for investment and credit decisions. Internal managerial accounting information and concepts are used for product costing, cost analysis and management control. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Gideon Markman

Business Model Innovation

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Professor, Colorado State University

Ph.D., University of Georgia



Gideon Markman is a Full Professor at Colorado State University, a Visiting Professor at Gent University (Belgium), and an Affiliate Professor at Audencia Business School (France). He also teaches the Consulting Course in the MBA program at CU-Boulder. His research explores competitive dynamics, market entry, business models, platforms, and buyer-supplier relations, with publications in top-tier journals such as *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Journal of Applied Psychology*, and *Journal of Supply Chain Management*.

He previously served as Editor-in-Chief of *Academy of Management Perspectives* and as an Associate Editor for *Journal of Management Studies*. He is also the founder of the Sustainability, Ethics & Entrepreneurship (SEE) Conference. Beyond his academic work, he remains actively engaged in mentoring, editorial leadership, and cross-institutional research collaborations.

Business Model Innovation Course Description: This applied course challenges students to design groundbreaking business model innovations for some of the world's most innovative companies (e.g., Amazon, Starbucks, Airbnb). Rather than simply creating new products or services, students will act as business architects, leveraging corporate entrepreneurship principles to develop novel business models that generate and capture new value. Through a hands-on, team-based approach, students will analyze industry leaders, identify strategic opportunities, and craft innovative business models that push the boundaries of traditional market success. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Michelle Marks

Leading Individuals and Teams

Michelle.Marks@ucdenver.edu

Professor, University of Colorado Denver

Ph.D., George Mason University

Michelle Marks is a professor of management in CU Denver's Business School. Her professional experience and academic expertise are in the areas of leadership, change management, organizational behavior and team effectiveness.

Previously Marks was Chancellor of CU Denver, where she led the institution through the pandemic, and pursued an ambitious vision for the future of CU Denver—a leading public urban research university. She is an innovator dedicated to reimagining higher education to support lifelong learning.

As Chancellor, she led the university in a highly collaborative, ambitious strategic planning process, completed in June 2021. CU Denver's 2030 Strategic Plan promotes social and economic mobility & workforce sustainability. Under her leadership, the university nearly doubled its sponsored research and added many important new academic programs tailored to the economic needs of Colorado and the nation.

Before arriving at the University of Colorado Denver, Dr. Marks served as Vice President of academic innovation & new ventures at George Mason University, as well as professor of Management in GMU's business school.

Leading Individuals and Teams Course Description: In the dynamic and fast-paced world of modern organizations, effective leadership has never been more important. The Leading Individuals and Teams course helps participants master leadership skills and better understand team dynamics. This course is designed to enhance one's personal leadership approach, enabling participants to guide their teams and organizations towards success. Participants will learn to establish and lead a collaborative, innovative, and high-performing team environment. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Brian McCarthy

Marketing

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Senior Instructor, Portland State University

MBA, University of Washington



Brian K. McCarthy is a Lecturer in the UCD Executive MBA Program and teaches the Marketing Strategy course.

He is a Senior Instructor at the Portland State University Graduate School of Business, where he teaches Marketing Strategy, Leadership, and Negotiations. Brian has earned several teaching excellence awards, including the UCD Executive MBA Faculty Excellence Award (2022) and the Portland State School of Business Teaching Innovation Excellence Award (2024).

To stay close to current business trends, Brian serves as an executive coach to business leaders at companies such as Open AI, Hewlett-Packard, Apple, Google, and Benchmade. He is also the co-founder of Walkbright, a small pedestrian safety company. Earlier in his career, Brian was the General Manager of a sales, marketing, and consulting business unit at the Microsoft Corporation. Before joining Microsoft, Brian was a sales representative at IBM.

Brian holds a BA in History (Phi Beta Kappa) and an MBA in Finance and Marketing (Cum Laude) from the University of Washington. He is a graduate of the Columbia University Executive Coaching Certificate Program and a certified practitioner of several professional development assessments.

Marketing Course Description: This course addresses how to design and implement marketing strategies to meet the complex marketing challenges and opportunities facing organizations going to market in today's hyper-competitive environment. A major focus of the course is on using marketing to help develop, communicate, and deliver value to the customer. Specific topics include market research, segmentation, targeting, positioning, differentiation, value propositions, brands, pricing, distribution channels, and marketing communications. The capstone assignment in this course is the creation and presentation of a professional marketing plan.

Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Adriana Medina-López-Portillo

Communication

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Founder and CEO, Pangea Training

Ph.D., University of Maryland Baltimore County

Dr. Medina-López-Portillo has 30 years of teaching experience and curriculum development; and 18 years of experience as a trainer, facilitator, and consultant in the areas of leadership; emotional intelligence; communication; cultural competence; and diversity, equity, and inclusion. She is a published author and a tenured professor who switched to full-time facilitation and part-time teaching. She has taught both graduate and undergraduate classes at

the University of Denver, the Metropolitan State University of Denver, Goucher College, the University of Maryland College Park, and the University of Maryland Baltimore County.

She has designed and led workshops for higher education, not-for-profit, governmental, and corporate clients in the United States and abroad (Saudi Arabia, Myanmar, India, China, Singapore, Dominican Republic, Canada).

She is also founder and CEO of Pangea Training. Here, as a leadership coach, Dr. Medina-López-Portillo creates the conditions in which her clients can grow into the person they need to become to be able to succeed and be fulfilled and thriving professionally and personally.

Communication Course Description: This course focuses on effective, appropriate, and intentional communication and why it is key to building a healthy, psychologically safe, and functional culture that invites its members to innovate and produce at high levels (individually and in collaboration). We will look at interpersonal and intercultural communication and the competences needed to excel in both. In particular, we will pay attention to the internal process of how we show up when we communicate, what gets in the way, and how and why we interpret messages and situations the way we do. In addition, we will study the ways we communicate with others in terms of verbal and nonverbal communication, communication and conflict management styles, giving and receiving feedback, and listening and coaching skills. The students will leave this course with a heightened self-awareness and an ability to communicate effectively and compellingly at any level of their organization. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Ramiro Montealegre

Information Systems

Ramiro.Montealegre@colorado.edu

Professor, CU Boulder

Ph.D., Harvard University



Dr. Ramiro Montealegre's research focuses on the interplay between new digital technologies and organizational transformation in highly uncertain environments. He has been involved in studying projects of organizational change in the United States, Canada, Spain, Mexico, and the Central and South American regions. His research has been published in several international research journals and manager-oriented magazines. Dr. Montealegre is a recipient of five teaching excellence awards for outstanding teaching at the University of Colorado.

He received his doctorate in business administration from the Harvard Business School in the area of management information systems. His master's degree in computer science is from Carleton University, Canada. He holds a bachelor's in computer systems engineering degree from the Francisco Marroquín University, Guatemala.

Information Systems Course Description: Focus is on management of information as a resource and on the identification of opportunities to exploit its potential for competitive advantage. Examines current issues/trends surrounding management of information/related technologies and addresses why and how these new technologies can be used to shape and support strategic initiatives. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Jung Park

Leadership

Jung.S.Park@ucdenver.edu

Founder, Sherpath Coaching

MBA, CU Denver

Jung Park has more than 20 years of consulting experience in design, branding, marketing, user experience, strategy, and business development. He also has over 15 years of experience as a start-up entrepreneur in all facets of entrepreneurship from funding to operations.

Jung also delivers keynotes, seminars and facilitates workshops on the subjects of corporate/personal branding, professional/personal development, leadership, Life ROI, entrepreneurship, value, culture, diversity, and Asian-American empowerment.

Leadership Course Description: Personal and organizational assessments for success in changing business environments. Includes strengths assessment and training on how to leverage these styles and strengths to maximum potential. A second focus on organizational issues and succession planning. Partnership with Center For Creative Leadership. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Jeff Reuer

Corporate Strategy

Jeff.Reuer@gmail.com

Professor, Purdue University

Ph.D., Purdue University



Jeff Reuer is the Guggenheim Endowed Chair and Professor of Strategy and Entrepreneurship at the University of Colorado. Previously, he was the Blake Family Endowed Chair in Strategic Management at Purdue University, where he was also the Area Head. He has also served as the Boyd W. Harris, Jr.

Distinguished Scholar and Professor of Strategic Management at the University of North Carolina. He started his academic career on the faculty of INSEAD in Fontainebleau, France. Professor Reuer has led courses and seminars on business and corporate strategy, strategic investment decisions, and collaborative strategy in many graduate degree programs and organizations.

Professor Reuer has served as an Associate Editor for the Strategic Management Journal and as a Consulting Editor for the Journal of International Business Studies. He is a founding Editor in Chief of the Strategic Management Review. He recently co-edited a special issue of the Strategic Management Journal on the interplay between competition and cooperation, as well as a special issue of Strategy Science on strategic decisions and the integration of strategic management research. He has been a member of the editorial boards of seventeen journals and has received five best reviewer awards.

Professor Reuer's research uses organizational economics to investigate firms' external corporate development activities and growth options.

