

JEANNE M. SIMMONS, Ph.D.

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EDUCATION

Doctor of Philosophy (Ph.D.): Marketing and Higher Education; Marquette University, Milwaukee, WI; May 1997.

Masters of Business Administration (MBA); Marquette University, Milwaukee, WI; May, 1990.

Bachelor of Business Administration (B.S.) degree with specializations in **Management Information Systems** and **Marketing;** Marquette University, Milwaukee, WI; December, 1988.

PUBLISHED MANUSCRIPTS

Laczniak, G. R. and J. M. Simmons (1998) "Do Baby Boomers Drive the Marketing Machine?" Baby Boomer Bulletin, January-February, p. 2-3.

Simmons, J. M. and G. R. Laczniak (1995) "Applying a Consumption Value Model to College Choice", 1995 Symposium for the Marketing of Higher Education Proceedings, (Chicago, IL: American Marketing Association) p. 214-219.

Simmons, J.M. and G. R. Laczniak. (1992) "Marketing In Higher Education: A Stage Model Concerning Where It's Been and Where It's Going", College and University, Summer, p. 263-274. (Summarized in Higher Education Abstracts, Fall, 1992.)

Laczniak, G. R., J. M. Simmons, and S. Durvasula. (1991) "The Price-Quality Relationship and Student Attitudes: How They Fit With College Choice", 1991 Symposium for the Marketing of Higher Education Proceedings, (Chicago, IL.: American Marketing Association), p. 129-142.

PROFESSIONAL PRESENTATIONS

"Ignition and Lift-Off Transforming Ideas to Next Steps", facilitated Closing Plenary session, Executive MBA Council Annual Conference, October 2013, Houston, TX.

"Marquette University Executive MBA Program. The Hybrid Program: Lessons and Insights in Year Two", Executive MBA Council Annual Conference, October 2012, Paris.

"To Team or Not to Team, Facilitating the Team Process in a non-cohort, non-lockstep, flexible MBA Program", Panel discussion, 19th Annual Part-time MBA Conference, Georgia Tech Univ., October 2012.

"Marquette University Executive MBA Program: Moving to a Hybrid On-line Delivery: The Good, Bad and Ugly", Executive MBA Council Annual Conference, October 2011, Florida. With Dr. John Cotton.

"Surviving the Squeeze: Managing the PMBA in Challenging Times", Panel discussion, 16th Annual Part-Time MBA Conference, The University of Texas at Dallas, October 2009.

"Incorporating Social Responsibility into Part-time MBA Programs", Panel discussion, 15th Annual Part-Time MBA Conference, Pepperdine University, October 2008.

"International Trips for Part-time Students", 12th Annual Part-Time MBA Conference, Southern Methodist University, October 2005.

"Applying a Consumption Value Model to College Choice", AMA Symposium for the Marketing of Higher Education, Chicago, Illinois, November 1995.

"Making the Marketing of Higher Education More Ethical", Academy of Marketing Science Annual Meeting, Miami, Florida, May 1993.

PUBLISHED PEDAGOGICAL WORK

Instructor's Manual to accompany Laczniak, G. R. and Murphy, P. E. (1993) Ethical Marketing Decisions: The Higher Road, Allyn and Bacon. 192 pages.

Instructor's manual entry and video script (co-author) for marketing ethics **video** to accompany McCarthy, E. J. and W. D. Perreault, Jr. (1992) Basic Marketing, eleventh edition, (Richard D. Irwin, Inc.), entitled "Marketing Ethically in a Consumer Oriented Society". (Reprinted 1998)

RELATED WORK HISTORY

ASSOCIATE DEAN, GRADUATE SCHOOL OF MANAGEMENT, July 2006-present.

ASSISTANT DEAN AND DIRECTOR OF GRADUATE PROGRAMS, December 1998-June 2006
Marquette University, College of Business Administration & Graduate School of Management, Milwaukee, WI

Responsible for all aspects of graduate programs in the Graduate School of Management (GSM). Programs offered are MBA, EMBA, and five Master Degree programs. Responsibilities include development and review of curricular issues; program development; enrollment management; all recruiting and retention of students; program advising of current and prospective students; scheduling of courses at up to three locations and budget responsibility. Also, consult for the marketing activities of the College, including undergraduate programs, executive education and alumni publications. Responsible for developing the GSM and setting up the structure of the entity.

