

# YVETTE M. HOLMES, Ph.D.



CV + Resume

## EDUCATION

- Ph.D.                      Marketing  
Florida State University, 2014  
Primary Area: Sales Strategy and Customer Relationship Management  
Support Area: Quantitative Analysis
- M.B.A.                    Business Administration  
Florida A&M University, 2005  
Concentration(s): Marketing and Management
- B.S.                        Business Administration  
Florida A&M University, 2005

## **ACADEMIC EXPERIENCE**

August 2022 – Present	<i>Marketing Lecturer</i> Miami Herbert Business School University of Miami
August 2019 – July 2022	<i>Associate Professor</i> College of Business and Entrepreneurship Bethune Cookman University
August 2017 – July 2019	<i>Visiting Assistant Professor</i> College of Business - Florida Gulf Coast University
August 2016 – July 2017	<i>Assistant Professor</i> College of Business Administration - Alabama State University
August 2015 – July 2016	<i>Assistant Professor</i> College of Business - University of Houston-Downtown
August 2009 – May 2014	<i>Doctoral Student/Instructor</i> College of Business - Florida State University

## **INDUSTRY EXPERIENCE**

June 2013 – September 2015	<i>Founder and Co-Visionary</i> B-FAAST Academic and Athletic Youth Enrichment Center Tallahassee, Florida
June 2007 – July 2009	<i>Professional Sales Representative</i> Takeda Pharmaceuticals - Tallahassee, Florida
August 2005 – May 2007	<i>Advertising &amp; Sales Manager</i> Capital City Bank - Tallahassee, Florida

## RESEARCH INTERESTS

Dr. Yvette Holmes' research has been theoretically informed by: a) persuasion research and influence literature particularly with respect to negotiation styles and outcomes, and b) customer relationship management research particularly with respect to sales behaviors, strategies, and managerial issues.

## RESEARCH

### *Refereed Journal Publications*

Burke, Newell LaToya, and **Holmes, Yvette M.** (2021). *The Legitimization of Corporate Entrepreneurship*. *Global Journal of Entrepreneurship*. 59 (5), 59-79.

McDonald, DeShannon, **Holmes, Yvette M.**, Prater, Tammy. (2020). *The Rules of Engagement: A Test of Instructor Inputs and Student Learning Outcomes in Active versus Passive Learning Environments*. *e-Journal of Business Education & Scholarship of Teaching*. 14 (1), 25-41.

**Holmes, Yvette M.**, McDonald, DeShannon, Taylor, Phylcia. (2019). *An Examination of Embedded Supplier Information Utilization in Pre-Decision Phase Procurement and Three Case Examples of Opportunism in Sales Management*. *Journal of Management Issues* "Special Issue Society for Marketing Advances - Ethical Decisions in Lifestyle Choices", 31 (3), 291-330.

**Holmes, Yvette M.**, Collins, Jennifer, Rutherford, Jana. (2017). *Active Learning and Generation NeXt Perceptions of Engagement and Motivation: An Attribution Theory Approach*. *Journal of Higher Education Theory and Practice*. 17 (7), 111-114.

**Holmes, Yvette M.**, Beitelspacher, Lauren, Hochstein, Bryan, & Bolander, Willy. (2017). "Let's Make a Deal:" *Price Outcomes and Interaction of Customer Persuasion Knowledge and Salesperson Negotiation Strategies*." *Journal of Business Research*, 78, 81-92.

Plouffe, Christopher, R., **Holmes Nelson, Yvette**, & Beuk, Frederik. (2013). *Testing an Enhanced, Process-Based View of the Sales Process*, *Journal of Personal Selling & Sales Management*, 33 (2), 141-163. \* *Nominated by the JPSSM Editorial Board and Senior Advisory Board for the James M. Comer Award for Best Contribution to Selling and Sales Management Theory*.

### *Refereed Published Conference Proceedings (Presentations)*

Burke, Newell LaToya, and **Holmes, Yvette M.** *The Role of Human Resources Management in Sustainable Competitive Advantage*. Paper presented at the 2022 Institute for Global Business Research International Conference, New Orleans, Louisiana.

