

Dr. Jennifer Egrie
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EDUCATION

- **University of Sarasota-Argosy, Sarasota, Florida**
Doctorate, Major in International Business (4.0 in International Business Concentration)
- **Webster University, St. Louis, Missouri – Master Business Administration (MBA)** Graduated December 2005 with Highest Honors
- **Eckerd College, St. Petersburg, Florida – BA, Business Administration and Economics** Graduated May 2004 with Honors

- **Certified Train the Trainer University of Wisconsin, Milwaukee 5/2006**

PUBLICATIONS

The Use of Emojis in Brand Marketing Presented at the AACCB Conference January , 2017. Las Vegas Nevada.

The Impact of Social Media on Marketing submitted for International Business Journal Aug/2016

Emotional Intelligence Can it Be Taught? The Australian Journal of Business and Economic Studies (AJBES) Published and Will be Presented **04/2016** at the International Conference in Dubai.

Understanding and Teaching Neuromarketing- Journal Article- Accepted and Presented at Marketing Educators Association Conference **04/2014**

Marketing Research Ethics: How Consumers feel about Neuromarketing- Journal Article-accepted and presented at Academic Forum Conference **12/2013**

Alternative Solutions Article – published and presented at the International Business Conference in 2006

Impact of Foreign Direct Investment on Global Water Access in African and Asian Countries- Published **2012** –accepted and presented at International Business Conference on **June 2, 2012**

EXPERIENCE

Keiser University Professor of Business

Responsible for teaching classes in the discipline of business administration and management. I also develop and designs curriculum, ensures alignment of the course, outcomes and objectives to the school of businesses mission and objectives. I am responsible to stimulates class discussions, ensure a positive learning environment, provide tutoring, academic counseling, advising and assess students coursework, and maintaining all course related records.

Southern New Hampshire University, Team Lead

As a team lead I coach, mentor, support, and provide resources to faculty. Team leads are supportive not punitive, encouraging not dispiriting, motivating not deterring. Team leads are coaches not bosses, peers not supervisors. As a team lead, it is my job to support, embrace and model all tenets of the Faculty Promise and the criteria described within the Instructional Practices rubric. I strive to improve faculty performance and consequently the student experience.

Virtual Faculty and Department Head American Business and Technology University

Engaged students in discussions, grading papers, projects and reports-offering feedback for continual improvement. Encouraged and lead interactive discussions in an online environment. Presented material and curriculum as designed.

Subject Matter Expert American Business and Technology University

Developed and map curriculum for the School of Business using the Quality Matters Techniques including using alignment to ensure that assessments are varied and supportive of the learning objectives. Developed assignments to enhance critical thinking and research skills.

Adjunct Professor Online Embry-Riddle University

Instruct and facilitate a meaningful learning experience of the course competencies in curriculum and proactively support all facets of the Embry-Riddle learning environment. Foster and encourage an online culture of learning that values mutual responsibility, life-long learning, diversity, and ethics as well as personal and professional development.

Online Adjunct Professor Southern New Hampshire University

Provide one on one assistance and support to students who struggle, provide appropriate feedback and communication on assignments as well engage in all discussion post adding a higher level of academic presence. Classes Include: International Business Capstone, International Marketing, Business and Strategy.

Adjunct Online Professor Salem International University and Schiller International University

Developed and present curriculum for students in graduate programs at Salem International University and Schiller International University in a virtual setting. Classes included Strategic Planning and Change Management, Economics, and International Business, Marketing, and Managerial Economics

**Consultant: Emerald Eagles Consulting
Sarasota, FL**

Developed Business Plans, Market Research for new businesses, Marketing Plans, Developed policies and procedure for sexual harassment, diversity, and human resources. Developed training programs. Researched international guidelines for organizations and strategic planning.

**Virtual College Faculty
University of Northwest Ohio**

Assisted students in learning and meeting their educational objectives in a virtual environment. Encouraged and gave constructive feedback to students to assist them in building an online community of learners. Used real life work experience as well as education to engage the learners and develop a more robust curriculum.

**U.S. Department of Commerce, U.S. Census Bureau
Assistant Manager of Administration (AMA)
Sarasota, FL**

12/2008-10/2010

Responsible for the planning, organization, leadership, and control of all administrative and fiscal operations for the nine-county regional office.

- Management and planning for support services required for a large administrative operation. This includes the administration of the human resource functions needed for testing, screening and selection of several thousand personnel required for a variety of unique positions.
- Assign myriad tasks and responsibilities to clerks, train and follow up on the outcome of all projects for completeness and accuracy.
- Supervise key administrative staff for daily operations including training, evaluation and resolution of performance and conduct issues.
- Responsible for the allocation and utilization of available space, tracking inventory for supplies and materials, the preparation of materials for training, safety and security of the district office and safeguards to secure large volumes of personally identifiable information and other confidential data.
- Ensure that all staff comply with and that operations are conducted within the policies and procedures established by the U.S. Department of Commerce, U.S. Census Bureau.
- Provide support to regional office for CCM operations, partnership and other areas necessary.

Sarasota County, Sarasota, Florida

ADDITIONAL INFORMATION

- Academic Reviewer for International Business Association
- Completing a professional certificate in Organizational Leadership.
- Health Life and Variable Annuity Licenses.
- Represented SCAT in Employee Recognition Committee
- Led United Way Committee for Sarasota Area Transit

PROFESSIONAL AFFILIATIONS

Young Professionals Group

American Business Women's Association

Webster University Alumni Association, Treasurer – Tampa Bay Campus

Member of Accreditation Council for Business Schools and Programs

Informing Sciences academic review committee

SSS Woman's empowerment and Networking

Woman in education