

HIGHLIGHTS & CORE SKILLS

- 20 years of academic leadership experience
- Large-division strategy setting and implementation
- Organizational design and change, including project management
- Academic operations planning and analysis
- Learning and talent development solutions design
- Faculty recruitment, development, and management
- Marketing, public relations, and enrollment management

WORK EXPERIENCE

Director, School of Business, University of Wisconsin – Platteville; Platteville, WI 2018 to Present
Senior academic, budget, and administrative officer of the School of Business. Scope of responsibility included supervision of more than 60 personnel affiliated with seventeen programs offered at three campuses and via online learning.

Assistant Dean of Faculty Affairs, University of Wisconsin – Platteville; Platteville, WI 2014 to 2018
Responsible for aligning the activities of multiple departments and the college with the university's strategic plan. Areas of responsibility included continuous improvement, policy and regulatory compliance (i.e. HLC accreditation), faculty and staff development, and oversight of multiple institution-wide technological, operational, and financial projects.

Professor, Business and Marketing, University of Wisconsin – Platteville; Platteville, WI 2011 to current
Taught undergraduate and graduate students in courses related to international business and marketing. The focus of my courses was application and frequently involved student-consulting projects for real companies. Courses helped organizations ranging from local non-profits and chiropractors to advertising agencies and international entrepreneurs. Earned tenure in 2018.

BSAD 1300: Global Business (classroom, online)
BSAD 2630: Introduction to Marketing (classroom)
BSAD 3630: Advertising (classroom, print-based)
BSAD 3700: Marketing Research (classroom, print-based, online)
BSAD 3740/5740: Consumer Behavior (classroom, online)
BSAD 4140: International Management (classroom)
BSAD 4150: e-Marketing Technology/Applications (classroom)
BSAD 4630/6630: Marketing Management (classroom, online)
BSAD 3750: Short-term Faculty Led Program (Germany: International Brand Management)
Guest Faculty in International Marketing: Hochschule Darmstadt
Guest Faculty in Marketing Management: Hochschule Rheinmain

Marketing Director, University of Wisconsin – Platteville; Platteville, WI 2007 to 2011
Provided leadership and budget responsibility for all marketing/advertising, recruitment, and public relations activities for the University's online division. Direct supervisory responsibility for 9 staff in roles spanning all recruitment and marketing functions.

Director of Operations & Student Services, Apollo Group; Madison, WI 2005 to 2007
Served as student services leader for all student retention, advising, facilities management, and programmatic approval functions for the institution's \$28.3 million and 3,000 student division in Wisconsin. Supervised 16 staff at 3 campuses.

Curriculum (Program) Development Manager, Apollo Group; Phoenix, AZ 2004 to 2005
Project manager for the development of a multimillion dollar portfolio of 4 new masters degrees in business and all educational technologies associated with them. Conducted market research and needs analyses to forecast demand. Managed a team of 10 faculty developers and an international product development partnership with an Indian technology company.

Abridged Scholarly Activity

REFEREED PAPER PRESENTATIONS

Hollingsworth, L. (2018, April). *The influence of competitive intensity on market orientation*. Paper presented at the MBAA Annual Conference in Chicago, IL.

Hollingsworth, L. (2016, September). *Influencing beliefs about poverty and justice using the professional model of service learning*. Paper presented at the Marketing Management Association Fall Educator's Conference in Providence, RI.

Hollingsworth, L. (2016, September). *Student choice in project selection*. Paper presented at the Marketing Management Association Fall Educator's Conference in Providence, RI.

SCHOLARLY PAPERS PUBLISHED and ACTIVELY IN DEVELOPMENT

Hollingsworth, L. (2017). Community-level market responsiveness to tourism. *Journal of Applied Marketing Theory*, 7(1): 57-79.

Hollingsworth, L., & Pillutla, A. (*under revision*). Employee responses to market oriented culture: Reconciling the differences in the marketing and organizational behavior literatures.

Hollingsworth, L., & Pillutla, A. (*under revision*). Better for marketers? The moderating role of job type in the relationship between market orientation, organizational justice, and organizational commitment.

POPULAR PRESS PUBLICATIONS and INTERVIEWS

Carlson, J. (2022). Apprenticeships: Filling the demand for skilled labor. *Tri-State Biz Times*, (February): 5-10.

Lilly, B., Achenreiner, G., Christensen, E.,...& Hollingsworth, L. (2016). Recruiting new college graduates: What are Wisconsin students looking for? *Wisconsin Business Voice*, (April): 38-40.

NON-REFEREED and INVITED PRESENTATIONS

Hollingsworth, L. (2025, February). The Future of Jobs, 2030: A World Economic Forum Synopsis. Presented at the CESA-3 Designees Summit in Platteville, WI.

