

# Dr. Joseph Michael Wall

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Nationally recognized financial leader in Accounting Fraud and Forensics (since 2015), Financial Valuations and Technologies (since 2016), Applied Artificial Intelligence (since 2017), and Applied Quantum Computing (since 2018).

## **Academic Experience**

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|--------------|--|----------------------|
| 2021-Present | <b>Marquette University</b><br><b>Associate Professor of Accounting</b> , College of Business Administration | <b>Milwaukee, WI</b> |
| 2022-Present | <b>Executive Director, AIM</b> , College of Business Administration  |                      |
| 2023-Present | <b>Director, AIM-FinTech</b> , College of Business Administration  |                      |
| 2015-2020    | <b>Marquette University</b><br><b>Assistant Professor of Accounting</b> , College of Business Administration | <b>Milwaukee, WI</b> |
| 2008-2015    | <b>Carthage College</b><br><b>Assistant Professor of Accounting</b> , Department of Management               | <b>Kenosha, WI</b>   |

## **Education**

|           |  |                           |
|-----------|--|---------------------------|
| 2011-2015 | <b>Case Western Reserve University</b><br><b>PhD, Weatherhead School of Management</b><br><b>Dissertation Chair: Timothy Fogarty, Accounting</b><br><i>Beta Gamma Sigma: Focus on fraud in the professional investing community.</i>               | <b>Cleveland, OH</b>      |
| 2005-2006 | <b>Marquette University</b><br><b>Master of Business Administration</b><br><i>Beta Gamma Sigma: Emphasis in Management, International Business, and Strategy.</i>  | <b>Milwaukee, WI</b>      |
| 1988-1993 | <b>Purdue University</b><br><b>Bachelor of Science in Engineering</b><br>Majored in Engineering Management.<br><i>Phi Eta Sigma; Alpha Lambda Delta;</i><br><i>Consulted for Landis &amp; Gyr, leading to a JIT II hybrid line implementation.</i> | <b>West Lafayette, IN</b> |

## **Areas of Interest**

*Research:* Space (NASA/EAA) Finance, Applied AI, Quantum Computing, Fraud, designing thriving financial systems, unintended consequences.

*Teaching:* Applied Disruptive Technologies, Upskilling anyone.

## **Research That Matters**

Real-world research that solves tangible problems.

|           |  |
|-----------|--|
| July 2025 | Guiter, S. and Wall, J. Thinking Outside the (Space) Box: Researching Vibration, Microgravity, Auditory, Visual, and Olfactory Factors for Optimal Productivity. International Conference on Environmental Systems (ICES). It will be presented in Prague, Czech Republic. |
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**Research That Matters (continued)**

- This research is blind peer-reviewed and investigates how NASA and the EAA can financially optimize missions by changing the working environment. The paper proposes a series of experiments and financially quantifies their potential impact. This research was performed with an AIM undergraduate student leading the effort.
- Dec 2024 Artificial Intelligence for Advancement. Marquette University Nationwide Annual Advancement Meeting.
- Nov 2024 Using Generative Artificial Intelligence for Teaching, Research, and Staff. Marquette University College of Business.
- May 2024 Generative Artificial Intelligence for Productivity and Everyday Living. Marquette University CIRCLES event. Chicago, Illinois.
- Nov 2023 Artificial Intelligence for Advancement. Marquette University Nationwide Annual Advancement Meeting.

**Academic Administrative Experience**

2022-Present **Marquette University** **Milwaukee, WI**  
**Executive Director, Accelerating Ingenuity in Markets (AIM)**

Responsible for overseeing operations, interdisciplinary and faculty development, advancement, recruiting and retaining talent, positioning, business community, and alumni engagement, and continuously developing and reinventing programming for the flagship program of the Marquette University College of Business. AIM has a 20-year track record of success with a 100% job offer rate and starting salaries amongst the highest in the university (including Master's Programs). AIM Major and AIM Concentrations in the Marquette.

University College of Business. Leads and manages initiatives focused on historically under-resourced and under-represented student populations. The previous program had a long-term average of 64 students declared across two cohorts.

Achieved an eight-year target in year three, tripling our size and leading to near-record enrollment for the college. Inherited operating deficits that are now million-plus surpluses. Created the AIM major with concentrations in CFA: Public Investments, Fintech: Applied AI, and Private Investments (forthcoming). Led the college to develop a focus on applied AI. At least one of every major in the college is now also in AIM. Our first Engineer enrolled in 2024 and established a focus on research that matters for the program, aligned with its mission of bringing applied learning to all.

*Outcomes achieved or in progress:*

Assessment: Developed a vision and mission for AIM leading to sustainable broad-based and major-specific assessable learning outcomes for undergraduate and graduate students, working professionals, and alumni.

Competitions and travel: Perennial winner of the local CFA Research Challenge. Coached a team to advance to the Global Finals in the National Investment Banking

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**Academic Administrative Experience (continued)**

Competition on our first try (2024) in Vancouver. Four (out of 50 globally) are in the finals in 2025. Top three globally in the initial Balyasny global stock pitch competition in New York, edging out nearly all top 20-ranked business schools. Perennial entrant in the Women's Stock Pitch & Leadership Summit - Boehly Center (2024) in Williamsburg, VA. Take trips to NYC and Chicago annually, visiting over 15 firms and most (or all) bulge-bracket banks.