- Burke, Newell LaToya, and **Holmes, Yvette M.** *The Legitimization of Corporate Entrepreneurship*. Paper presented at the 2022 Southeast Decision Sciences Institute (SEDSI) Conference, Jacksonville, Florida.
- Holmes, Yvette M.** Garrick, Arlene, Taylor Phylicia. *'The New Normal' During COVID-19: Implementing the Best Practices to Support Diverse Students' Needs, Capabilities, and Environments During a Pandemic While Considering Other Mitigating Factors*. Paper presented at the 2020 Fall Virtual Faculty Institute, Bethune-Cookman University.
- McDonald, DeShannon, **Holmes, Yvette M.** Prater, Tammy. *The Rules of Student Engagement: An Examination of Instructor Inputs and Student Learning Outputs*. Paper presented at the 2019 Southeast Decision Sciences Institute, Savannah, Georgia.
- McDonald, DeShannon, **Holmes, Yvette M.**, Prater, Tammy. *The Rules of Student Engagement: A Test of Instructor Inputs and Student Learning Outcomes in Active vs. Passive Classroom Learning Environments*. Paper presented at the 2019 Southwest Florida Symposium on Teaching and Learning, Fort Myers, Florida.
- Holmes, Yvette M.**, Hightower, Roscoe, McDonald, DeShannon, Taylor, Phylicia. *An Examination of Embedded Supplier Information Utilization in pre-Decision Phase Procurement and Opportunism in Sales Management*. Paper presented at the 2017 Southeastern Informs Conference, Myrtle Beach, Florida.
- Holmes, Yvette M.**, Beitelspacher, Lauren, Hochstein, Bryan, & Bolander, Willy. *Co-creating "the Deal": How Salesperson Negotiation Strategies and Customer Persuasion Knowledge Interact to Determine Price Discounts and Customer Satisfaction*. Paper presented at the 2016 AMS 2016 World Marketing Congress, Paris, France.
- Holmes, Yvette M.**, Collins, Jennifer, & Rutherford, Jana. *Active Learning and Generation NeXt's Perceptions of Engagement, Motivation: An Attribution Theory Approach*. Paper presented at the 2016 Marketing Management Spring Conference, Chicago, IL.
- Collins, Jennifer, **Holmes, Yvette M.**, *The Effects of Domestic Violence Incidents on the NFL's Public Image*. Paper presented at the 2016 Marketing Management Spring Conference, Chicago, IL.
- Holmes, Yvette M.**, Collins, Jenifer, & Rutherford, Jana. *Deploying Active Learning Strategies to Engage and Motivate Generation NeXt in the Learning Process*. Paper presented at the 2015 Marketing Management Association Fall Educators' Conference, San Juan, Puerto Rico.
- Holmes Y.**, Bonney L (2015) *Toward an Understanding of Customer Negotiation Behavior: A Structured Abstract*. In: Robinson, Jr. L (eds) *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same.... Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.

Plouffe, Christopher, R., **Nelson, Yvette Holmes**, & Beuk, Frederik. (2013). Testing an Enhanced, Process-Based View of the Sales Process. Paper invited for presentation at the 2013 McKnight Mid-Year Conference, Tampa, FL.

**Holmes, Yvette**, & Bonney, F. Leff. (2012). Toward an Understanding of Customer Negotiation Behavior. Paper presented at the 2012 Academy of Marketing Science. Annual Conference, New Orleans, LA.

**Holmes, Yvette** & Bonney, F. Leff. (2012). *Toward an Understanding of Customer Negotiation Behavior*. Paper invited for presentation at the 2012 McKnight Mid-Year Conference, Tampa, FL.

**Holmes, Yvette**, & Bonney, F. Leff. (2012). *An Investigation of The Role of Front-line Retail Clerk Negotiation Techniques On Consumer-Related Responses*. Paper invited for presentation at the 2012 Southeast Marketing Symposium, Knoxville, TN.

#### ***Refereed Published Conference Proceedings (Abstracts/Summary Briefs)***

**Holmes, Yvette M.**, McDonald, DeShannon, Taylor, Phylicia. *An Examination of Embedded Supplier Information Utilization in Pre-Decision Phase Procurement and Three Case Examples of Opportunism in Sales Management*. Abstract accepted (not presented) at the Academy of Business Research 2018 Spring Conference, New Orleans, LA.

