Kevin M. Feldt, MBA

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RESUME

Areas of Expertise: Business Management, Leadership/Entrepreneurship, Organizational Supervision, Contemporary Management, instructional design, ACBSP accreditation and assessment, academic advising, student recruitment and retention.

Technical Skills: Extensive experience in asynchronous, blended, high flex online course development and instructional design with QM and online teaching certification and D2L learning management systems (Brightspace, Canvas, Springboard, Blackboard). Proficient in Stellic academic advising management system, TED, Transferology, Workday, Peoplesoft, McGraw-Hill Connect, Pearson MyLab, Kaltura, Panapto, WebEx, Microsoft Teams/Outlook bookings integration, Zoom, and Respondus.

Certifications/Awards: Nexstar Corporate Sales Trainer, Quality Matters Online Teaching, Outstanding Educator of the Year Award (2000), and Airbnb Superhost Entrepreneur.

TEACHING EXPERIENCE

2016-Present **Senior Lecturer, Business Management/Organizational Supervision(ACBSP Accredited), University of Akron**

Responsible for teaching a variety of in-person and online Business Management, Organizational Leadership, and Entrepreneurship courses in the Bachelor of Organization Supervision (2+2) degree completion program. Develop curriculum and introduce new courses with input from Business Advisory Board, textbook selection and recommendations for the department, provide academic advising, career coaching, mentoring to a diverse student population, DECA Student Marketing competition judge.

Courses taught:

Introduction to Business/Entrepreneurship	Human Resources
Organizational Supervision	Management
Essentials of Management	Professional Selling
Leadership Principles and Practice	Internship
Digital Marketing	Sales Management

Create, teach, and evaluate student coursework for assigned undergraduate courses and seminars. Maintain student records, prepare and submit student progress reports. Prepare and submit assessment reports to Department chair for ACBSP accreditation site visits. Collaborate with Career Services with internships, employment networking, speak at local high schools and volunteer at local community events.

Advise students concerning their academic plans and progress, evaluate high school and college transcripts, create academic schedules and graduation pathways, and other academic activities to assist new and transfer students in making decisions concerning personal educational goals leading to graduation.

2020   Program Coordinator, Business Management Technology and Organizational Leadership (ACBSP Accredited). CCP Liaison

Create and deploy class schedules matching areas of faculty credentials to appropriate courses while working with building resource allocation department. Supervise, monitor and evaluate business management adjunct faculty. Conduct performance evaluations for staff and college administrators. Coordinate with Office of Accessibility to provide reasonable accommodations to students with disabilities to promote student success. Chair search committees for faculty and administration and positions. Provide academic advising and student conduct violation resolution.

Develop and deploy 100% asynchronous online curriculum for Bachelor of Organization Supervision (2+2) degree completion program in the College of Applied Science and Technology. Provide academic advising services to business management/marketing and Akron Early College High School students including assistance to low-income individuals, first-generation college students, and individuals with disabilities to progress through the academic pipeline from middle school to post baccalaureate programs. Coordinate College Credit Plus program with Akron High Schools.

2010-2020   Chair, Enrollment Management Committee

Coordinate all marketing outreach and recruitment activities (on and off campus) for the College in coordination with university admissions. Create and implement yearly strategic enrollment plan, outline recruitment activities for each program within a recruitment cycle. Analyze and report year-end results (quantitative and qualitative data), trends in enrollment and applicant data. Execute university strategic enrollment plan, prepare/monitor annual recruitment budget.

2003-2020   Faculty Advisor, Kappa Beta Delta and Delta Mu Delta Honor Society

Organize and host annual induction/award ceremony. Maintain membership records, chapter constitution, travel, and scholarships. Organize annual letter writing campaigns to armed service men and women serving overseas. Coordinate community fund raising events. Manage member dues, bank deposits, approve account payables, and prepare and monitor annual budget.

2014-2016   **Faculty Senator**

Elected by College to serve as faculty senator representing the College of Applied Science and Technology. Participated in the legislative body of the University to formulate suitable rules, requirements and procedures for the admission, government, management and control of the students, courses of study, granting of degrees and certificates, and other internal affairs of the institution necessary to meet the objectives of the University in accordance with the established policies of the Board of Trustees.

2004 to 2015 **Associate Professor, Marketing and Sales, University of Akron, CAST**

Responsible for teaching 12-15 credit hours of marketing and sales courses per semester including day, evening and online classes. Serve as academic advisor for adult and non-traditional students. Member of a variety of elected and assigned department, college and university committees. Responsible for continuous professional development and conducting scholarly activity including presentation of original research at local, state, and national conferences.

Courses taught:

Essentials of Marketing	Professional Selling
Introduction to Business/Entrepreneurship	Advertising Campaign
Information Design	Marketing Internship
Principles of Advertising	Sales Management
Essentials of Management	Supervision
Digital Marketing	Leadership Principles and Practice

1999-2003   **Assistant Professor, Marketing and Sales, The University of Akron**

Responsible for teaching 12-15 credit hours per semester including day, evening and online classes. Serve as academic advisor for tech prep students. Member of a variety of elected and assigned department, college and university committees. Responsible for continuous professional development and conducting scholarly activity.

Courses Taught:

Introduction to Business/Entrepreneurship	Principles of Advertising
Digital Promotions/Marketing	Retail Promotion and Advertising
Mathematics of Retail Distribution	Principles of Sales
Essentials of Marketing	Retail Fundamentals

Develop Marketing and Sales curriculum for the College. Assisted in reorganization of the curriculum to meet the college general education requirements.

Develop new Marketing & Sales curriculum for the Community and Technical College. Assisted in developing two new courses and reorganization of course requirements for an Associate Degree in Marketing & Sales Technology.