Hollingsworth, L. (2024, July). Global Marketing Trends: Where AI will Help, Break, and Redefine Marketing. Presented at Hochschule Rheinmain Media Management Summer School on Intercultural Branding and Marketing Communication in Wiesbaden, Germany.

Hollingsworth, L. (2024, February). Wisconsin's Economic Status and Trends to Watch. Presented at the Wisconsin Veterans Chamber of Commerce Financial Planning Summit in Madison, WI.

- Hollingsworth, L. (2023, February). The future of business education. Presented at Southern Wisconsin Business Educators Summit, a CESA-3 Colloquium in Platteville, WI.
- Hollingsworth, L. (2021, June). Evolution of the MarTech (marketing technology) landscape: 2011 to now. Presented at Hochschule Rheinmain Media Management Summer School on Intercultural Branding and Marketing Communication in Wiesbaden, Germany.
- Hollingsworth, L. (2019, July). Internal factors for creating a market responsive culture. Presented at Hochschule Rheinmain Media Management Summer School on Intercultural Branding and Marketing Communication in Wiesbaden, Germany.
- Hollingsworth, L.K., & **Hollingsworth, L.** (2016, August). Beyond the lecture: Collaborative learning strategies. Presented at UW-Platteville Tech Mashup in Platteville, WI.
- Hollingsworth, L. (2014, October). Effects of the professional model of service learning on attributions of poverty and beliefs of social justice. Presented at UW-Platteville Faculty Research Day in Platteville, WI.
- Hollingsworth, L. (2013, November). Content marketing that turns followers into customers. Presented in association with United States Distance Learning Association Distance Learning Week.
- Hollingsworth, L. (2011, September). Marketing research for entrepreneurs. Presented to the Southwest Wisconsin Inventors and Entrepreneurs Association in Fennimore, WI.
- Hollingsworth, L. (2011, September). Adult recruitment: How LinkedIn can boost enrollment. Presented via webinar to Higher Education Hero.
- Hollingsworth, L. (2011, July). Using LinkedIn for adult student recruitment. Presented via webinar to Academic Impressions.
- Hollingsworth, L. (2010, December). The value of the project management credential. Presented at the BizTimes Get Smarter Educational Summit in Brookfield, WI.

CONFERENCES ATTENDED

Administration Focused

- ACBSP Leadership Symposium for Deans 2024 in Chicago, IL.
- ACBSP Annual Conference 2024 in Miami, FL.
- ACBSP Annual Conference 2023 in Chicago, IL.
- WEDC Wisconsin Workforce and Economic Summit 2022 in Appleton, WI.
- ACBSP Access Accreditation Seminar 2022, virtual.
- AACSB Basic Accreditation Seminar 2019 in Tampa, FL.
- ACE Leadership Academy 2018 in Alexandria, VA.
- Higher Learning Commission Annual Conference 2017 in Chicago, IL.
- UW System Higher Education Law Days 2019, 2018, 2017, 2016, and 2015 in Madison, WI.
- Pennsylvania State University Academic Leadership Academy 2015 in State College, PA.
- UW System Academic Technology Roadmap Symposium 2014 in La Crosse, WI.
- Sloan Consortium "Emerging Technologies Conference" 2010 in San Jose, CA.
- Distance Teaching and Learning Conference 2010, 2009, and 2008 in Madison, WI.

Faculty/Content-Area Focused

- MBAA Annual Conference 2018 in Chicago, IL.
- Marketing Management Association Fall Educators Conference 2016 in Providence, RI.
- UW System Faculty Collaboratives Conference 2015: Focus on LEAP Assessment in Madison, WI.
- American Marketing Association Summer Marketing Educators Conference 2015 in Chicago, IL.
- American Marketing Association Winter Marketing Educators Conference 2013 in Las Vegas, NV.

American Marketing Association (Madison Chapter) Annual Symposium 2012 in Madison, WI.
LTDC West Region Conference “Authentic Learning with Digital Media” 2011 in Platteville, WI.