OWNER, December 2001 – present
SJS Financial (d.b.a. Liberty Tax Service), Milwaukee, WI

Own and operate a chain of year-round tax businesses. Responsible for all marketing functions of the business. Develop and implement marketing plans consistent with the other franchises as well as unique enough to differentiate our stores. Consult with fellow franchisees on marketing issues in the Milwaukee area. Also involved in day to day operations of business. Teach tax updates and policies and procedures annually to staff. Certified tax preparer.

ASSISTANT DEAN, ADMINISTRATIVE SERVICES, May 1997-December 1998
ASSISTANT TO THE DEAN, ADMINISTRATIVE SERVICES, June 1996-May 1997
Marquette University, College of Business Administration, Milwaukee, WI

Perform a broad range of administrative functions including the management of the daily activities in the College as well as providing input into the long term strategic plan. Responsible for all aspects of the budget, payroll, appointment and supervision of personnel, maintaining and handling all faculty records, and setting of office policy. Marketing responsibilities include the planning and implementing of programs for undergraduate and graduate recruitment as well as some executive education programs and alumni and business relations.

ASSISTANT PROFESSOR, May 1997- present
INSTRUCTOR, August 1991 - May 1997
Marquette University, Marketing Department, Milwaukee, WI

Part-time; Courses include: Introduction to Marketing; Direct Marketing Management; Business Applications: Basic Business Analytic Tools; Sales Management.

PROFESSIONAL SERVICE

Case Reviewer for the *2013-2016 Jacobs & Clevenger's Case Writers' Workshop* competition, 2013-2016.

Book Reviewer for the *Journal of the Academy of Marketing Science*, September 1998.

Review of Allyn and Bacon Principles of Marketing textbook, January 1994.

Review of transparency package for Prentice Hall Marketing textbook, July 1994.

PROFESSIONAL CONTINUING EDUCATION

Harvard Business School Publishing Seminar, *Participant-centered learning*, April 2011.

Liberty Tax Service, Tax School, Update Training, Federal Tax Preparer Certification (level two) and Earned Income Tax Credit (EITC) Certification. Completed annual.

COMMITTEE SERVICE

Member, **Executive Council** – Marquette University, College of Business Administration Leadership

Updated May 2016

committee, 2014-present.

Member, **Dean's Council** – Marquette University, College of Business Administration policy committee, 1997-present.

Member, **MBA Committee** – Reviews MBA program issues and curriculum decisions, 1999-present.

Chair, **University Religious Commitment Fund**, 2006-present. Member since 2000.

Member, **Faculty Search Committee** – Tenure/Tenure Track Leadership position, August 2015-present.

Member, **University Strategic Enrollment Committees** – International enrollment and Graduate enrollment, October 2013-May 2014.

Member, **EMBA Council**, Board Search Committee, June 2014-July 2015.

Member, **Strategic Planning for the COBA**; Leader of Graduate and Post-Secondary Subcommittee, 2012- 2013.

Co-Chair, **Search Committee** – Director of Mission and Ministry, Marquette University, 2012.

Member, **Search Committee** – Dean, College of Business Administration, Marquette University, November 2007 and August 1998.

Member, **Jesuit Business Education Conference Planning Committee**, conference held summer 2010.

Vice Chair, **Divine Mercy Parish Council** 2011-2012; Member 2010-2013.

Chair, **Jesuit Education in Business Network (JEBNET)**, 2006-2009; Vice Chair 2003-2006; Secretary 2000-2003.

HONORS & MEMBERSHIPS

Marquette University, Service Award Recipient (2010)

Council for Advancement and Support of Education (CASE) Alice Beeman Research Award for Outstanding Doctoral Dissertation (1999)

Alpha Sigma Nu (National Jesuit Honor Society).

Beta Gamma Sigma (National Business Administration Honors Society).

Delta Sigma Pi, Faculty Nominated Member

Nominated for Marquette University Raynor Fellowship, 1992 & 1993.

Dean's list, 1987-1988.