

Todd Senft

EDUCATION

- PhD in Organization & Management** 2012
Capella University, Minneapolis, MN
Dissertation: *Predicting sales performance: A discriminant analysis based on reinforcement sensitivity theory*
- MBA with a specialization in Marketing** 1992
California State University, Los Angeles, CA
- BS in Business Administration with a specialization in Finance** 1991
California State University, Los Angeles, CA
- summa cum laude graduate; 3.96 GPA

TEACHING EXPERIENCE

- University of Saint Francis, Fort Wayne, IN
- BUS680: Marketing Management 2014
 - BUS281: Introduction to Marketing 2014
- Saint Leo University, Saint Leo, FL
- MGT301: Principles of Management 2013 - 2014
 - MGT430: Business, Government, & Society 2013 - 2014
 - MGT441: Labor Relations 2013 - 2014
 - MGT412: Organizational Behavior 2013
- Southern New Hampshire University, Manchester, NH
- MKT113: Introduction to Marketing 2012 - 2014
 - MKT270 : Professional Selling 2012 - 2014
 - MKT320: Sales Management 2012 - 2013
- Averett University, Danville, VA
- BSA529: Marketing Strategies 2013 - 2014
 - BSA518: Business Research 2014
 - BSA310: Principles of Marketing 2014
- University of Northwestern Ohio, Lima, OH
- MBA600: Marketing Management 2013 - 2014
 - MT220: Philosophy of Marketing 2012 - 2013
 - MT426: Marketing Strategy 2012 - 2013
 - MT401: Consumer Behavior 2013
 - MT342: Marketing Research I 2013
 - MT343: Marketing Research II 2013
- Trident University, San Diego, CA
- MKT501: Strategic Marketing 2014
 - MKT502: International Marketing 2014
- Columbia Southern University, Orange Beach, AL
- MBA5652: Research Methods 2013 - 2014
 - BBA3201: Principles of Marketing 2013 - 2014
 - MAR4610: Strategic Marketing 2013

INSTRUCTIONAL DESIGN EXPERIENCE

- University of Saint Francis, Fort Wayne, IN
 • BUS281: Introduction to Marketing 2014
- Southern New Hampshire University, Manchester, NH
 • MKT113: Introduction to Marketing Subject Matter Expert 2013

LEARNING MANAGEMENT SYSTEM EXPERIENCE

- Teaching Online with Desire2Learn*, sponsored by Trident University International 2014
- Teaching Online with Moodle*, sponsored by University of Northwestern Ohio 2013, 2014
- Teaching Online with ANGEL*, sponsored by the University of Northwestern Ohio 2012
- Teaching Online with Blackboard*, sponsored by Southern New Hampshire University 2012, 2013
- Teaching Online with Moodle*, sponsored by Averett University 2013, 2014
- Teaching Online with Moodle*, sponsored by University of California, Riverside 2012
- Teaching Online with Pearson LearningStudio/eCollege*, sponsored by Saint Leo University 2012

PROFESSIONAL EXPERIENCE

- VP, Sales and Marketing**, Iron Mountain Fulfillment Services, Atlanta, GA 2000 – 2010
- Business Development Manager**, Concentra Medical Centers, Harrisburg, PA 1996 – 1999
- Business Development Manager**, UPS, Harrisburg, PA 1994 – 1996
- Marketing Manager**, Kellogg Company, Philadelphia, PA 1992 – 1994

PRESENTATIONS

Presented more than one thousand professional sales and marketing presentations to groups of all sizes, including greater than 100 attendees, throughout the past 20 years. The majority of presentations have been to small and medium groups in major corporations where complex solutions were presented to key stakeholders. Those corporations include *Royal Caribbean Cruise Lines*, *Royal Bank of Canada*, *Kimberly-Clark*, *Nissan*, and the *Walt Disney Company*.

GUEST LECTURES

- C3G Healthcare Networking Group, Atlanta, GA 2011
 • Topic: *How to Treat Your Job Search like a Sales Process using Digital Tools*
 • Attendees: 45 adult professionals from the healthcare industry
- Kennesaw State University, Kennesaw, GA 2009
 Management and Behavioral Sciences College Course (MGT 3100)
 • Topic: *Real World Sales & Marketing Management Experiences*
 • Attendees: 30 undergraduate business students
- Kennesaw State University, Kennesaw, GA 2006
 Delta Sigma Pi Professional Fraternity
 • Topic: *Sales & Marketing as a Career Path*
 • Attendees: 20 undergraduate students

VOLUNTEERISM & PROFESSIONAL ASSOCIATIONS

Healthcare Financial Management Association Region 5 Historian Sub-Committee Chair	2012
Healthcare Financial Management Association	2011 - 2013
Academy of Management	2008 - 2013
Mrs. Smith's United Way Campaign Chairman	1993
VP, Entrepreneurial Association, California State University, Los Angeles	1992

HONORS AND AWARDS

Graduation with Distinction, Capella University	2012
Iron Mountain Chairman's Club Winner	2004, 2007
Iron Mountain Sales Executive of the Year Award Winner	2001, 2003, 2004
Graduation with Honors, California State University, Los Angeles	1991, 1992
Donald G. Malcolm Leadership-Scholarship Award	1992
Medallion Award from the Los Angeles Chapter of the Financial Executives Institute	1991
Joseph Drown Foundation Scholarship	1991
Phi Kappa Phi Graduate Fellowship Finalist Award	1991
Alpha Gamma Sigma Scholarship	1991
Vincent Hughes Annual Outstanding Business Student Scholarship	1991
Beta Gamma Sigma Business Honor Society	1991
Phi Kappa Phi Honor Society	1990
Burger King Corporation Retailing Scholarship	1990
Barnes and Noble Business & Economics Scholarship	1990
Alpha Gamma Sigma Honor Society	1990