

Dr. Kathy Richie

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TEACHING PHILOSOPHY

As a *scholar*, I represent leadership for students based on my academic training and evidence of teaching.

As a *practitioner*, I represent anecdotal business management experience for real-world, critical thinking.

Combined, my skills offer a unique combination for teaching excellence and innovation.

My belief is that student learning and teaching development is built on five pillars below:

- (1) Ability to teach effectively and perform well in current assignments;
- (2) Ability to demonstrate scholarly achievement;
- (3) Ability to provide evidence of continuing study and preparation;
- (4) Ability to contribute to student learning and growth;
- (5) Ability to pursue service to the university and community.

The final emergent theme is to create new best practices and teaching styles with a focus on continuous improvement for student success.

EDUCATION

D.M., Doctor of Management in Organizational Leadership

August 2017

University of Phoenix, School of Advanced Studies (SAS)

Phoenix, Arizona

GPA: 3.82

Dissertation Title: Perceptions of Female Attorneys Working as Full-Time

Teleworkers: A Narrative Inquiry Study

M.B.A., Master of Business Administration, Marketing Management

1988

University of Minnesota, Carlson School of Management

Minneapolis, MN

B.S., Bachelor of Science, Business Administration

1986

University of Minnesota

Minneapolis, MN

TEACHING EXPERIENCE

Assistant Professor – Management (Tenure Track)

2017-present

Minnesota State University, Mankato, Mankato, MN

MGMT 481 - Business Policy and Strategy

MGMT 484 - Leadership

MGMT 380 - Human Behavior in Organizations

MGMT 490 - Business Professionals

Adjunct Faculty, Department of Business **2016**
University of Northwestern, Roseville, MN
BUS3256 Introduction to Global Business (Face-toFace)

Adjunct Faculty, Associates Program **2010-2016**
University of Phoenix
BUS210 - Foundations of Business Concepts, Online

Assistant Professor - Marketing (Fixed Term) **2014 –2017**
Minnesota State University, Mankato, MN

MRKT 100 - Foundations of Business Concepts, (Face-to-Face & Online)

Fall 2014, Spring 2015, Summer 2015, Fall 2015 (one section 128 students), Spring 2016 (one section 139 students), Fall 2016 (two sections), Spring 2017 (two sections: face-to-face, 37 students and online section of 160 students), Fall 2017

MRKT 310 – Principles of Marketing (Online & Quality Matters Certification Course)

Fall 2014, Spring 2015, Fall 2016, Spring 2017(one section 80 students), Fall 2017

MRKT 316 – Consumer Behavior (Face-to-Face)

Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017

MRKT 318 – Promotional Strategy (Online)

Fall 2014, Fall 2015 (one section 56 students), Spring 2016 (one section 59 students)

MRKT 415 – Retailing Management (Online) *Spring 2015, Spring 2016 (one section 59 students), Spring 2017 (one section 61 students)*

MRKT 480 – Seminar Topics (Online)

Social Media Marketing: Fall 2015

Services Marketing: Spring 2016, Fall 2017

Contemporary Marketing Topics: Fall 2016

High-Tech Marketing: Fall 2017

MRKT 492 – New York City Study Tour

(Experiential Student Learning)

January 1-7, 2016 (faculty helper role 43 students), May 20-26, 2016 (faculty lead 9 students),

January 1-6, 2017 (faculty lead 25 students), December 10-16, 2017 (faculty lead 32 students)

Adjunct Faculty, Marketing **2011-2013**

Minnesota State University, Mankato, MN:

MRKT 100 – Global Business Concepts (Online)

MRKT 310 Principles of Marketing (Online)

MRKT 412 Personal Selling (Online)

Adjunct Faculty, Online **2012**

Georgia Military Academy:

Character Above All (Online) & College Success (Online)

<u>PROFESSIONAL INDUSTRY EXPERIENCE</u> <i>Hewlett-Packard Company (HP)</i>	1990-2014
Software and Services Negotiator <i>HP Enterprise Services, LLC</i> Escalation lead for legal process outsourcing and training Team lead for OEM and VAR reseller agreements valued at \$500K - \$20Million Subject matter expert (SME) for HP software licensing and negotiation strategy Business management liaisons for global customer contract relationships	2013-2014
Legal Process Outsourcing Lead <i>HP Enterprise Services, LLC</i> Managed contracts team to achieve fiscal year transaction goals for North America Co-leader for deal complexity and risk assessment project Designed and led implementation for team onboard training materials Developed audit process for contract effectiveness and improvement	2011-2013
Manager, Commercial Contracts <i>Hewlett-Packard Company (HP)</i> Working negotiator manager for maintaining customer sales relationship in multiple industries: Telecommunications, Manufacturing, Transportation Escalation manager for senior business managers Leader for organization strategic planning and annual goal setting for performance evaluations Recruited and hired remote teleworkers (MBAs and JDs) Performed all performance management functions for direct reports Participated in all employee ranking sessions Drafted process flow charts and work stream checklists for North America Designed onboarding tools for new employees Leader for global account marketing projects Leader for implementation of Legal Process Outsourcing (LPO)	1997-2011
Contracts Representative <i>Hewlett-Packard Company (HP)</i> Negotiate and draft customer contract terms and conditions agreements Lead negotiator for multinational accounts: Boeing, Ford, American Airlines Customer relationship manager with HP sales teams Attend district sales meetings	1990-1997
District Sales Manager and Sales Representative <i>Lawson Associates</i> Sold custom healthcare insurance processing software Managed sales team for twenty-six state territory	1986-1990

AWARDS AND HONORS

Leadership Institute Minnesota State University, Mankato	2017
Nominated as Faculty Brother Delta Sigma Pi, Business Fraternity Minnesota State University, Mankato	2017
Best Professor Award Delta Sigma Pi, Business Fraternity Minnesota State University, Mankato, MN	2016

PROFESSIONAL AFFILIATIONS

Beta Gamma Sigma (faculty member)	2016
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TEACHING CERTIFICATES

Online Teaching Certificate, Online Learning Consortium	2017
Quality Matters Online Teaching	2015

ACADEMIC SERVICE

Program Director, BBA (MavBiz Online)	2019-2020
Student Advisor for Marketing Major students	2015-2017
New Bachelors of Business Administration (BBA) Degree Program for Working Adults Committee	2017
Faculty Teaching Excellence Committee	2016-2017
Co-leader for Online Teaching Faculty Training Workshop	2016
Center for Innovation and Entrepreneurship Committee	2016
University Student Awards Committee	2016
Social Media Career Panel Discussion for students	2015

ACADEMIC TRAINING WORKSHOPS

Center for Excellence in Teaching & Learning (CETL), Minnesota State University, Mankato

Technology Tools Certificate	2017
IRB Training	2017
Online Teaching Certificate	2014

Online Learning Consortium (OLC), Inc. Newburyport, MA

Providing Effective Feedback Workshop	2017
Instructional Design Mastery Series	2016
Blended Learning Mastery Series	2016
Creating Rubrics Workshop	2016

CONFERENCES ATTENDED:

UPCEA – New Orleans, LA	2020
OLC Accelerate – Online Learning Consortium Orlando, FL	2017
California Educators Conference San Diego State University Lavin Entrepreneurship Center	2016
Social Media Marketing World	2015

RESIDENCIES AND COLLOQUIA:

University of Phoenix Phoenix, AZ	
First and Second Year (Level) Doctoral Residency	2014
Third Year Doctoral Residency	2015

COMPETENCY SKILLS:

Learning Management Systems: Brightspace D2L

Related Areas of Expertise:

Strategic Management, Consumer Behavior, Leadership, Soft Skills