Diversity: Created a major open to all in the college and driven by diversity of thought. Beginning to expand certificate offerings throughout the university. Continue to grow and target with purpose historically under-resourced and under-represented student populations, rising from a 15% historical average to nearly 35% currently.

Engagement: Continually work with the Dean, the Office of Assessment, board members, and key partners to raise money to support programming, student learning, certifications, competitions, travel, and placement efforts. AIM has benefited the college by over \$8 million in pledges-in-progress. Personally responsible for over 150 different donor account pledges. Raised money to endow certifications, student travel to NYC and Chicago, and student competitions. Developing processes to engage alumni through a novel life-long learning and engagement system, the first of its kind.

Learning: Developed a first-in-the-nation business school modular learning sequence to accelerate applied learning for students, alumni, and working professionals. Learning is based on real-world data and is project-based. All students developed mastery in processes, valuation, big data, analysis, and programming and presented their work subject to public scrutiny. All students are data citizens capable of testing ideas in multiple programming languages and platforms and are taught to be code agnostic. CFA students are experts in public market valuations. FinTech students are generalists in all forms of valuations with expertise in business process automation, using applied artificial intelligences, machine learning, and advanced mathematics; they can explore and solve problems throughout nearly any organization.

Placement: 100% of students obtain a meaningful internship in their major. From inception, 100% of students have been placed in meaningful work at some of the highest starting salaries in the university.

Service: Instituted a culture of service, resulting in over 3,000 hours of community service performed annually by our students.

Staff and Teaching: Created and helped fundraise for staff to direct the CFA track (full-time), manage industry relations (full-time), coordinate programming (full-time, shared with the Accounting Department), and teach our offerings. Work with industry partners to develop new content for our library continually. Ensure accreditation standards are met and exceeded.

Strategy: Built a multi-year strategic plan focused on learning outcomes, student recruitment, employer needs, student placement, alumni relations, service to others, and lifelong learning. Developed partnerships with multiple industry partners to

**Academic Administrative Experience (continued)**

coordinate learning, service internships, and placement, focusing on employer learning needs.

2023-2024

**Director, AIM FinTech**

*Major(s) Created / Developed:*

FinTech: As a part of creating and getting the AIM major approved, developed, negotiated, and made a Fintech concentration for the college. Oversee the program and its evolution. This concentration began with a cohort of nine students in its first year, leading to at least 15 in year two. Hired a world-class AI data scientist. Developing space finance partnerships under his guidance in 2025.

2009-2014

**Carthage College****Kenosha, WI****Chair, Department of Business Administration (2010-2014)**

Responsible for overseeing and developing the Business Administration Department and majors within the department, including Accounting, Finance, Management, and Marketing. Functioned as the effectual Dean of Business.

*Assessable outcomes achieved or in progress:*

Assessment: Developed a vision and mission for the department leading to sustainable broad-based and major-specific assessable learning outcomes with a 5-year

Assessment plan. Achieved gains across the boards ranging from 13-38% in every business discipline covered by the ETS exam in my term as chair.

Strategy: Built a five-year strategic plan with the department, leading towards implementing math assessment, the complete redesign of MGT1110 (Introduction to Business and Technology), annual report creation and assessment by major, and a roadmap to ethics instruction in the department.

Business Scholarship: Presented a plan leading to the creation of the first business scholarship competition in the school. Oversaw the implementation and execution of activities during the scholarship day, awarding over \$250,000 annually in funding for future students. We achieved greater than a 50% retention rate, adding more than 50 high achievers to the school each year.

Major(s) Created / Developed: Master of Science in Business Design and Innovation. Co-created and launched a new master's program to help students obtain design thinking skills for business in a year.

**Director, Finance Program (2009-2014)**

*Major(s) Created / Developed:*

Finance: Developed, negotiated, and created a Finance major for the college. Oversee the program and its evolution. It turned the major into one of the top choices at the college, growing from one student to over 100 in four years.

**Teaching Experience**

2015-present **Marquette University** **Milwaukee, WI**

**Assistant Professor of Accounting***Courses Taught in Accounting:*

|              |  |
|--------------|--|
| 2016-present | ACCO 4080/5080: Financial Statement Analysis, Undergraduate and Graduate |
| 2016-present | ACCO 6525: Governmental Accounting and Nonprofit Analytics               |
| 2020-present | ACCO 6535: Fraud Examination and Forensic Analytics                      |
| 2018-2022    | BUAD 4931: Modules: Distributed Ledger Technologies I, II, III           |
| 2018-2022    | BUAD 4931: Artificial Intelligence I, II, III                            |
| 2016-2018    | ACCO 6520: Advanced Corporate Issues, Graduate                           |
| 2016         | ACCO 6000: Accounting Foundations, Graduate                              |
| 2015         | ACCO 3001: Intermediate Accounting, Undergraduate                        |

*Courses Designed/Redesigned:*

ACCO 4080/5080: Financial Statement Analysis. Redeveloped the entire course and implemented a semester-long experiential learning project working with industry. A complete financial analysis (average 70 pages) and a national live telecast of critical findings to C-level and VP insiders are delivered to multiple companies every semester.

ACCO 6520: Advanced Corporate Issues. Implemented two experiential learning projects (one non-profit and one for-profit). Work with local non-profits to deliver timely and accurate statements. It is featured in the *Marquette Business Connections* publications.

ACCO 6525: Government Accounting. Implemented a semester-long experiential learning project with the Milwaukee Controller to analyze the city's CAFR.