**Holmes, Yvette M.**, Beitelspacher, Lauren, Hochstein, Bryan, & Bolander, Willy. *Co-creating “the Deal”: How Salesperson Negotiation Strategies and Customer Persuasion Knowledge Interact to Determine Price Discounts and Customer Satisfaction*. Abstract presented at the 2016 Marketing Management Association Spring Conference, Chicago, IL.

Jackson, Annette Singleton, **Holmes, Yvette M.**, & Nwakanma, Hudson C. *Media Agenda-Setting and Choice Factors for Digital Media Music Services: The Power of Bad Press*. 2015 Academy of Business Administration International Conference, Durban, South Africa.

Goldsmith, Ronald E., Lafferty, Barbara A., **Holmes, Yvette**, Zhu, Yimin (2011). *A Brand Alliance Model*. Second International Colloquium on Consumer-Brand Relationships, Rollins College, Winter Park, FL.

#### ***Research in Progress***

Jackson, Annette Singleton, and **Holmes, Yvette M.** *Media Agenda-Setting and Choice Factors for Digital Media Music Services: The Power of Bad Press*. (Under peer review)

**Holmes, Yvette M.** *Toward an Understanding of Retail Customer Negotiation Behaviors: An Investigation of the Impact of Front-Line Retail Clerk Negotiation Techniques on Consumer Responses.* (Under peer review)

**Books:** <https://www.amazon.com/Dr-Yvette-Maureen/e/B082QQ4FX3>

**Maureen (Holmes), Yvette.** *The Prayer Life Devotional (Husband).* Mynd Matters Publishing, 2020. ISBN: 9781953307200

**Maureen (Holmes), Yvette.** *The Prayer Life Devotional (Wife).* Mynd Matters Publishing, 2020. ISBN: 9781953307194

**Maureen (Holmes), Yvette.** *BYOB8: An 8-Day Crash Course on Business Education.* Mynd Matters Publishing, 2019. ISBN: 9781948145596

**Maureen (Holmes), Yvette.** *The AMARA Woman: A Wellness Journal.* Mynd Matters Publishing, 2019. ISBN: 9781953307712; 9781953307774

### ***Book Excerpts/ Chapters***

Beitelspacher, L., **Holmes, Y.**, Hochstein, B., & Bolander, W. (2017). *Examining Negotiation Strategies in the B2C Context: Consumer Persuasion Knowledge vs. Seller Negotiation Techniques: An Extended Abstract.* In: Rossi P (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer, Cham.

**Holmes, Y. M.,** Beitelspacher, L.S., Hochstein, B., Bolander, W. (2017). *Co-Creating "The Deal." How Salespeople Negotiation Strategies and Customer Persuasion Knowledge Interact to Determine Price Discounts and Customer Satisfaction: A Structured Abstract.* In: Stieler M (eds) *Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer, Cham.

### ***Book Reviewer/ Editor***

Douse, Alice, Wright. (2016). *TAPESTRY: African-American History Woven Through The Years.* Xulon Press.

Grewal, Dhruv and Levy, Michael, *Marketing*, Editor's Inc. for *McGraw-Hill.* (2013), 4, 28-111.

Gray, Kenneth, R., Frieder, Larry, A., Clark Jr., George, W. (2005). *Corporate Scandals: The Many Faces of Greed.* Paragon House.

# TEACHING & TRAINING

## Certifications/ Skills

Online Course Design  
Peer Reviewer QM Rubric

Online Course Review  
Quality Assurance

Online Learning

### *Peer Reviewer Course*

Quality Matters Online Instruction Certification Earning Criteria:

Demonstrated the ability to write helpful recommendations and completed a practice course review applying QM Rubric, Sixth Edition, Specific Review Standards correctly to a real online course.

