

Lisa A. Wallentine
1308 E Sheridan Bridge Lane
Olathe, Kansas 66062
913-971-3575 (O)
lwallentine@mnu.edu

Professional and Curriculum Vitae

I. Title, Educational Institution, and Teaching Experience

Associate Professor of Business
Department of Business Administration
MidAmerica Nazarene University
2030 E College Way
Olathe, Kansas 66062
(2000-present)

- Teaching Experience:

Undergraduate Courses

- Principles of Macroeconomics
- Principles of Microeconomics
- Consumer Behavior
- International Marketing
- Retail Management
- Promotion Management
- Marketing Research
- Principles of Marketing
- Business Communication

Graduate Courses

- Marketing Theory
- Research Methods

II. Educational Background

M.B.A. Concentration in Marketing, Wright State University, Dayton, OH, August 1998

B.A. Business Administration and Public Relations, double major, May 1994,
MidAmerica Nazarene University, Olathe, KS

III. Prior Experience Outside Education

Independent Consultant, Wright State University, Dayton, OH 1999

- Worked on a team of professors to develop an integrated marketing communications plan for the overall university.
- Researched, analyzed data and assimilated results for the final presentation.

Graduate Assistant, Department of Marketing, Wright State University, Dayton, OH 1996-1998

- Implemented integrated communications plan for the marketing department.
- Lectured, graded papers, and researched as requested by professors.
- Designed department's promotional brochures.

Retail Display Account Executive, St. Joseph News Press, St. Joseph, MO, 1995-1996

- Sold advertising to new and existing accounts.
- Increased sales and number of clients within territory in 1 year.
- Made sales presentations to meet and exceed revenue goals.
- Planned advertising campaigns.

IV. Professional Memberships

Christian Business Faculty Association (CBFA), 2000-present

American Marketing Association (AMA), 2006 - present

V. Professional Meetings Attended

Christian Business Faculty Association Annual Conference, 2001-2005

2001 – Chicago, IL

2002 – Nampa, ID

2003 – San Antonio, TX

2004 – Virginia Beach, VA

2005 – San Diego, CA

2009 --Southwestern University, FL

Stamats Marketing for the Adult Student Population, 2011

Accreditation Council for Business Schools and Programs, 2012 & 2013

VI. Professional Consulting

- Assisting MNU's marketing department, serving as liaison with our marketing consultants, Stamats, in implementing the strategic marketing plan for the graduate and adult programs, 2010 - 2011
- Assisted in leading MidAmerica Nazarene University through an entire re-branding effort including new messaging, new literature, and new athletic imagery, 2008-2009
- Research Consultant, (planned and administered research for a University re-branding effort – involved over 1500 stakeholders), MidAmerica Nazarene University, 2008
- External Marketing Research and Promotional Planning, (coordinated and assisted student projects for external organizations), KC Copters (2013), Blue Springs Harley-Davidson (2012), Sheridan's Frozen Custard (2009 and 2010), Roundup2Roundup (2010), Kansas City Chiefs (2008, 2009), College Church Children's Ministries (2009), Neenah Paper Company (2008), Beacon Behavioral Healthcare (2007), YouthFront Ministries (2005), Shade Tree Lawn and Landscape (2002), New Vision Church of the Nazarene (2002)

VII. Institutional Services Performed

- Co-Champion ACBSP Accreditation Process, School of Business
- Interim Associate Vice President of Marketing
- Member, University Web Committee
- Co-Chair, University Branding Committee
- Co-Chair, Branding Implementation Team
- Chair, Higher Learning Commission Self-Study, Criterion Three
- Member, Search Committee – Director of Admissions
- Chair, Search Committee – Graduate Studies in Management Faculty
- Outcomes Assessment Coordinator, Division of Business Administration
- Member, Student Learning Assessment Facilitation Team
- Faculty Representative, Graduate and Adult Council
- Member, Teacher Education Committee
- Faculty Representative, University Judicial Council
- Faculty Representative, Student Life Council
- Member, Technology Committee
- Member, NCATE Committee
- Faculty Sponsor, Delta Mu Delta

- Faculty Sponsor, Marketing Club
- Speaker, “Prof Talk”, New Student Orientation
- Conducted marketing research media study for MNU Marketing Department, coordinated marketing research project, 2013
- Conducted marketing research study for Traditional Undergraduate Business Department, coordinated marketing research class project, 2013
- Conducted marketing research study for Master of Arts program, coordinated marketing research class project, 2012
- Conducted marketing research study for Management and Human Relations program, coordinated marketing research class project, 2011
- Conducted marketing research study for Community Formation at MNU, coordinated marketing research class project, 2011
- Conducted marketing research non-matriculant study for admissions, coordinated marketing research class project, 2008
- Conducted marketing research study for Bell Cultural Events Center, coordinated marketing research class project, 2008
- Conducted feasibility study for a new major, coordinated marketing research class project, 2005
- Conducted marketing research for the university bookstore, coordinated marketing research class project, 2004
- Conducted marketing research for the university counseling center, coordinated marketing research class project, 2004
- Conducted marketing research for the university spiritual development, coordinated marketing research class project, 2006
- Conducted marketing research for the university diversity task force, coordinated marketing research class project, 2006

VIII. Community Involvement

- *Research Consultant (volunteer), Compass Group Member, College Church of the Nazarene, 2013*
 - i.** Conducted church-wide survey, compiled and analyzed results, presented to congregation and synthesized recommendations for the Pastor and staff.
 - ii.** Led a moderator training session, conducted 6 focus groups, compiled results, synthesized recommendations for the Pastor and staff.
 - iii.** Served as chair of the Church Health committee
- *Advisory Board Member, New Horizon Ranch, 2008-present*
 - i.** Attend advisory board meetings
 - ii.** Advise on logo and other marketing materials

IX. Recognition and Honors

- Who's Who Among America's Teachers, 2003 & 2004
- Most Outstanding MBA Student of the Year Award, 1998
- Most Outstanding Graduate Marketing Student of the Year Award, 1998
- Beta Gamma Sigma, Business Honor Society
- Who's Who Among America's College Students
- President's List
- Phi Delta Lambda
- Delta Mu Delta, Business Honor Society
- Sponsor, Delta Mu Delta – Blue Chapter Society Award