ACCO 6535: Fraud Examination and Analytics. Redeveloped the entire course with an eye on large datasets and the forensic investigation of such sets as applied to fraud. Worked with Big-8 Accounting firms to develop and use best practices.

BUAD TOPICS: Created the idea of stackable modules for the business school. I pitched this idea in 2016 and designed a series of stackable and independent modules for students looking to expand their knowledge and increase the flexibility of their degree paths in 2017 and launched in 2018.

*Distributed Ledger Technologies:* Built this library based on deliverables focused on Distributed Ledger Technologies (Blockchain applications).

*Courses Coordinated:*

2019-present ACCO 6995: Justice for Fraud Victims. In collaboration with the Wisconsin Department of Justice and the Waukesha District Attorney's office, Marquette students investigate, collect evidence, and present a case for prosecuting fraud in the greater Milwaukee area.

2023-present **Director, AIM: FinTech Disruptive Technologies**

*Courses Taught in AIM for the AIM and the Finance Department:*

|              |  |
|--------------|--|
| 2022-present | FINA 4075/5075: FinTech Applications, Undergraduate and Graduate |
|--------------|--|

**Teaching Experience (continued)***Courses Taught in AIM:*

- 2023-present AIIM 4410 Identifying, Building, Creating, and Communicating FinTech Opportunities
- 2023-present AIIM 3986/4986 AIM Internship
- 2023-present AIIM 4470 Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments
- 2024-present AIIM 4996 Being the Difference

*Courses Designed/Redesigned:*

FINA 4075/5075: FinTech Applications. Redeveloped the entire course and implemented a semester-long experiential learning project. Students develop Napkin DCF Valuations, use AI to create a logo, pitch deck, Lean Canvass, and pitch their ideas. Students then learn to automate their jobs, then learn to use AI to develop expertise in big data (currently using SQL), then learn to generate APIs (HTML), and then use AI to build machine learning bots (in Python), all while exploring existing and future technologies.

AIIM 4410: Created and implemented the idea of stackable modules for the business school. This course first realizes the master design. Students have a library of knowledge that typically explores valuation and RegTech issues, leading to the development of an application and the creation of a subject matter expert (SME) AI capable of receiving questions and giving answers in over 80 languages.

AIIM 4420: Stackable modules going deeper into areas of a student's interest, including RegTech, Random Forests and Machine Learning, automating data science, and advanced valuation techniques.

AIIM 4430: Stackable modules exploring using AI to help perform advanced data science resulting in self-adapting, self-creating mathematics, and the continued development of a technology resulting in a pitch to the AIM community.

AIIM 3986/4986: I redesigned the internship process to promote best practices from the industry.

AIIM 4470: Stackable modules custom-created with Professors from the University of Chicago to explore AI Ethics, Classic Ethics Frameworks, Ethical Issues surrounding the legality of AI and machines, and classic ESG approaches.

AIIM 4496: Every AIM student holds multiple certifications and services the community for more than 10 hours per semester. This course ensures certification of that process, resulting in over 3,000 hours of community service performed each year.

2008-2009

**Adjunct Professor, Accounting**

ACCO 6000: Accounting Foundations, Graduate

2008-2015

**Carthage College****Kenosha, WI****Assistant Professor of Accounting and Finance***Courses Taught (all Undergraduate):*

**Teaching Experience (continued)**

|             |  |
|-------------|--|
| 2009 – 2015 | MGT4050: Security and Portfolio Analysis                         |
| 2008 – 2015 | ACT 4010: Advanced Accounting                                    |
| 2008 – 2015 | MGT3210: Financial Management                                    |
| 2008 – 2015 | ACT 2020: Managerial Accounting                                  |
| 2010 – 2014 | MGT2000: Emerging Markets (Symposium)                            |
| 2013 – 2014 | MGT6750: Small Business Fundamentals                             |
| 2010 – 2013 | MGT3050: Real Estate Finance                                     |
| 2013        | ACT 4020: Auditing   |
| 2010 – 2012 | MGT4510: Options and Derivatives Analysis                        |
| 2012        | MGT6750: A Study in Ireland, University of Cork College, Ireland |
| 2010        | MGT6750: International Finance, Regent's College, London, UK     |
| 2009 – 2011 | ACT 2010: Financial Accounting                                   |

**Courses Created:**

MGT2000: Emerging Markets  
MGT3050: Real Estate Finance  
MGT4050: Security and Portfolio Analysis  
MGT4510: Options Analysis  
MGT4520: Options and Derivatives Analysis  
MGT6750: A Study in Ireland (in conjunction with professors at Cork College)  
MGT6750: UK Finance (in conjunction with professors at Regent's College)

**Courses Redesigned:**

ACC2020: Managerial Accounting. Redeveloped the entire course and implemented a flipped classroom project for a portion of the design.  
MGT3210: Financial Management. Built course-specific learning outcomes and all assessment modules as a template for the department.  
ACC4010: Advanced Accounting. Built course-specific learning outcomes and all assessment modules.  
MGT6750: Small Business Fundamentals. Developed courses to investigate and launch profitable small businesses.