## Courses Taught

Professional Selling  
Advanced Professional Selling  
Sales Management  
Negotiation/ Sales Communication  
Consumer Behavior  
Customer Relationship Management  
Creating Customer Value  
Direct Response (Social Media) Marketing  
Principles of Marketing  
Principles of Retailing  
Advertising & Retailing  
Services Marketing  
Promotional Strategies  
Strategic Management Decision Making

International Management  
International Business  
Principles of Management  
Supply Chain Marketing  
Global Marketing  
Market Research  
Marketing Research Methods  
Marketing Management  
Organizational Behavior  
International Marketing  
Marketing Systems  
Strategic Marketing Communications  
Introduction to Entrepreneurship  
Principles of Business

## Strategic Business and Marketing Solutions

The Mizner Estate on 1<sup>st</sup> Ave.  
Affirming YOUth Foundation  
Educate Lead Serve  
Recovery - N- Motion Therapy  
Push2Peace Project  
10A City Dynamics Fitness Lab  
Coach's Closet  
ELITE Minds Tutoring  
LSJ Media Productions  
Black Women PhDs®

FAMU Campus Recreation  
Elite Athletes International  
Girls 2 D.I.V.A.S.  
The B-FAAST Group  
TruDream Business Solutions  
Texas HVAC Prep Course  
The Dancing Divas  
Leading With Love  
The Taylor Institute

## **Executive Education**

Nestle Purina  
Corporate Sales & Leadership Trainer

Florida State University Women's Basketball  
Trainer - Team Camp Team Building Workshops

University of Houston-Downtown  
Executive Educator/ Sales Trainer  
Florida State University Sales Symposium  
Executive Educator/ Sales Trainer

National Team Selling Competition  
Florida A&M University Sales Team Advisor

Arthrex Orthopaedic Medical Device Sales  
Executive Educator/ Sales Trainer

Glades Crop Care Research and Agricultural Consulting  
Executive Educator/ Sales Trainer

North Miami Beach Volleyball Academy

## **SCHOLARLY SERVICE ACTIVITIES**

- Invited Speaker - FAMU School of Business and Industry's 10<sup>th</sup> Global Leadership Conference - November 2022
- Founder - Black Women PhDs® Global Summit
- Member - 2021 College of Business & Entrepreneurship Dean Search and Selection Committee - Bethune-Cookman University - *Appointed by Provost*
- Academic Reviewer - Global Journal of Entrepreneurship, Institute for Global Business Research
- Member - Undergraduate Curriculum Committee, Bethune-Cookman University
- Coach - Bethune-Cookman University Sales Team, Partnering for Progress Sales Competition, Xavier University (February 2021)
- Vice President of Operations & Strategic Planning - Black Women PhDs
- Professional (Faculty) Development - The Principles of Accreditation: Foundations for Quality Enhancement, Silver & Associates
- Member - The Koch Foundation Entrepreneurial Pilot Outreach Initiative Committee - Bethune-Cookman University - *Appointed by Dean and University President*
- Chair - ACBSP Strategic Planning Committee - College of Business & Entrepreneurship, Bethune-Cookman University - *Appointed by Dean*
- Member - 2020-2021 SACS-COC Compliance Certification Report Committee - Bethune-Cookman University - *Appointed by Dean*



