

Victoria C. Hailey, Ph.D., MBA

QUALIFICATION SUMMARY

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

PUBLICATIONS & PRESENTATIONS

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.

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.

RESEARCH EXPERIENCE

Doctoral Research 2013 - 2015
Graduate Faculty of the School of Business and Technology Management
Northcentral University; Chair & Mentor: Dr. Robin Throne

Dissertation: A Correlation Study of Customer Relationship Management Resources and Retailer Omnichannel Strategy Performance

- The purpose of the nonexperimental quantitative correlational study was to examine relationships between CRM resources and U.S. retailer omnichannel strategy performance.
- Spearman's rho and ordinal logistics regression were used to examine the relationships and the predictive value in testing the hypotheses.

- Several contributions were made to theoretical development of resource-based theory and in practice knowledge for retailers on how to develop and deploy resources and capabilities to help sustain a competitive advantage and business performances.

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: Professional Selling, Sales Management, Integrated Marketing Communications, Foundations of Business, Consumer Behavior.
- Colorado State University – Global** 2020 - Present
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