

Victoria C. Hailey, PhD, MBA

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QUALIFICATION SUMMARY

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|------------------------|----------------------------------|----------------------|------------------|
| ▪ Ph.D. & M.B.A. | ▪ Online & Face-to-Face Teaching | ▪ Account Management | ▪ Sales Planning |
| ▪ CRM | ▪ Marketing Strategy & Planning | ▪ Digital Marketing | ▪ Goal Setting |
| ▪ Strategic Leadership | ▪ Advertising & Promotion | ▪ Brand Management | ▪ Segmentation |
| ▪ Profit & Loss | ▪ Mentor & Management | ▪ Channel Management | ▪ ROI Analysis |

EDUCATION & CERTIFICATIONS

Doctor of Philosophy, Business Administration; Specialization in Marketing

Northcentral University, Prescott Valley, AZ

Magna Cum Laude, Delta Mu Delta Honor Society, Key International Honour Society

Masters of Business Administration; Emphasis in Marketing

University of North Carolina, Charlotte, NC

Beta Gamma Sigma International Scholastic Honor Society

Bachelor of Science in Business Administration; Major in Management

University of South Dakota, Vermillion, SD

National Association of Sales Professionals: Certified Professional Sales Person

Coursera: Google Digital Marketing and E-Commerce Professional Certificate

PUBLICATIONS & PRESENTATIONS

Kalyvaki, M., Hailey, V., & Spencer, D. (2025). The Vanishing Safeguard: Economic Forces Behind the Global Decline of Tenure in Higher Education. *Journal of Higher Education Theory and Practice*, 25(3). <https://doi.org/10.33423/jhetp.v25i3.7792>

Hailey, V. C. (2025). A correlation study of customer relationship management resources and retailer strategy performance. *International Journal of Technology Marketing*, 19(3). 366-386. <https://doi.org/10.1504/IJTMKT.2025.147330>

Grigsby, S., Hailey, V. C., & Schultz, J. L. (2024). Disgruntled directors' change paradox: A teaching case. *Journal of Leadership and Management*, 10(2), 106-115. <https://jleadershipmanagement.org/>

Hailey, V. (2015). *A correlation study of customer relationship management resources and retailer omnichannel strategy performance* (Doctoral dissertation). Retrieved from ProQuest Dissertations and Theses. (Order No. 3687831).

Konyu-Fogel, G., & Hailey, V. (2011). Segmentation strategies for targeting subcultures with value proposition: Generation Y, mature consumers, ethnic, and regional markets, Paper Presented and Published, Marketing Management Global Proceedings, 84-96, Midwest Business Administration Association, Annual Conference, Chicago, IL, March 23-25, 2011.

PRESENTATIONS

- Hailey, V. C. (2025). "Dr. Seuss 'Green Eggs and Ham' poetry provides a lesson in professional selling." Presentation at the 2025 National Conference in Sales Management. Cincinnati, OH, March 19-21, 2025.
- Kalyvaki, M., Hailey, V. C., & Spencer, D. (2024). AI-Driven Customer Service: Bridging the Emotional Gap for Robo-Reps. Manuscript selected for presentation at the Academy of Business Research Conference, online, November 2024.
- Schultz, J. L., Flores, C. C., Heath, M., Peterson, T. O., Hailey, V. C., & Zielinski, K. L. (2024, October). Poetry slam: Teaching with rhyme and reason. Professional Development Workshop presented at the 67th Annual Meeting of the Midwest Academy of Management, Moorhead, MN. October 2024.
- Hailey, V., C. Spencer, D., & Kalyvaki, M. (2024). Orchestrating Sales Success: A Comprehensive Exploration of Required Professional Selling Skills. Manuscript selected for presentation at the Academy of Business Research Conference, New Orleans, LA, March 20-22, 2024.
- Hailey, V. C. & Valluri, C. (2024). "Instilling Professional Development Practices in the Sales Classroom." Presentation at the 2024 National Conference in Sales Management. St. Louis, MO, April 10-12, 2024.
- Throne, R., Bourke, B., Bowlin, L., Hailey, V., Joseph, S., & Yedgarian, V. (2018). Insider/outsider, betwixt and between: Post-doc perspectives of researcher positionality after dissertation research. Poster presented at 2nd annual Conference on Academic Research in Education, Las Vegas.