- Judge - NiceX: Equity Workshop in partnership with The Nice Entrepreneurship Center and Office of Multicultural Programs at North Dakota State University (September 2020) - *Appointed by Dean*
- Facilitator – Virtual Meeting Etiquette: A Business Professional Seminar with Dr. Yvette - College of Business & Entrepreneurship, Bethune-Cookman University (Fall 2020)
- Member - 2020 College of Business & Entrepreneurship Selection Committee for Administrative Assistant - Bethune-Cookman University - *Appointed by Dean*
- Member - 2020 Task Force on Teaching and Learning in the New Economy - Bethune-Cookman University - *Appointed by Dean and University President*
- Course Developer - HBCU Open Education Resource (OER) Pilot Program - Bethune Cookman University Online College (Summer 2018)
- Session Chair - Public Sector Issues Track - 2017 Southeastern Informs Conference - Myrtle Beach, North Carolina
- Chair - Assurance of Learning (Outcomes and Corrective Action) Committee - College of Business Administration, Alabama State University - *Appointed by Dean*
- Faculty Representative/ Recruiter - Alabama High School Athletics Association Annual Basketball Tournament (2017) - *Appointed by Chair*
- Reviewer - 2017 National Conference in Sales Management - St. Louis, Missouri
- University Recruiter (on behalf of Alabama State University) - 2016 Annual McKnight Fellows Meeting and Graduate School Conference - Tampa, Florida
- Business Panelist - 2016 Annual McKnight Fellows Meeting and Graduate School Conference - Tampa, Florida
- Invited Panelist - *Life After Graduation* - presented by Florida A&M University Student Government Association, Fall 2016
- Faculty Volunteer - Alabama State University College of Business Administration - Football Concessions via American Marketing Association Student Chapter, November 2016
- Participant - 2016 Accreditation Council for Business Schools and Programs Southeastern (Region 3) Conference - "Preparing Students for Career Success." Montgomery, Alabama
- Invited Panelist - The Alabama State University Chapter of the American Marketing Association - Marketing Week - October 2016
- Faculty Volunteer - Alabama State University College of Business Administration - Football Concessions via American Marketing Association Student Chapter, September 2016
- Keynote Speaker - Alabama State University Connection Day 2016 - *Pathways To Success*
- Co-Advisor - University of Houston-Downtown Student Chapter of the American Marketing Association
- Session Chair - Sports, Events, & Recreation Marketing Track - Marketing Management Association Spring 2016 Conference - Chicago, Illinois
- Member - 2016 - 2018 Master of Business Administration Curriculum Committee - University of Houston-Downtown
- Member - 2015 - 2016 Marketing /Sales Management Search Committee - University of Houston-Downtown

- Chair - 2015 - 2016 Visiting/Lecturer Marketing Search Committee - University of Houston-Downtown
- Invited Panelist - The University of Houston-Downtown Chapter of the American Marketing Association - Marketing Week - *What Can a Marketing Degree Do For You?* October 2015
- Invited Presenter - Market Research Café - School of Business & Industry, Florida A&M University - October 2015
- Invited Presenter - Market Research Café - School of Business & Industry, Florida A&M University - August 2015
- College Representative - Fall 2015 University of Houston-Downtown Open House
- Member - 2015 - 2017 Library Committee Faculty Representative - University of Houston-Downtown - *Appointed by Academic Dean*
- Marketing and Sales Track Chair - 2013 McKnight Mid-Year Conference - Tampa, Florida
- Reviewer - 2013 Academy of Marketing Science World Marketing Congress - Sydney, Australia
- Reviewer - 2012 Academy of Marketing Science Annual Conference - New Orleans, Louisiana
- Panel Discussant - 2011 The Ph.D. Project Conference - Chicago, Illinois
- Reviewer - 2011 Summer American Marketing Association Conference - San Francisco, California
- Reviewer - 2010 Academy of Marketing Science Annual Conference - Portland, Oregon
- Recruiter - 2009 - 2011 The Ph.D. Project Conference - Chicago, Illinois

## SCHOLARLY AFFILIATIONS

- Institute for Global Business Research
- Black Women PhDs® - VP of Operations & Strategic Planning
- American Marketing Association
- Academy of Marketing Science
- The Ph.D. Project
- McKnight Alumni Association
- National Sales Network
- International Facilities Management Association
- Marketing Doctoral Student Association Alum
- Marketing Ethnic Faculty Association (MEFA)

## CIVIC SERVICE ACTIVITIES

- Founder - Black Women PhDs® Global Summit
- Invited Speaker – TEDx \* Harker Heights – [\*Even the Silly Things Are in The Tapestry of Life\*](#) (September 2022)