**Publications, Interests, and Service to the Academic Research Community****Publications**

|      |   |
|------|---|
| 2025 | Scheetz, A., Wall, J., and Wilson, A. In the Money: How Stock Option Vesting Period Works with Strike Price to Influence Whistleblowing. <i>Research on Professional Responsibility and Ethics in Accounting</i> .<br>(Journal Ranking at time of acceptance: AB) |
| 2024 | Cashman, G. D., Harrison, D., Sheng, H., Wall, J. To Change or Not to Change: The Informativeness of REIT Annual Reports. <i>Journal of Real Estate Research</i> .<br>(Journal Ranking at time of acceptance: A)  |
| 2023 | Holderness, K., Scheetz, A., and Wall, J. Outsiders Looking In: Do Contingent Workers Whistleblow? <i>Journal of Forensic Accounting Research</i> .<br>(Journal Ranking at time of acceptance: AB)  |
| 2022 | Scheetz, A., Wall, J., and Wilson, A. Restricted Stock is on the Rise: What Does this Mean for Whistleblowing? <i>Journal of Forensic Accounting Research</i> .<br>(Journal Ranking at time of acceptance: AB)  |

***Publications, Interests, and Service to the Academic Research Community (continued)***

- 2021 Scheetz, A., Wall, J., and Wilson, A. Perception of Internal Controls Helps Explain Whistleblowing. *Nonprofit and Voluntary Sector Quarterly*.  
(Journal Ranking at time of acceptance: A)
- 2021 Rich, K., Roberts, B., Wall, J., and Zhang, J. Toward an understanding of year-over-year changes in municipal management discussion and analysis disclosures.
- 2020 Suh, I., Sweeney, J., Linke, K., and Wall, J. Boiling the Frog Slowly: The Immersion of C-Suite Financial Executives into Fraud. *Journal of Business Ethics*. 162: 645-673.  
(Journal Ranking at time of acceptance: A)
- 2020 Wall, J., Gissel, J., and Fogarty, T. Why punishment does not fit the crime: Experimental evidence that situational circumstances crowd out damage done. *Journal of Forensic Accounting Research*. 5(1): 142-176.  
(Journal Ranking at time of acceptance: AB)
- 2020 Scheetz, A., Smalls, T., Wall, J., and Wilson, A. Do employee fraud reporting intentions differ between for-profit and nonprofit organizations? *Journal of Governmental and Nonprofit Accounting*. 9(1): 94-117.  
(Journal Ranking at time of acceptance: AB)
- 2020 Ling, Q. Scheetz, A., and Wall, J. Lowering standards: unintended consequences of 990-N and value congruence on donor decision making. *Journal of Forensic and Investigative Accounting*. 12(2): 262-283.  
(Journal Ranking at time of acceptance: AB)
- 2019 Scheetz, A. and Wall J. Making Crime Pay: Timing of External Whistleblowing. *Research on Professional Responsibility and Ethics in Accounting*, 22: 1-30.  
(Journal Ranking at time of acceptance: B)
- 2019 Wall, J. and Gissel, J. Board of Directors' Sanction Judgments: The Effect of Situational Factors. *Journal of Managerial Issues*. 31(1): 85-112.  
(Journal Ranking at time of acceptance: B)
- 2018 Crumbley, L., Wall, J., Kilbourne, L., Blair, C.. Cryptocurrencies are Taxable and Not Free from Fraud. *Tax Notes*. January 8: 161-169.  
(Journal Ranking at time of acceptance: B)
- 2017 Akers, M., Giacomino, D., Li, X., and Wall, J. Measuring EQ of Chinese Accounting Students. *Review of Business Information Systems*. 21(2): 11-26.  
(Journal Ranking at time of acceptance: B)
- 2017 Shields, J., Rivera, J., and Wall, J. Building a Business Model for Funding Undergraduate Research. *Scholarship and Practice of Undergraduate Research*. 1(1): 63-69.  
(Journal Ranking at time of acceptance: BC)
- 2016 Wall, J. and Fogarty, T. Foxes in the henhouse: an exploratory inquiry into financial markets fraud. *Journal of Forensic and Investigative Accounting*. 8(1): 120-139.  
(Journal Ranking at time of acceptance: AB)
- 2009 Giacomino, D., Wall, J., and Akers, M. Revisiting Financial (Accounting) Literacy: A Comparison of Audit Committee Members and Business Students. *American Journal of Business Education*. 2(3): 31-38.  
(Journal Ranking at time of acceptance: B)

***Member Service***

- 2019-2022 Associate Editor. *Journal of Forensic Accounting Research*.
- 2020-2022 Publications Committee Member. Forensic Accounting Section, American Accounting Association.
- 2021-2022 Strategic Planning Committee Member. Forensic Accounting Section, American Accounting



***Publications, Interests, and Service to the Academic Research Community (continued)***

Association.  
 2020 *Paper Chair*. Forensic Accounting Midyear, American Accounting Association, March

***Ad-hoc Reviewer History***

Over 85 articles reviewed, including work from the below:

Annual Meeting, AAA (and discussant)

Accounting Behavior and Organizations Section, AAA

Auditing Section, AAA (and discussant)

Forensic Accounting Section, AAA (and discussant)

Government and Nonprofit Accounting Section, AAA (and discussant)

Ohio Regional Accounting Section, AAA (and discussant)

*Accounting and the Public Interest*

*Advances in Accounting Behavioral Research*

*Business Ethics: A European Review*

*Journal of Business Ethics*

*Journal of Forensic Accounting Research*

*Journal of Forensic and Investigative Accounting*

*Journal of Managerial Issues*

*Managerial Auditing Journal*

***Editorial Board Member***

2019-2022 *Journal of Forensic Accounting Research*

2018-2023 *Journal of Forensic and Investigative Accounting*

***Grant Support, Awards, and Honors***

2022 Best Paper Award, American Real Estate Society, Real Estate Investment. "To Change or Not to Change: The Informativeness of REIT Annual Reports." (winner)

2020 Brennan Master Teaching Award, Marquette University College of Business (winner).

2020 Best Paper Award, AAA Public Interest Section, Best Quantitative Paper Overall. "How Stock Options Influence People to Whistleblow" (winner).

