

Dr. Les Hollingsworth



School of Business

University of Wisconsin-Platteville
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TEACHING EXPERIENCE

Associate Professor of Marketing, *University of Wisconsin – Platteville*; Platteville, WI Fall 2011 to Present
Tenure: August 2017

BUSADMIN1300: Global Business (classroom, online)
BUSADMIN2630: Introduction to Marketing (classroom)
BUSADMIN3630: Advertising (classroom, print-based)
BUSADMIN3700: Marketing Research (classroom, print-based, online)
BUSADMIN3740/5740: Consumer Behavior (classroom, online)
BUSADMIN4140: International Management (classroom)
BUSADMIN4150: e-Marketing Applications (classroom)
BUSADMIN4630/6630: Marketing Management (classroom, online)
TCHG7980: Marketing Management (independent study)

Adjunct Faculty, *University of Wisconsin-Platteville*; Platteville, WI 2008 to 2011

Associate Faculty, *University of Phoenix*; Madison and Brookfield, WI 2005 to 2009

PHL/323: Ethics in Management (classroom, online)
PHL/251: Critical Thinking (classroom)
RES/110: Introduction to Research & Information Utilization (classroom)

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). *Changing 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. (2020). The consequences of a market oriented culture on employees' perspectives of justice and organizational commitment: A mediated perspective.

Hollingsworth, L., & Pillutla, A. (2020). Better for marketers? The moderating role of job type in the relationship between market orientation, organizational justice, and organizational commitment.

- Hollingsworth, L.K., Hollingsworth, L., & Brogley, J. (2020). Tales from a one-room country school: Bloomfield, the final years.
- Hollingsworth, L., Hollingsworth, L.K., & Karsten, M. (2020). An investigation of grade inequities among lower-SES and historically-marginalized groups resulting from rapid-response Covid policies in higher education institutions: A disparate impact perspective.
- Hollingsworth, L. (n.d.). The market orientation, dynamic capabilities, firm performance chain.
- Hollingsworth, L. (n.d.). The unintended consequences of using experiential learning: EBL's relationship with student evaluations of teaching.
- Hollingsworth, L. (n.d.). Is immigration a driver of corruption: An empirical evaluation.
- Hollingsworth, L. (n.d.). Explaining and promoting environmental sustainability implementation within SME's using Ajzen's theory of planned behavior.
- Hollingsworth, L., & Barnet, B. (n.d.). A quadratic approach to the freedom-corruption relationship.
- Hollingsworth, L., & Karsten, M. (n.d.). The applicability of corporate organizational socialization tactics to on-board new faculty.
- Hollingsworth, L. (n.d.). Top management speech acts and market orientation adoption.

POPULAR PRESS PUBLICATIONS

- 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.

PRESENTATIONS

- Hollingsworth, L.K., & Hollingsworth, L.A. (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.
- 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

AACSB Basic Accreditation Seminar 2019 in Tampa, FL.
ACE Leadership Academy for Department Chairs 2018 in Alexandria, VA.
MBAA Annual Conference 2018 in Chicago, IL.
Higher Learning Commission Annual Conference 2017 in Chicago, IL.
Marketing Management Association Fall Educators Conference 2016 in Providence, RI.
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 Faculty Collaboratives Conference 2015: Focus on LEAP Assessment in Madison, WI.
American Marketing Association Summer Marketing Educators Conference 2015 in Chicago, IL.
UW System Academic Technology Roadmap Symposium 2014 in La Crosse, WI.
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.
Sloan Consortium “Emerging Technologies Conference” 2010 in San Jose, CA.
Distance Teaching and Learning Conference 2010, 2009, and 2008 in Madison, WI.

INVITED INTERVIEWS

Education Advisory Board; Washington, D.C. 2011
Corporate Report Wisconsin 2011
Milwaukee BizTimes 2011
Distance Education Report 2010
Recruitment and Retention in Higher Education 2010
BusinessWeek 2010
Military Advanced Education Magazine 2010
Wisconsin Woman Magazine, 2009

EDUCATION

Doctor of Business Administration, *Saint Ambrose University*; Davenport, IA January 2020
Emphasis: Strategic Marketing
Dissertation: “Better for Marketers? The Relationship of Market Orientation with Employee Attitudes.”