- Invited Speaker – Women in Educational Leadership event, Leadership Florida’s Southeast Region Council (May 2022)
- Guest - Today’s Jackie Show, Miami’s Community News via Enterprise Empress (September 2021)
- Guest - Coffee & Conversations, Young Professionals Network at Comcast, Houston Region (September 2021)
- On-Air Position / Radio Personality - WGIO RADIO.FM
- Presenter - Making The Most of Your Time Off Wellness Workshop, Cohort Sistas, Black Women PhDs (July 2021)
- Invited Presenter - Women at Werk Empowerment Conference, Fatigued to Fabulous: The Fit Life Club (March 2021)
- Invited Presenter - Test-Taking Strategies and FTCE General Knowledge Test Preparedness, Florida A&M University, College of Education (January 2021)
- Invited Panelist - Miss African Roots USA Women Rise Conference - ‘Women of Wellness: Prioritizing Self-Care While Prioritizing A Wholistic Life’ (October 2020)
- Invited Speaker - FAMUly Giving Rattlers Opportunities Worldwide Initiative - 87 Prominent Rattlers Interview 2020
- Invited Speaker - Leading With Love, Love Talks Series (July 2020) - Miami, Florida
- Invited Keynote Speaker - 5<sup>th</sup> Annual Champions for Education Awards Ceremony (May 2019) - Homestead/ Florida City, Florida
- Invited Speaker - Oak Grove Elementary School Career Day (May 2019) - Miami, Florida
- Invited Commencement Speaker - Breakthrough Miami (April 2019) - Miami, Florida
- Invited Panelist - PACE Center for Girls Career Day (April 2019) - Miami, Florida
- Featured Guest - Live to Create Podcast Radio (March 2019)
- Invited Speaker - Oak Grove Elementary School Articulation Day (Feb 2019)
- Invited Keynote Speaker - MLK Youth Forum and Peace Walk (28<sup>th</sup> Annual MLK Commemorative Celebration) - Florida International University (Jan 2019) - Miami, Florida
- Award Recipient - South Florida’s 2018 “40 Under 40: Black Leaders of Today and Tomorrow” - Legacy Magazine/ Miami Herald (August 2018)
- Corporate Sales/ Leadership Trainer - Nestle Purina (June 2018) - Miami, Florida
- Invited Speaker - Oak Grove Elementary School Career Day (May 2019) - Miami, Florida
- Invited Graduation Speaker - Alice W. Douse Elementary School (April 2018) - Killeen, Texas
- Panel Discussion Moderator - Girls2Divas Mentoring - Divas Who Brunch (April 2018) - Tallahassee, Florida
- Invited Panelist - Woman In Action Conference, ‘Woman To Woman’ Panel (April 2018) - Phoenix, Arizona
- Featured Guest - International #WomenWhoGive Series (March 2018)

- Mistress of Ceremony -The Diaspora Professional Mixer featuring Democratic Member of the Florida Senate Daphne Campbell, Vice Mayor of Miami Gardens Erhabor Ighodaro, and other prestige speakers
- Featured Guest - Voyage Miami Magazine (March 2018) ([click to read](#))
- Invited Speaker - Young Artists On The Rise (March 2018) - Florida Memorial University
- Invited Speaker/ Trainer - Florida International University NABA - “Preparing for Recruitment” Networking Event (Feb 2018)
- Invited Speaker - Young Artists On The Rise (Feb 2018) - Florida Memorial University
- Featured Guest - Talking Sports Radio Show (Dec 2017) - Miami, Florida
- Mistress of Ceremony - BMe Community’s 2017 Black Men Write Symposium - Miami, Florida
- Featured Guest - Revealing Better Results Podcast Radio (June 2017)
- Invited Speaker - Montgomery Boss Babes Brunch and Business Expo - “Making Marketing Your Business” (June 2017) - Montgomery, Alabama
- Panel Discussion Moderator - Girls2Divas Mentoring - Divas Who Brunch (May 2017) - Tallahassee, Florida
- Celebrity Judge - Food Network’s launch of Culinary Fight Club - Montgomery, Alabama
- Invited Panelist - “When She Became Her” 2017 Women’s Conference hosted by the First Love Yourself mentoring group - Montgomery, Alabama
- Keynote Speaker - Coach’s Clinic 2017 Spring Youth Summit, Tallahassee, Florida
- Invited Marketing Guest Speaker - 2017 Boss Women Atlanta
- Invited Marketing Guest Speaker - 2016 Boss Women Brunch Tally