2020 Best Paper Award, AAA Public Interest Section, Forensic Subsection. "How Stock Options Influence People to Whistleblow" (winner).

2020 Best Paper Award, AAA Annual Meeting, Forensic Accounting Section. "Outsiders looking in: Do non-permanent workers whistleblow?" (winner).

2020 Outstanding Service Award, AAA Forensic Accounting Section (winner).

2019 Best Paper Award, AAA Annual Meeting, Government and Nonprofit Section. "Lowering Standards: Unintended Consequences of 990-N and Value Congruence on Cost Shifting" (winner).

2019 Best Paper Award, AAA Forensic Accounting Section Midyear. "Crowding out Best Practice: Circumstances Matter More Than Rules" (winner).

2018 Ow, T. and Wall, J. Artificial Intelligence and Distributed Ledger Technologies (Blockchain). *PwC INQUIRES (funded grant)*.

2018 Scheetz, A., Wall, J., and Wilson, A. Stock Compensation and Fraud. *Institute of Management Accountants (funded grant)*.

2017 Fogarty, T., Summers, J., and Wall, J. Hacking Wall Street. *Institute for Fraud Prevention (finalist)*.

**Grant Support, Awards, and Honors (continued)**

- 2017 Scheetz, A., Wall, J., Wilson, A. Non-profit versus For-profit fraud. *Radford University Research Award. (Funded grant).*
- 2016 Glen McLaughlin Prize for Research in Accounting Ethics. Boiling Slowly the Frog: The Immersion of C-Suite Financial Executives into Fraud. *University of Oklahoma (2015-2016 winner).*
- 2013 Doctoral Consortium Fellow. J. Michael Cook Doctoral Consortium. Lake Tahoe, CA. *American Accounting Association and Deloitte.*
- 2010 Cyr, A. and Wall, J. The market for insurance majors: an exploratory analysis of local stakeholders. *Wisconsin Foundation for Independent Colleges (funded grant).*

**Dissertation Committee Member**

- 2019-2020 Maysa Basoudan, Accounting Ph.D. Candidate, Case Western Reserve University

**Conference Presentations and Key Conference Attendance**

- 2022-present AI4. Honored to be invited to attend and meet and work with key partners on artificial intelligence initiatives. Aug 11-13, 2025; Aug 12-14, 2024; Aug 7-9, 2023; Aug 16-18, 2022.
- 2021 "Using experiential and service-based learning in a fraud and forensic accounting class," online. July 29. AAA Annual Meeting, Forensic Accounting Section, Workshop Panelist.
- 2021 "Teaching your first fraud and forensic accounting class," online. July 29. AAA Annual Meeting, Forensic Accounting Section, Workshop Moderator.
- 2021 "Cybercrime is getting worse: Update on Cybersecurity related issues," online. July 16. National Fraud and Forensic Accounting Conference.
- 2021 "Cybercrime is getting worse: Blockchain primer, blockchain-enabled fraud, and blockchain forensics," online. July 16. National Fraud and Forensic Accounting Conference.
- 2021 "Restricted Stock Whistleblowing" Online, March 2021. Forensic Accounting Section Midyear (AAA).
- 2021 "Putting your knowledge into practice: Forensic Accounting Consulting Opportunities." Online, March 2021. Forensic Accounting Section Midyear (AAA).
- 2020 "Outsiders Looking in: Do Non-Permanent Workers Whistleblow?" Washington, DC. March 5-6, 2020. Forensic Accounting Section Midyear (AAA).
- 2020 "How Stock Options Influence People to Whistleblow." Washington, DC. March 5-6, 2020. Forensic Accounting Section Midyear (AAA).
- 2020 "The Slippery Slope of Fraud: A Special Case of Motivation Crowding" Washington, DC. March 5-6, 2020. Forensic Accounting Section Midyear (AAA).
- 2020 "Take the Money and Run: Honest Donors Value Data Quality." Washington, DC. March 5-6, 2020. Forensic Accounting Section Midyear (AAA).
- 2019 "Lowering standards: unintended consequences of 990-N and value congruence on cost shifting," San Francisco, CA. August 10-14, 2019. American Accounting Association Annual Meeting, "Bold Transformations Toward A Prosperous Society."
- 2019 "Crowding Out Best Practice: Circumstances Matter More Than Rules," San Francisco, CA. August 10-14, 2019. American Accounting Association Annual Meeting, "Bold Transformations Toward A Prosperous Society."
- 2019 "Cybercrime: Current Issues and Emerging Technologies," Louisiana State University. Baton Rouge, LA. July 17-18. National Fraud and Forensic Accounting Conference.
- 2019 "Ethics, Governance, and AI: Emerging Issues for CFEs," Milwaukee, WI. April 12, 2019. Wisconsin ACFE meeting. Ethics presentation (CPE Credit).