Doctoral Certificate, *University of Southern Mississippi*; Hattiesburg, MS Fall 2015 to Spring 2016
Emphasis: International Development Economics

Master of Business Administration, *University of Phoenix (Local Campus)*; Phoenix, AZ December 2004
Emphasis: Global Management

Bachelor of Arts, *Luther College*; Decorah, IA May 2001
Major: Psychology
Minor: Communications & Linguistics

ADMINISTRATIVE EXPERIENCE

Director, School of Business, *University of Wisconsin – Platteville*; Platteville, WI 2018 to Present
Academic, budget, and administrative officer of the School of Business. Scope of responsibility included supervision of 61 personnel affiliated with fourteen programs offered at three campuses and via distance learning. Program enrollments totaled 2,800 students. Reports to the Dean of the College of BILSA.

Assistant Dean of Faculty Affairs, University of Wisconsin – Platteville; Platteville, WI 2014 to 2018
Facilitate progress of the College of Business, Industry, Life Science, and Agriculture’s academic affairs initiatives. These activities included curriculum approval, assessment, HLC accreditation, budgeting, faculty development, and shared governance. Reports to the Dean of the College of BILSA.

Founder/Owner, Edge Marketing Consulting; Platteville, WI 2008 to Present
Provide full-service marketing consulting and website development to regional businesses. Additionally, provide higher education industry forecasts and insight to three financial services firms.

Corporate Marketing Director, University of Wisconsin – Platteville; Platteville, WI 2007 to 2011
Provided leadership and budget responsibility for all marketing, recruitment, and public relations activities for the University’s distance learning center. Direct supervisory responsibility for 10 staff in roles spanning all recruitment and marketing functions. Reported to the Executive Director.

Director of Operations & Student Services, Apollo Group; Madison, WI 2005 to 2007
Served as a student services leader for all student retention, advising, facilities management, and programmatic approval functions for the company’s \$28.3 million and 3,000 student division in Wisconsin. Supervised 16 staff at 3 campuses. Duties included State ADA Compliance Officer, State Campus Safety Officer, chair of Disciplinary Action Review Team (DART), Liaison to Educational Lobbying Team, and Accreditation Liaison. Reported to the State Vice President.

Curriculum Development Manager, Apollo Group; Phoenix, AZ 2004 to 2005
Supervised the curriculum development of two MBA programs, one Master of Management program, one Master of International Management program 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. Reported to the Executive Vice President of Academic Affairs.

Admissions Evaluator/Officer, Apollo Group; Phoenix, AZ 2003 to 2004
Evaluated admissions applications and transfer credits to the university.

Retention Counselor, Apollo Group; Phoenix, AZ 2002 to 2003
Served as an academic advisor to increase retention at the online campus.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Marketing Management Association/MBAA
American Advertising Federation

Service Activity

SERVICE to the COMMUNITY

Executive Vice President, Platteville Human Powered Trails Fall 2012 to Present
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.

Board of Directors, Platteville Main Street Program Fall 2011 to December 2014
Served on the board and as a member of the Economic Restructuring Committee.

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

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

NOTABLE SERVICE to the UNIVERSITY

Academic Planning Council, Vice Chair, UW-Platteville May 2020 to Present
Co-led the university's efforts for program prioritization and array.

US Economic Development Association Grant Team, UW-Platteville January 2019 to Present

AACSB Exploration Committee, Chair, UW-Platteville July 2018 to Present

University of Wisconsin System Math Initiative, UWS February 2018 to Present

Lumina Foundation Grant Team, UW-Platteville Fall 2018 to Present

University Assessment Oversight Committee, UW-Platteville Fall 2015 to Present

HLC Criterion 3 Team, UW-Platteville Fall 2015 to 2016

University Budget Committee, Faculty Chair, UW-Platteville Fall 2013 to Fall 2015

University of Wisconsin System Academic Technology Roadmap Committee, UWS June 2014 to June 2015

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
- Wisconsin 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