

SUMMER E. ZWANZIGER ELSINGER, MBA, MSc, PhD

Strawberry Point, IA | 563.663.3599 | zwanzigerelsinger@gmail.com | <https://www.linkedin.com/in/sezwanzigerelsinger/>

PROFESSIONAL SUMMARY

- 15+ years of leadership & collaborative team building experience, with a passion for strategic continuous improvement
- Proven experience with enterprise level problem solving via data-driven analysis & lifecycle program management (assessment)
- Outstanding oral & written communicator involving a wide variety of platforms & diverse teams
- Agent for change in agile work environments
- Adept at working independently & regulating complex workstreams

AREAS OF EXPERTISE

- Program & assessment management
- Curriculum creation & implementation
- Consulting & client service
- Mentoring & training
- Learning Management Systems (5)
- Content creation for presentation & publication

EXPERIENCE

UNIVERSITY OF WISCONSIN-PLATTEVILLE, Platteville, WI

Lecturer In-Person & Online

2007-Present

Education Abroad Coordinator

2011-Present

PROGRAM OPERATIONS & MANAGEMENT, including:

- Manage financial oversight & coordination of program & in-country logistics (\$100-\$250k budget per program)
- Highly personable & responsive to team member needs
- Create digital course content by identifying program, assessment & accreditation needs
- Conduct program assessment analytics & reporting
- Conduct primary & secondary research on Quality Management (QM) tools, trends, & organizational impacts
- Collaborate with instructional designers to create & design new standard rubrics for all online courses, use during scaling implementation by other instructors to provide consistency, increase accountability, & continuous process improvement

PROGRAM DEVELOPMENT & NETWORKING, including:

- Lead curriculum design & implementation for 10-20 days in host country (18-month program cycle, planning through execution)
- Create & grow international business relationships for site visits & consulting projects (in 8 countries)
- Manage organizational Objectives & Key Results (OKRs) & learner process analysis projects (for QM)
- Communicate insights in department meetings & committees to support long-term strategy

TEAM MANAGEMENT & DEVELOPMENT, including:

- Lead & serve on multiple department & enterprise-wide committees driving policy change
- Mentor learning & team collaboration in highly adaptive international settings
- Design engaging curricula that is appealing to a wide variety of audiences, energizing learners while transferring knowledge of complex subjects (remotely, F2F & internationally)
- Lead 10+ graduate & undergraduate courses spanning QM, HR, OB, International, Business Ethics, & DEI
- Built strong connections with students from diverse backgrounds, building technical proficiency on a variety of advanced subject matters for over 3,600 learners, as demonstrated by industry-leading course evaluation scores (4.72/5.00)

OTHER TEACHING POSITIONS

Master of Leadership Online Professor, COLLEGE OF SAINT MARY, Omaha, NE

2020-Present

Master of Management Instructor, UNIVERSITY OF DUBUQUE, Dubuque, IA

2020-Present

Master of Business Administration Online Professor, GRAND CANYON UNIVERSITY, Phoenix, AZ 2020-Present

- Lead & create graduate courses remotely spanning business research, quantitative analysis, leadership & management
- Pre & post testing of learner growth utilizing validated SRLS (socially responsible leadership study)
- IRB certified/trained
- Teach statistical analysis & modeling using *Excel, Solver, & SPSS*

UPPER IOWA UNIVERSITY, Fayette, IA

Associate Professor of Business

2015-2021

Marketing Major Chair

2020-2021

Director of Faculty Professional Development (Annual Appointment) 2018-2019
Internship Coordinator 2015-2021
Assistant Professor & Chair of Management & Marketing 2010-2015

PROGRAM & OPERATIONS MANAGEMENT, including:

- Create & implement digital internship application process & location supervisor network tracking database; maintain & grow business relationships through advisory board service; manage reporting & data monitoring of internship process
- Manage existing & new marketing major content strategy; research best practices; complete data analysis for accreditation reporting; mitigate learner, instructor, publisher & IT concerns (Marketing Major Lead)
- Provide on-time reporting for: assessment, accreditation, & major revisions
- Create & lead study abroad opportunities supporting long-term organizational goals

PROGRAM DEVELOPMENT & LEADERSHIP, including:

- Manage logistics of professional development schedule, including remote access
- Coordinate development opportunities for face-to face, online & center attendees (500-600 attendees/session)
- Manage faculty digital LMS (Learning Management System); update & archive session recordings
- Proactive chair & member on multiple multidisciplinary enterprise committees (Valuing People Change Process)

TEAM LEADERSHIP & MANAGEMENT, including:

- Approachable & responsive mentor; coordination of degree plan management (exceeded graduation rate goals)
- Develop & implement curriculum changes to align with accreditation quality goals
- Deliver external program marketing & communications, 20+ activities per/yr.
- Lead 20+ courses spanning management, marketing, finance, statistics, & business communications
- Facilitate active, open, & participatory face-to-face & online environments for diverse learner population

Consultant, S & J ACRES, LLC, Strawberry Point, IA 2012-Present

- Write & create Topic of Content (TOC), content expert, course objective hierarchy & book reviews for publishers
- Develop & present content for *Insurance Ethics Professional Continuing Education* all day training for Independent Insurance Agents of Iowa

Risk Management Consultant, ENVIRONMENTAL RISK COMMUNICATIONS INC., San Francisco, CA 2005-2006

- Corporate consultant for environmental liabilities management
- Assess environmental, financial & strategic risks to align with client long-term strategy goals
- Perform Monte Carlo simulation, discounted cash flow, decision & sensitivity analysis for reserve forecasting
- Research & gather historical site information to aid in quantitative analysis & Phase 1 planning
- Prepare & present remedial action plans to clients

Project Coordinator, J.E. DUNN NORTH CENTRAL, Eden Prairie, MN 2004

- Review contract documents & plan & execute action logs for subcontractors, architects & engineers
- Review solicitation of bids, compile bid submission to owner/architect & post bid communication
- Prepare marketing proposals & reports for prospective clients & document project sequences

Research Consultant, HAYS GROUP, INC., Minneapolis, MN 2002-2003

- Collect & analyze information on California Workers' Compensation historical practices impacting current strategy of the California State Compensation Insurance Fund
- Create research database providing historical perspective on California Workers' Compensation
- Mine datasets for relevant information

EDUCATION

CAPELLA UNIVERSITY, Minneapolis, MN 2009

Doctor of Philosophy: Organization & Management

GLASGOW CALEDONIAN UNIVERSITY, Glasgow, Scotland 2005

Masters in Science: Business Research

UNIVERSITY OF ST. THOMAS, Minneapolis, MN 2004

Masters in Business Administration: Risk Management

TECHNICAL SKILLS

- MS Office Suite – skilled
- Canvas, D2L, Blackboard, Moodle, Halo - skilled
- Google Suite - skilled
- Zoom, Vidgrid, Teams, Monday - skilled

PRESENTATIONS, PUBLICATIONS, & RESEARCH ACTIVITY

- *Presentation: Organizational Strategy & Diversity, Equity, Inclusion & Justice: 3/2022, (Organizational culture, best practices & creating an organization vision for DEIJ)*
- *Publish: Zwanziger Elsinger, S. & Heinz, M. (2022). A Cross-Disciplinary Project on Marketing to Older Adults. Marketing Education Review: Taylor & Francis. Manuscript DOI: 10.1080/10528008.2022.2035236.*
- *Publish: Zwanziger Elsinger, S. & Hinders, J. (2021). Understanding the Importance of Customer Engagement When Making Strategic Business Decisions. Transnational Journal of Business.*
- *Study: Measuring the Impact of Pandemic Fatigue, 2020-2021*
- *Study: Oral Communication Impact, ongoing, 2021-Present*
- *Study: Do Perceptions of Aging & Groups Change Over Time: Collaboration of Consumer Behavior & Psychology of Aging classes, 2020-2022*
- *Book Review: Management: Leading & Collaborating in a Competitive World by Bateman, McGraw Hill, 1/2019*
- *Revision Book Review: Business Statistics by Evans, Pearson, Fall 2017. (Activity pre-2017 available upon request)*

RECENT COMMUNITY LEADERSHIP, AWARDS, & HOBBIES

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| <i>Trustee, Volga City Opera House, Volga, IA</i> | 2019-Present |
| <i>Board Member, West Central School SAIC Community, Maynard, IA</i> | 2018-Present |
| <i>Judge & Critic, Iowa High School Speech Association</i> | 2006-Present |
| <i>International Alumni Ambassador, Glasgow Caledonian University,</i> | 2006-Present |
| <i>Recipient, Upper Iowa Research Grant,</i> | 2019-2020 |
| <i>Study: Understanding the Community Impact of Rural Nursing Home Closures</i> | |
| <i>Hobbies: Yoga, gardening, reading, & traveling (32 states & 28 countries)</i> | |

PROFESSIONAL DEVELOPMENT

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| • Team Effectiveness: How to Utilize the Group Styles Inventory | 2018 |
| • Getting to the Bottom of the Triple Bottom Line | 2017 |
| • Sustainability in the City of Nashville | 2017 |
| • 7 th Annual North American Passive House Conference | 2012 |
| • Lloyd's of London Risk Management Seminar, London, UK | 2004-05 |