**Conference Presentations and Key Conference Attendance (continued)**

- 2019 "Lowering standards: unintended consequences of 990-N and value congruence on cost shifting," Norwalk, CT. March 8-9, 2019. Government and Nonprofit Section Midyear (AAA).
- 2019 "Crowding out best practice: circumstances matter more than rules," Saint Louis, MO. March 1-2, 2019. Forensic Accounting Midyear (AAA).
- 2018 "COSO Matters: Internal Control Perception Mediates Whistleblowing," Phoenix, AZ. October 12-13, 2018. Accounting Behavior and Organizations Midyear (AAA).
- 2018 "The Effect of Organization Type and Size on Fraud Reporting: Non-Profit Fraud Type Opens Opportunities," Washington, D.C. August 6, 2018. American Accounting Association Annual Meeting, "Pathways to a Sustainable Future."
- 2018 "COSO Matters: Internal Control Perception Mediates Whistleblowing," Washington, D.C. August 6, 2018. American Accounting Association Annual Meeting, "Pathways to a Sustainable Future."
- 2018 "Cybercrime is more valuable than gold: digital identity theft, cloud computing forensics, distributed ledger technology forensics." Louisiana State University. Baton Rouge, LA. July 19-20. National Fraud and Forensic Accounting Conference.
- 2018 "Board of Directors' Sanction Judgments: The Effect of Situational Factors," Portland, OR. January 11-13. Auditing Section Midyear (AAA).
- 2016 "Sympathy for the Devil? Extra-Statutory Sanction Recommendations for Security Markets," New York, NY. August 6-10, 2016. American Accounting Association Annual Meeting, "Building Bridges to our Future."
- 2016 "Sympathy for the Devil? Extra-Statutory Sanction Recommendations for Security Markets," Charlotte, NC, March 4-5, 2016. Forensic Accounting Section Midyear (AAA).
- 2016 "The "Robin Hood" Effect: Context Creates Pathways to Fraud through both Traditional and Non-Traditional Means," Charlotte, NC, March 4-5, 2016. Forensic Accounting Section Midyear (AAA).
- 2015 "Making Crime Pay: Timing of External Whistleblowing," Chicago, IL, August 8-12, 2015. American Accounting Association Annual Meeting, "Building Bridges to our Future."
- 2014 "Mind the GAAP: CFO Incentive Compensation and the Use of Non-GAAP Financial Information in Press Releases," Atlanta, GA, August 2-6, 2014. American Accounting Association Annual Meeting, "Global Engagement & Perspectives."
- 2014 "The Robin Hood Fraudster," Atlanta, GA, August 2-6, 2014. American Accounting Association Annual Meeting, "Global Engagement & Perspectives."
- 2014 "Mind the GAAP: CFO Incentive Compensation and the Use of Non-GAAP Financial Information in Press Releases," presented with Andrea Scheetz, Columbus, OH, May 2-3, 2014. Ohio Section Midyear (AAA).
- 2013 "The Power of Systemic Fraud: Implications for Auditors from the Professional Investing Community," Anaheim, CA, August 3-7, 2013. American Accounting Association Meeting, "Fraud and the Financial Markets."
- 2013 "Foxes in the Henhouse: An Exploratory Inquiry," Anaheim, CA, August 3-7, 2013. American Accounting Association Annual Meeting, "Fraud and the Financial Markets."
- 2013 "Service Learning Using an Action Learning Approach to Inspire and Enable a Better World," Orlando, FL, August 9-13, 2013, Academy of Management Annual Meeting, "Capitalism in Question."
- 2012 "Does the Board of Directors' Risk Oversight Disclosure Influence Non-Professional Investors' Risk Assessments and Decisions?" Washington, DC, August 4-8, 2012. Annual Meeting, American Accounting Association, "Seeds of Innovation."
- 2012 "Student driven innovative learning: Velocity Consulting," Township, N.J. Council for Undergraduate Research Annual Meeting.

- 2011 "China & India: Dances in the Emerging Markets," Oakbrook, IL. AsiaNet Annual Meeting,  
 2011 "Equipping Strategic Professors: Options & Derivatives Analysis," Wheaton College.  
 2010 "Emerging Markets - Crossing the Disciplinary Divide: Innovative Pedagogy," Fairfield University.

### **Industry Experience**

- 2024-Present **Straylight, LLC** **Brookfield, WI**  
**Managing Member**  
 Business Process Automation uses Agentic AI, focusing on public and private market equity transactions.
- 2023-present **Praximae, Inc.** **Brookfield, WI**  
**CEO and Co-Founder**  
 Implemented modular learning using AI, synthetic avatars, and novel LMS approaches to deliver a state-of-the-art education for students, working professionals, and lifelong learners.
- 2021-present **Citizen Data Science, LLC (formerly Easy-ML, Inc.)** **Brookfield, WI**  
**CEO and Founder**  
 Create software helpful to Accountants and Analysts attempting to navigate large datasets.
- 2017-present **Professional Speaker and Presenter**  
 Paid engagements for university and private company clients on topics ranging from Blockchain Technologies, Fraud, and Competitive Financial Analysis. Seasoned professional who delivers high-value assessable outcomes. Works with small and large groups on everything from one-shot engagements to ongoing private mini-course delivery.
- 2017-present **Investments in Motion, LLC** **Brookfield, WI**  
**Founder and Managing Member**  
 Partner with former students investing in shorter-term, high-return-potential situations based on fundamental valuation mismatches located in the market. Selections and returns generated by the analysis of the student-partner(s).  
Major achievements: Annualized returns exceeding the market in each year of operation.
- 1998-present **Ideas in Motion, LLC** **Brookfield, WI**  
**Strategic Innovator (2015-present); Expert Witness (2019-present)**  
 Perform private company valuations, statistical modeling, blockchain strategy and implementation, and professional services for various small- and large-cap clientele. Provide expert witness testimony regarding financial statement analysis, financial forensic data reconstruction, ultra-high net worth individual brackets, and CEO/Board decision-making.
- 4/98-2015 **Founder and Managing Member**  
 Led and managed an innovative trading firm, discovering and creating opportunities in risk and convertible arbitrage markets. Invented, expanded, and implemented trades in diverse needs such as international depository receipts, mergers and acquisitions, closed-end funds, convertible securities, and other credit and equity markets. Leveraged expertise in risk reduction and trade selection strategies. Negotiated the firm's contractual obligations and clearing, execution, and counter-party risk contracts—designed and developed financial analysis models to identify short- and long-term economic opportunities and pitfalls.

