



Denver

EXECUTIVE **MBA**

Faculty and Staff

Directory and

Course Descriptions



EXECUTIVE MBA

BUSINESS SCHOOL

CU Denver EMBA Directory

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Faculty Directory and Course Descriptions



Calvin Anderson

Digital Technology Leadership

Vice President of Global Digital Strategy, VF Corporation

Bachelor of Arts, University of Kansas City

Calvin Anderson currently serves as Global VP of Digital Strategy for the Dickies, Altra & Smartwool within the VF Corp portfolio of brands overseeing digital technology, customer lifecycle, data analytics, engineering, and science. Prior to his role at VF Corp, Anderson served in several executive positions within the lodging industry including Chief Commercial Officer at Domio, a luxury apart-hotel brand, Head of Commercial at OYO NORA, the world's fastest-growing economy hotel chain, and Chief of Revenue Optimization at RLHC overseeing revenues for over 1,400 properties.

Calvin currently serves as an advisor to Black Swan Hotels and has also taught both undergrad and graduate courses at the NYU Tisch Center for Hospitality and Tourism. He has served on numerous boards including the HSMAI Americas board, and the HTNG Marketing & Commercial Technologies board. Calvin was named Top 10 Tech Rock Stars by Hospitality Upgrade as well as Top 20 Next-Gen Leaders by Hotel Mag. Calvin also co-authored Hospitality Revenue Management Concepts and Practices in partnership with Boston University.

Digital Technology Leadership Course Description: This course examines the real-life challenges that face a modern executive leading a Digital Technology organization. Equipped with fundamentals from prerequisite courses, students will be presented with the challenges that face today's leaders and be asked to prioritize organizational needs, to assess return on investment and to weigh risk vs reward across various digital verticals. This course moves beyond theory and into scenario-based application of commonly used digital solutions such as business requirement gathering, discounted cash flows, demand management and agile product development. Additional topics include data environments, marketing technology, ecommerce platforms, customer lifecycle, supply chain technology and implementations. Topics may vary by term as focus will be given to the career areas of those students within each unique cohort. Students should take from this course a series of best practices that will allow them to guide a Digital organization or alternatively support digital growth while leading an alternative function.



David Chandler

Sustainable Value Creation

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.

Thomas Eppel

Analytical Decision Making

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.



Steve Lawrence

Operations

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.

Jill Lohmiller

Global Leadership and International Trip

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.



Mary Malina

Accounting

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.

Gideon Markman

Business Model Innovation

Professor, Colorado State University
Ph.D., University of Georgia



Gideon Markman is a Professor of Strategy, Entrepreneurship & Sustainable Enterprise at Colorado State University, Gent University (Belgium), and Audencia Business School (France). He is an Editor-in-Chief of the *Academy of Management Perspectives* and an Associate Editor of the *Journal of Management Studies*, and his research appears in top-tier journals such as the *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Journal of Applied Psychology*, *Journal of Supply Chain Management*, and others.

Gideon Markman lives in Boulder, Colorado with his wife, Veronique, where they have co-founded a real estate investment firm and a consulting firm specializing in corporate innovation.

Business Model Innovation Course Description: This is an applied course that teaches how to design business model innovation for some of the most innovative firms in the world (e.g., Amazon, Starbucks, Airbnb, etc.). To out-innovate already successful enterprises, teams of students will use corporate entrepreneurship principles and go beyond *just* creating a new product or service; they will act as *business architects* and develop new business models that can create and capture new value.



Brian McCarthy

Marketing

Senior Instructor, Portland State University
MBA, University of Washington

Brian McCarthy is a Lecturer in the Executive MBA Program and is also a Senior Instructor at the Portland State University Graduate School of Business, where he teaches Marketing Strategy, Leading Digital Transformation, Leadership Assessment & Development, Advanced Leadership, and Leadership & Ethics.

Brian serves as an executive coach to high-potential business leaders at companies such as Intel, Amazon, Cruise AV, Benchmade, Oregon Tool, and other companies. 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 and an MBA in finance and marketing 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.

Ramiro Montealegre

Information Systems

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.



Jung Park

Leadership

Chief Strategy Officer, Cherry Creek School District

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.