PROFESSIONAL AFFILIATIONS and CONTRIBUTIONS

American Marketing Association (member)
Marketing Management Association/MBAA (reviewer)
Midwest Academy of Management (reviewer)
Journal of Applied Marketing Theory (reviewer)
Journal of Marketing Theory and Practice (reviewer)

ACCREDITATION EXPERIENCES

HLC Peer Review Corps (active reviewer)
ACBSP (led initial self-study)
PMI (self-study reaffirmation)
Contracted program reviewer (active reviewer)

EDUCATION

Doctor of Business Administration; <i>St. Ambrose University</i> ; Davenport, IA Emphasis: Strategic Marketing	February 2020
Doctoral Certificate (12 credits); <i>University of Southern Mississippi</i> ; Hattiesburg, MS Emphasis: International Development Economics	July 2016
Master of Business Administration; <i>University of Phoenix</i> ; Phoenix, AZ Emphasis: Global Management	December 2003
Bachelor of Arts; <i>Luther College</i> ; Decorah, IA Major: Psychology	May 2001

SERVICE to the COMMUNITY (abridged)

<u>Peer Review Corps</u> , Higher Learning Commission Accepted to conduct accreditation reviews for member institutions.	January 2024 to Present
<u>Southwest Region</u> , Wisconsin Veterans Chamber of Commerce Provide support and resources to stimulate business startups among Wisconsin veterans.	January 2022 to Present
<u>Advisory Board Member</u> , Madison College (MATC) Transfer partner representative for their Department of Business.	March 2022 to Present
<u>Board of Directors</u> , Platteville Main Street Program Served on the board and as a member of the Economic Restructuring Committee.	January 2021 to Present, 2011-2014
<u>Executive Vice President</u> , Platteville Human Powered Trails Co-founded a 501c(6) community development organization to construct a mixed-used trail system within Platteville. Responsibilities included fundraising, fostering private-public partnerships, and tourism development.	Fall 2012 to 2022
<u>Marketing Rebranding Committee</u> , Platteville Chamber of Commerce Assisted with creating a new brand for Tourism Platteville.	Fall 2015 to Summer 2016

Board of Directors, Platteville Community Fund Fall 2011 to December 2014
Evaluated and awarded approximately \$35,000 in grants to local initiatives per year.

Board of Directors, Operation Military Kids - Wisconsin 2009 to 2011
Provide programming and support for families of deployed servicemembers. Led the development of the organization's strategic plan.

Noncommissioned Officer: Staff Sergeant (E-6), Army National Guard 2002 to 2010
Served as a TRADOC-certified field artillery instructor for Forward Observers. Platoon sergeant for 40-50 soldiers each summer.

NOTABLE SERVICE to the UNIVERSITY

UW System Veterans Taskforce, UWS Fall 2024 to Current
Serve on a system-wide workgroup to improve veterans support processes and recommend legislative policy changes.

Academic Planning Council, UW-Platteville May 2020 to Fall 2023
Vice chair in 2020-21 during the university's efforts for program prioritization and array.

Wisconsin Hospitality Industry Education Partnership, UW-Platteville Fall 2021 to February 2023
Partnered with UW-Stout to submit a \$6.1m grant application to WEDC.

US Economic Development Association Grant Team, UW-Platteville January 2019 to October 2020
Grant awarded for \$1.1m to facilitate technology startups and technology transfer in rural Wisconsin.

University of Wisconsin System Math Initiative, UWS February 2018 to Spring 2020

Lumina Foundation Grant Team, UW-Platteville Fall 2018 to Spring 2020
Grant awarded for \$450k to improve military credit transfer processes within the university.

University Assessment Oversight Committee, UW-Platteville Fall 2015 to Spring 2021
Provided reviews of program and general education assessment plans for the university.

University Budget Committee, Faculty Chair, UW-Platteville Fall 2013 to Fall 2015
Provided leadership for the committee during the university's efforts to resolve a structural deficit.

University of Wisconsin System Academic Technology Roadmap Committee, UWS June 2014 to June 2015
Identify and implement a new learning management system for UW System.

University Academic Standards Committee, UW-Platteville Fall 2012 to Fall 2015

Academic Staff Senate, UW-Platteville Fall 2007 to Spring 2011
Served as chair for three years of a four-year term.

Distance Education Task Force & Planning Committee, UW-Platteville 2009-2010

Provost's Budget Review Task Force, UW-Platteville 2008-2010

Executive Search and Screen Committees, UW-Platteville
Chancellor, member 2011
Vice Chancellor/Provost, chair 2013
Assistant Provost, chair 2013
Chief Information Officer, chair 2017

HONORS AND AWARDS

- Midwest Academy of Management “Outstanding Reviewer Award” – 2017
- College of BILSA “Outstanding Advisor Award” – 2017
- University “Excellence in International Advising Award” - 2017
- Wisconsin Statewide Main Street Program “Board Member of the Year” – 2012
- Army Commendation Medal, 13F Instructor Corps – WMA, 2010
- Army Commendation Medal, Task Force Belle Chasse – Hurricane Katrina, 2005
- Army Humanitarian Medal, Task Force Belle Chasse – Hurricane Katrina, 2005
- Louisiana Emergency Relief Medal, Task Force Belle Chasse – Hurricane Katrina, 2005
- 3 x Army Achievement Medal – 2004, 2006, 2009