**Industry Experience (continued)**

Intervals. Was registered as a Series 7, 24, and 27. Was licensed as a chief financial and compliance officer of a NYSE member firm.

Major achievements: Constantly constructed a diverse and hedged portfolio of security, currency, and derivatives products. Directly responsible for net returns exceeding 25% in each of the firm's seventeen years of operations, with one of the lowest risk profiles in the industry, significantly outperforming the market every year of operations.

6/12-present **Real Estates in Motion, LLC** **Brookfield, WI**  
**Founder and Managing Member**

Lead and manage an innovative real estate finance company specializing in stable, high-ROI properties. Responsible for locating, analyzing, and developing multiple residential and commercial properties in the greater Chicago area.

Major achievements: Directly responsible for net returns exceeding comparable investments with one of the lowest risk profiles in the industry, significantly outperforming the market.

3/96-4/98 **Burke Trading** **Chicago, IL**  
**Chief Trader**

Designed, developed, and executed trades within equity and credit instrument markets. Managed support team that executed orders and created desired systematic redundancies. Utilized computer network integration to optimize speed, execution, and trading transparency. Expanded trading systems to become less risk-tolerant while achieving optimal returns. Placed new computer models and systems into operation to help automate daily profit and loss balancing.

Major achievements: Designed and implemented models that increased returns from 15% to 35% in the first year. Directly responsible for returns over 70% in the final year.

6/93-3/96 **PTM & Company** **Chicago, IL**  
**Trader**

Created new trading strategies in closed-end funds and convertible equity markets. Managed a three-member team and performed training for new hires. Supervised completion of a computerized trading system for risk arbitrage spreads that resulted in a 50% increase in trading activity and a 40% increase in profitability.

Major achievements: Responsible for returns over 50% in the final year. Grew returns from 5% to 35% within 18 months.

2/90-8/98 **JMW Enterprises, Inc.** **Dallas, TX**  
**President and Founder**

Head of entrepreneurial startup focused on commercial real estate. Responsible for purchase, lease, and operational commitments. While an undergraduate, I worked with, approved by, and received funding from the Small Business Administration to purchase a roller-skating rink used to finance my undergraduate education and take care of my family.

***Professional Affiliations, University, and Surrounding Community Service***

|              |   |
|--------------|---|
| 2019-Present | Treasurer, Association of Certified Fraud Examiners, Chapter 165, Milwaukee, Wisconsin. |
| 2016-Present | Certified Fraud Examiner, Association of Certified Fraud Examiners.                     |
| 2012-2022    | Member, American Association of Accounting.   |
| 1993-Present | Private Pilot, Federal Aviation Administration, not current.                            |
| 2017-2020    | Member, Institute of Management Accountants.  |
| 2012-2014    | Member, Academy of Management (AOM).  |

**Marquette University***Service to the University*

|                |   |
|----------------|---|
| 2016 – Present | Built industry connections at the management level and hosted/gave presentations to and/or by the following organizations and more: Abbvie, Abbott Labs, Archer Daniels Midland, Alibaba, Amazon, Altra Industries, Artisan Partners, Badger Meter, Banco Santander, Bank of America, Bank of Montreal, BDO, Brady Corporation, Briggs and Stratton, Brookdale Senior Living, Cbiz, Citigroup, Citizen's Financial, Citi Financial, Colliers International, Deloitte, Duff and Phelps, FiServ, Google, Harley-Davidson, Herman Miller, Humana, Interface Tile, Johnson Controls, JP Morgan Chase, Kimberly-Clark, Kohl's, Johnson Controls, MB Financial, McDonald's, Microsoft, Morgan Stanley, Motorola Solutions, Oshkosh Corporation, Par Technologies, Pentair, Pfizer, Physicians Realty Trust, PwC, Quad Graphics, RELX Corporation, Rexnord, Rockwell Automation, Schneider National, SS&C, Stryker, Thompson Reuters, Uline, United Health Group, United Parcel Service, US Bancorp, Uline, Weyco Group, Whirlpool, Wintrust, the city of Milwaukee Controller's Office, and over 25 local non-profit organizations. |
| 2024           | Marquette Today. "Building the Bots: Perspectives in Applied Artificial Intelligence."  |
| 2022           | BizTimes. "Building on blockchain: Web3 offers a world of possibilities – and pitfalls – for Wisconsin businesses."   |
| 2022           | Daily Beast, Yahoo Finance, Chicago Tribune, and multiple outlets regarding Sam Bankman-Fried.  |
| 2021           | Wisconsin Bankers Association, "Crypto ATMs Pop up Around Wisconsin as Consumer Interest in Digital Currency Grows."  |
| 2020           | Committee Member, Innovation Alley, in partnership with the College of Engineering.   |
| 2018 – 2019    | Data collection, TMJ4, Casey Geraldo. Summerfest.   |
| 2018           | Investor's Business Daily. "Still Bullish on Bitcoin? Read the Cautionary Tale of this Blockchain Stock."   |
| 2018           | Interview, TMJ4, Casey Geraldo. Milwaukee Public School Budget.   |
| 2017           | Interview, TMJ4, Casey Geraldo. Questionable payment from former Packers player's foundation.   |
| 2017           | Interview, TMJ4, Casey Geraldo. Universal Academy for the College Bound. Milwaukee Charter School Investigation.  |
| 2016 – 2018    | Investigator and Judge, Academic Integrity Council.   |
| 2006-2009      | Mentor, Marquette Business School Mentor Program.   |