Jeff Reuer

Strategic Management

Professor, CU Boulder

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.



Kelly See

Negotiation

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.

Kate Watkins

Economics

CEO, Bright Fox Analytics

Ph.D., Cornell University



Kate Watkins is the president of and chief economist for Bright Fox Analytics, a socioeconomic and data analysis consulting firm dedicated to helping businesses and governments navigate the evolving economic and policy landscape. Kate has over 15 years of experience in applied economics, 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. Kate holds a Ph.D. from Cornell University, with research concentrations in economic sociology, and 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.

Staff Directory



David Chandler

EMBA Program Director

David.Chandler@ucdenver.edu

David is a Professor of Management who joined the University of Colorado Denver Business School in 2011. He first taught in the EMBA Program in 2015, and currently teaches the capstone course, Sustainable Value Creation. David grew up in the U.K., and spent many years in Asia (Hong Kong and Japan) before moving to the U.S. in 2002. He got his Ph.D. in Management from The University of Texas at Austin. He enjoys swimming, art, and discovering great cuisine from around the world.

Connect with David about:

- Curriculum design
- Faculty management
- EMBA staff
- Program development
- Alumni Network

Bethany Cape

Assistant Director of Operations

Bethany.Cape@ucdenver.edu

Bethany joined the EMBA team in the fall of 2021, and is an alumna of the One-Year MBA at CU Denver. Her background is in human services operations and social work, including adult vocational rehabilitation. Bethany built and ran an e-commerce business with her sister for a time, enjoys seeing live music whenever possible, loves yoga, and is continuously learning from her three children.



Connect with Bethany about:

- Program logistics
- Class details and materials
- CU Denver resources
- Post-graduation
- Alumni Network



Joe Hogan

Finance Director

Joe.Hogan@ucdenver.edu

Joe has been involved with the CU Denver EMBA for over two decades. Joe has extensive experience with CU Denver finance and procurement, and has served as interim director of the EMBA. Joe was born and raised in Colorado. He loves spending time with his family and enjoys cooking, hiking, bicycling, and walking the dogs.

Connect with Joe about:

- Tuition
- Veterans Benefits
- Scholarships and financing resources
- Financial Aid
- Alumni Network

Victor Sanchez

Program Coordinator

Victor.Sanchez@ucdenver.edu

Victor joined the EMBA team in the fall of 2022 as our Program Coordinator. He is an alumnus of the CU Denver Business School, graduating back in 2017 with his Bachelor's in Business Administration and Marketing. His background is in sales, recruiting, and admissions. He was born and raised here in Denver, CO after his parents moved here from Chihuahua, Mexico. He is a first-generation college graduate and has found his passion in higher education. He is happily married to his wife, Maria Karina, who he met while attending school here at CU Denver. They recently welcomed their first-born son, Nico Mateo, this past February 2023.



Connect with Victor about:

- Program logistics
- Class details and materials
- Recruitment
- General information



Mary Ann Skadow

Assistant Director of Recruitment and Marketing

Maryann.Skadow@ucdenver.edu

Mary Ann joined the EMBA team in the spring of 2022. Mary Ann has worked with various universities supporting Executive MBA programs, traveling abroad with students, and developing local business connections. Before discovering her love of higher education, Mary Ann has been a professional organizer (yes, hoarders!), a community activist, and an event planner. In her free time, she has racked up hundreds of miles on Colorado trails hiking the beautiful Rocky Mountains with her husband of 30 years and her Bernese Mountain Dog, Apollo. She also enjoys spending time with her adult children, biking, reading, and cooking.

Connect with Mary Ann about:

- Prospective student inquiries
- Application and admissions process
- EMBA website and social media
- Community Events
- Alumni Network

Elijah Ward

Student Assistant

Elijah.Ward@ucdenver.edu

Elijah joined the EMBA program in the fall of 2022 as a student assistant. She is currently an undergraduate student studying mechanical engineering at the CU Denver College of Engineering, Design, and Computing. Her goal after graduating is to be an aerospace engineer and build and design rockets for a space corporation. Elijah was born in Colorado and has lived here her whole life. She just got married in March 2023 and loves to spend time with her family and friends, learn about science, and explore new coffee shops.