## **CIVIC DESIGNATIONS**

- ICABA (Int’l Career and Business Alliance) Founders Advisory Network - *Appointed*
- VP of Communications & Business Strategy - The Taylor Institute
- VP of Operations & Strategic Planning - Black Women PhDs®
- Member - Black Professionals Network
- Advisory Board Member - Leading With Love, Inc.
- Executive Member - ICABA (Int’l Career and Business Alliance)
- Advisory Board Member - The Dancing Divas, Inc.
- Advisory Board Member - Educate Lead Serve
- Delta Sigma Theta Sorority, Inc.
- National Association of Professional Women
- Florida A&M University Alumni Association
- Florida State University Alumni Association
- PTA - Alice W. Douse Elementary School

## **AWARDS & HONORS**

- 2022 TEDx Speaker [\*Even the Silly Things Are in The Tapestry of Life\*](#) (Harker Heights)
- 2022 ICABA (Int'l Career and Business Alliance) Woman of Impact
- 2021 Top 25 Most Influential and Prominent Black Woman in Business and Industry in South Florida Award
- 2021 South Florida's Top Black Educator Award - Legacy Magazine
- 2021 May Feature - The Essential Provider Magazine
- 2021 Women in Excellence, Black Professionals Network
- 2019 FIU Martin Luther King Award Recipient
- 2018 "40 Under 40: Black Leaders of Today and Tomorrow" Award Recipient (South Florida)
- 2017 Top 35 Millennial Influencer of America Award Recipient
- 2017 Emerging Scholar, Nominee via Diverse: Issues in Higher Education
- 2016 Women Who Mean Business "Women on Fire Going Places!" Awards Finalist
- 2015 Pretty Girl World Award Recipient, Health and Wellness Initiative Award
- 2014 McKnight Achiever
- 2010 AMS Sheth Foundation MDSA Conference Grant Recipient
- 2009 - 2012 McKnight Fellow

## **INDUSTRY EXPERIENCE** (Expanded from a previous listing)

***Professional Sales Representative / Diabetes Specialist***  
**Takeda Pharmaceuticals North America**

**August 2007 - July 2009**  
**Tallahassee, Florida**

Primary responsibilities included account selling to primary care and specialty healthcare offices. This included uncovering business opportunities, removing barriers, and generating results. Other duties included generating sales contact opportunities and following-up with providers to gather feedback on patient experiences and providing approved information to physicians. Additional responsibilities included ensuring that offices were adequately stocked, distributing ordering information, providing feedback to sales management on customer requests, and communicating responses to promotions and product access. Recognized for continuously exceeding sales goals within cardiology and endocrinology specialties, and therefore selected to launch new products and special projects.

***Advertising & Sales Director***  
**Capital City Bank**

**August 2005 - July 2007**  
**Tallahassee, Florida**

Primary responsibilities included developing a company-wide comprehensive sales strategy and campaign schedules for 73 offices. Other duties included maintaining client relationships, designing all sales collateral material, coordinating advertising projects within established budgets, and monitoring results of sales efforts by compiling impression results of sales campaigns in diverse markets. Recognized for creating effective marketing solutions, increasing brand awareness tied to company objectives, implementing cost saving measures, managing strategic relationships with partners, forecasting sales budgets, analyzing market segment sales data to track

product line performance, driving sales growth, maintaining customer relationships, and identifying

## **TRANSFERABLE SALES SKILLS**

### **Marketing & Sales Professor**

Scientific Writing · Experimental Design · Experimental Research · Analytics · Teaching · Training & Development · Sales · Academic Writing · Public Speaking · Marketing · Research Coaching · Executive Coaching

### **Professional Sales Representative**

Healthcare · Communication · Analytical Skills · New Business Development · Business-to-Business (B2B) · Direct Sales · Account Management · Pharmaceutical Sales · Interpersonal Communication · Sales · Customer Engagement · Customer Relationship Management (CRM) · Business Acumen · Team Player

### **Advertising & Sales Director**

Advertising Management · Strategic Partnerships · Sales & Marketing · Multi-Channel Marketing · Sales Effectiveness · Recruiting · Merchandising · Competitive Analysis · Revenue Analysis · Business Relationship Management · Strategic Planning · Sales Management