TEACHING EXPERIENCE

- Minnesota State University – Mankato** 2017 - Present
Mankato, MN
- ***Assistant Professor of Marketing*** 2023 - Present
 - Responsible for teaching undergraduate courses in marketing, specifically Professional Selling courses face-to-face and online.
 - Collaborate with colleagues in curriculum design, instruction and evaluation.
 - Engage in published and presentation of scholarly research and creative activity.
 - Advise students and participate in internal and community engagements.
 - ***Adjunct Faculty, College of Business*** 2017 - 2023
 - Adjunct teaching of undergraduate marketing courses: Advanced Professional Selling, Professional Selling, Sales Management, Integrated Marketing Communications, Foundations of Business, Consumer Behavior & Principles of Marketing.
- Colorado State University – Global** 2020 - 2024
Aurora, CO
- ***Part Time Faculty Associate and Faculty***
 - Interim Program Director (June – August 2022)
 - Curriculum Development; Course Revisions; Adjunct teaching of Consumer Behavior, Website & Marketing Content, Social Media Marketing, Marketing Principles, Strategic Marketing
- University of South Dakota** 2019 - 2022
Vermillion, SD
- ***Adjunct Faculty, School of Business***

- Graduate and Ungrad Consumer Behavior;; Curriculum Development

Strayer University, Online

2016 - 2019

- **Associate Faculty, School of Business**
 - Adjunct teaching of Graduate and Undergraduate Principles of Marketing, Retail Management, and Marketing Strategies courses.

PROFESSIONAL EXPERIENCE**Cambria, USA**

2015 - 2023

Le Sueur, MN

- **Commercial Sales; District Manager; Director, Business Development**
 - Grew sales by 63% YOY in 2022
 - Managed commercial accounts in MN, SD, ND, Northern IA, and Western WI.
 - Educated Architects, Interior Designers, General Contractors, etc. about the Cambria product. Specific emphasis on Healthcare, Higher Education, Hospitality, and Real Estate Developers. Accounts managed through CRM system, Salesforce.
 - Developed and implemented sales and marketing initiatives for greater profitable sales.
 - Managed and mentored 13 sales professionals, create team building and strategic sales strategies.
 - Met and exceeded sales goals of more than \$50 million in retail sales.
 - Collaborate with marketing and operations to develop Cambria innovative initiatives across many different types of organizations that provide mutually beneficial business opportunities.

Rochester Community and Technical College Foundation

2017 - 2018

Rochester, MN

- **Board Member & Chair, Marketing Committee, Volunteer**
 - Represented the Rochester community and the Rochester Community and Technical College in acting as a steward of gifts to the RCTC Foundation.
 - Chair of marketing committee, strategic planning, and community engagement.

Taylor Strategic Accounts (Navitor, Inc.), divisions of Taylor Corporation

2002 - 2015

North Mankato, MN

- **Director, Multichannel Marketing Strategy** 2011 - 2015
 - Collaborated with Office Depot OfficeMax, Inc. on marketing and merchandising strategies for all channels.
 - Represented Taylor Corporation's 80+ subsidiaries to deliver a one-stop Taylor customer experience with effective communication and implementation of marketing strategies
- **Director, Business Development** 2007 - 2011
 - Strategically managed and grew sales with assigned accounts (i.e., Staples, OfficeMax, etc.)
- **Director, Sales & Marketing** 2002 - 2007
 - Developed and executed sales and marketing plans, programs, promotions, and budgets for both short and long ranges goals to ensure profitable sales growth.
 - P & L responsibilities; over \$125 million. Grew sales consistently 20-30%.
 - Managed up to 25 staff members including Marketing Manager, Product Managers, Sales & Account Managers, Implementation Managers, and Creative Team.

Tyco Fire & Security (Graphic Controls)

2001 - 2002

Buffalo, NY (Lomita, CA)

- ***Territory Manager II***

- Salesperson of the Year, 2002; Number one sales person in closes versus pipeline.
- Successfully added over 35 new accounts in nine months, increasing potential annualized sales by 50%. Introduced a new product in a very short period of time. Gained 25% market share in six months.
- Exceeded management by objective goals this year along with being at 106% of quota.

Shachihata, Inc. (USA)

1990 - 2001

Harbor City, CA

- ***Product Development Manager & Marketing Representative***

- Developed and introduced new products and markets by developing time-integrated plans with sales, advertising, and manufacturing. Determined specifications, manufacturing timetables, and pricing. Contributed marketing strategies; packaging copy, design and needs; catalogs; sell sheets; stuffers; mailers; price lists and all other sales literature.
- Consistently increased sales by 20-30% each year by effectively implementing the company's marketing objectives and strategies.

REFERENCES AVAILABLE UPON REQUEST