Strategic Management Course Description: This course is about the issues and challenges of leading a firm in a competitive environment from the perspective of a top executive. Coverage includes pursuing sustainable competitive advantage, making corporate investment decisions, and addressing uncertainty and execution challenges surrounding strategic choices. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



John Shaw

Finance

John.2.Shaw@ucdenver.edu

Adjunct Professor, UNC Chapel Hill

MBA, UNC Chapel Hill

John H. Shaw brings 23+ years in Corporate Finance at the Procter & Gamble Company to the MBA classroom. During that time, he served in several financial leadership roles across business units and staff organizations, focused on both North American and Global businesses. Some of his more memorable roles include leading the North American Food (Grocery) Channel Sales Finance organization, Global Fabric Care Product Supply Finance leader, Global Transportation and Warehousing Finance leader, and early in his career, as Customer Team Finance Manager for Food Lion and Publix and the Hawaiian Punch Finance Manager.

Since 2013, John has focused on helping online MBA students learn about Finance and helping them become financially savvy managers. Until 2022, John was full-time faculty and Course Lead of the Financial Management 1 course at the Jack Welch Management Institute (JWMI), a top 10 Online MBA program founded by the former CEO of General Electric. He was awarded Top Faculty honors in 6 of his 8 years at JWMI and had a cumulative NPS (Net Promoter Score) from students of 95 out of 100. In 2022, John left JWMI and joined the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill as a Finance Professor in both the online MBA and MAC programs. John was just awarded Top Faculty for 2024.

John received his MBA from the University of North Carolina at Chapel Hill and his undergrad BBA with a major in Accounting from Western Michigan University. John is also a Certified Management Accountant (CMA). John resides in Celebration (Orlando), Florida.

Finance Course Description: Develops the skills to understand the financial implications of major business decisions. Provides an overview of corporate finance, analysis of financial statements, financial planning, valuation, capital-investment decisions, capital structure policy, and cost-of-capital considerations. Emphasis will be on financial decisions and strategy in the real world...including across different industries, types of companies, and business functions. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Kelly See

Negotiation

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Associate Professor, CU Denver

Ph.D., Duke University



Kelly See is a tenured Associate Professor of Management in the Business School at the University of Colorado Denver. She holds undergraduate degrees in Economics and English Literature from the University of Wisconsin-Madison and a Ph.D. in Business Administration from Duke University.

Kelly has extensive experience delivering interactive skill development courses, such as Negotiations and Conflict Management, to working professionals and student populations at all levels. Before joining the University of Colorado Denver, Kelly spent over a decade teaching negotiation material on the faculty of both the Stern School of Business at New York University and the Wharton School at the University of Pennsylvania. She has also worked extensively with executives as a feedback coach and visiting instructor in the executive education leadership program at Duke University.

Known as an expert in her fields of research, Kelly studies the factors that influence the effective utilization of input or advice in the workplace. A second area of research interest concerns the use of extreme goals in organizations. Kelly's work has been published in leading scholarly and practitioner outlets, including the *Academy of Management Review*, *Organization Science*, and *Harvard Business Review*. Her research has won several awards and has been covered in a variety of media outlets, such as *Forbes*, *Wall Street Journal*, ABC News, FOX News, and *INC*.

Prior to her academic career, Kelly spent several years working in Washington, DC as a research analyst at a think tank and a consultant in the private sector. In these roles, she worked on a number of economic and policy impact projects for clients in the federal government, including EPA and DOT.

Negotiation Course Description: Negotiation is the art and science of creating good agreements. This course expands managerial negotiation and conflict management skills by mixing lecture and practice, using hands on cases and exercises in which students negotiate with each other. The cases cover a range of negotiation contexts and provide the opportunity to discuss and develop effective strategies to attain better outcomes.

Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.



Kate Watkins

Economics

Kate.M.Watkins@gmail.com

State Demographer, State of Colorado

Ph.D., Cornell University

Kate Watkins is Colorado's State Demographer. She leads the State Demography Office, which produces population and economic estimates and forecasts for use by the business community and state and local governments. Kate's career history includes serving as the Chief Economist

for Colorado's state legislature, as an economist with the Federal Reserve Bank of Kansas City, and as an economic consultant in the private sector, including founding and directing Bright Fox Analytics, an economic and data analysis consulting firm. Kate holds a Ph.D. from Cornell University, with research concentrations in economic sociology, and holds an MA in Global Finance, Trade, and Economic Integration from the University of Denver.

Economics Course Description: Economics offers an insightful lens for navigating business decisions in today's competitive and dynamic global economic environment. This course applies the lens of economics to business strategy and management through analysis of consumer demand, pricing, and market competition. The course will also explore how incentives guide firm and consumer behavior, and what social and psychological processes structure these incentives. Addresses profit-maximization, supply and demand, demand elasticity, the estimation of production and cost, and pricing and output decisions for making effective business decisions.

Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.