*Service to the College of Business Administration*

|                |   |
|----------------|---|
| 2023 – Present | Committee Member, Applied AI and Analytics                            |
| 2019 – 2023    | COBA Building Committee, Classroom, Building Technology Design Leader |
| 2016 – Present | Shadow Visits, Parents and Students                                   |
| 2019 – 2022    | Member, COBA Research Committee (Chair 2022)                          |
| 2016 – 2019    | Committee Member, COBA Building Planning Committee                    |

**Professional Affiliations, University, and Surrounding Community Service (continued)**

|             |   |
|-------------|---|
| 2018 – 2019 | Member, Strategic Planning Task Force                             |
| 2017        | Committee Member, Innovation Alley Concept Planning               |
| 2017        | Essay Grader. College of Business Scholarship Competition         |
| 2016        | Guest Lecturer. AIM program.                                      |
| 2016        | COBA, November 16 Meeting. Experiential Learning in the Classroom |

*Service to the Department of Accounting and the Department of Finance*

|              |  |
|--------------|--|
| 2016-Present | Advising Activity.   |
| 2016-Present | Assessment. Developed, recorded, and reported assurance of learning outcomes for courses taught.   |
| 2020         | Independent Study: Finance for Lawyers   |
| 2016-2022    | AIM Program. Spent over 150 hours per semester helping AIM students with stock pitches. Attended and critiqued the weekly AIM stock pitch meetings. Mentored and helped coach the yearly CFA Institute Research Challenge. |
| 2019-2020    | Justice for Fraud Victims Project.   |
| 2019-Present | Independent Study. Auditing Analytics and Technologies.  |
| 2017-2018    | Committee Chair, Horngren Speaker Series.  |
| 2017         | Independent Study. Fraud Investigation   |
| 2016         | Independent Study. Excel skills workshop series.   |

**Carthage College***Overall Service*

|           |   |
|-----------|---|
| 2010-2015 | Board of Directors, Founding Member. Velocity Consulting.<br>Velocity Consulting is the first 100% student-run full-service consulting company. Its brief history has taken on everything from small, struggling not-for-profits to large multinational corporations. Its impact reverberates through the community, which has net benefits in the millions of dollars. Over 80 students are involved in this sustainable, entirely self-funded organization. |
| 2013-2015 | Board of Directors, Founding Member. The Carthage Vanguard.<br>The Carthage Vanguard is a 100% student multidisciplinary undergraduate research journal open to all disciplines and expected to become a national publication next year. It is double-masked and peer-reviewed. In its brief history, it raised funding such that the inaugural run generated excess revenue and published work from all divisions within the college.                        |
| 2015      | Advisor of the Year.  |
| 2014-2015 | Committee Member, Curriculum Planning Committee.  |
| 2008-2014 | Academic Advisor, Finance and Investment Club.<br>Oversaw its creation and development. Attracted keynote speakers from the industry to speak at the club and lead club discussions regarding personal finance and Excel.   |
| 2008-2014 | CBOE: Established Carthage as one of four higher education institutions in partnership projects with the Chicago Board of Options Exchange.   |
| 2009-2014 | Academic Advisor, Ethical Capacity. Enactus.  |
| 2009-2014 | Academic Advisor, Carthage Accounting Association.  |

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***Professional Affiliations, University, and Surrounding Community Service (continued)***

- 2011-2014 China Student Internship program, Guangzhou Star Sealing Company, Guangzhou, China. Traveled to China and established a summer internship program in Guangzhou for up to two Carthage students per year working in a top 100 Chinese local company.
- 2011-2014 Committee Member, Undergraduate Research, Scholarship, & Creativity Committee.
- 2012-2014 Committee Member, President's Task Force, Innovative Student Learning.
- 2012-2013 Committee Member, Entrepreneurship Chair Search.
- 2008-2012 Committee Member, Carthage Symposium Committee.
- 2011-2012 Committee Member, Finance Professor Search.
- 2008-2011 Volunteer Administrator, Volunteer Income Tax Assistance: Volunteered and led a team of 30 accounting students during tax season to help low-income individuals and families file their taxes in conjunction with United Way and the IRS.
- 2008-2010 Secretary, Social Science Division.
- 2010 Faculty Advisor, CFA Institute Research Challenge. Led a team of five students to 2<sup>nd</sup> place in the Milwaukee/Madison division of the CFA annual college competition.