Created new course, 2520:254 *Sales Management*. This course emphasizes the link between the determinants of sales performance with the actions that sales managers can take by showcasing the most recent practices and techniques employed by managers in the "real world".

Developed new course and syllabus for 2520:290*, Digital Promotions*. This special topic course simulates a web design team comparable to industry by bringing together marketing, communication, graphic art, and computer science students to work together to create new web pages for the Community and Technical College.

1998-1999   Visiting Assistant Professor, Marketing & Sales Technology, The University of Akron, Summit College

Courses Taught:

2420:104	Introduction to Business in Global Environment
2520:101	Essentials of Marketing
2520:202	Retail Fundamentals
2520:206	Retail Promotion & Advertising
2520:212	Principles of Sales

BUSINESS EXPERIENCE

2021-Present Superhost- Airbnb Entrepreneur

Airbnb Superhosts are the top-rated, most experienced entrepreneurs on Airbnb, committed to providing outstanding hospitality to guests. Superhosts manage all aspects of their rentals including sales, pricing, marketing, customer relations and conflict resolution. Superhost must maintain 4.8 overall rating, <1% cancellation rate, and 90% customer response rate.

2021-Present Content Author/Reviewer- Intro to Marketing, OpenStax Rice University

Provide content and review chapter modules for the first peer reviewed, openly licensed college marketing textbook that is absolutely free online and low cost in print.

2013-2020   NexStar Corporate Sales System Trainer/Consultant

Develop, mentor, and train cross functional teams with creativity and simple solutions to realize successful business outcomes. Guide top management to front-line staff through cultural change to performance improvement. Manage company training workshops, create group ice-breakers, implement sales process training across matrix structured organizations. Assess learning outcomes using Bloom's Taxonomy of Teaching, Learning and Assessment

1992-2003   **Marketing Manager, Arco Sheet Metal Fabricating,** Cleveland, Ohio

New Start Up Company: Provide marketing, communications, graphic design, public and community relations, event and trade show planning. Extensive background in sales force and supply chain management including purchasing of raw materials from overseas.

RECENT SCHOLARLY ACTIVITY

Feldt, K. (2023), Chapter 2- Strategic Planning in Marketing, chapter in "Principles of Marketing", M. Gomez, M. Green, L. Hoffman, OpenStax-Rice University Press.

Feldt, K. (2023), Chapter 7- Marketing in a Global Environment, chapter in "Principles of Marketing", M. Gomez, M. Green, L. Hoffman, OpenStax-Rice University Press.

Feldt, K. (2023), Chapter 10- Maintaining a Competitive Edge with New Offerings, chapter in "Principles of Marketing", M. Gomez, M. Green, L. Hoffman, OpenStax-Rice University Press.

Feldt, K. (2023), Chapter 13- Integrated Marketing Communication, chapter in "Principles of Marketing", M. Gomez, M. Green, L. Hoffman, OpenStax-Rice University Press.

Feldt, K. (2023) Presented "Digital Marketing- Who's Making Money?", Goshen College, Goshen, Indiana.

Attended (2023), "Legacy of Care: For Self, Students, and Others" Jenny Klein, Ohio University, Northeast Ohio Academic Advising Conference, Kent State University, May 9th.

Attended (2023), "Building Bridges and Repairing Others Across the University", Kimberly Edge, Kent State University, Northeast Ohio Academic Advising Conference, Kent State University, May 9th.

Attended (2023) "Meeting Transfer Student Needs: From Pre-Enrollment Advising to Degree Completion" Melissa Swafford & Jamie Zahler, Northeast Ohio Academic Advising Conference, Kent State University, May 9th.

Attended (2023), "Building Relationships: What Your Degree Did Not Teach You", Cullin Fish & Randi Myers, Cuyahoga Community College, Northeast Ohio Academic Advising Conference, Kent State University, May 9th.

Attended (2023), "Interweaving Career into Academic Advising: Supporting Career Mindfulness", LuAnn Linson Coldwell & Kimberly Beyer, Ed.D., The University of Akron, Northeast Ohio Academic Advising Conference, Kent State University, May 9th.

Feldt, K. (2022) Presented "Digital Marketing and the Social Welfare Experiment", Mt. Saint Joseph, Cincinnati, Oh.

Feldt, K. (2022) Chapter review in "Introduction to Business", M. Neck, P. Neck, E. Murray, Sage College Publishing.

Feldt, K. (2022), Full textbook Review of "Strategic Communication and the Silver Tsunami: Marketing Practices and Products in the Age of Aging", A. Cooper, Rowman & Littlefield Publishing.

Attended (2022), "Teaching is Really Hard Right Now and it's a Great Thing", Dr. Michael Wesch, Kansas State University, New Explorations in Teaching Conference, The University of Akron, September 30th.

Attended (2022), "Interprofessional Education: Collaboration, planning, implementation and assessment of virtual simulation-based learning events", Nicole Hunka, Jeffrey Pellegrino, Diane Brown, and Patrick Tabatcher, The University of Akron, New Explorations in Teaching Conference, The University of Akron, September 30th.

Attended (2022), "Beyond content and pedagogy: The importance of relationship-building in higher education", Susan N. Kushner Benson PhD, Anna Ball, L. Keramidas PhD, and Rikki A. Patton PhD, The University of Akron, New Explorations in Teaching Conference, The University of Akron, September 30th.

Attended (2022), "Time to Teach: Creating a Classroom Culture for Learning", Diane McElwain, Kent State University, New Explorations in Teaching Conference, The University of Akron, September 30th.

Attended (2022), "The Fingerprints of Student Success: A Multiyear Investigation of New Initiatives in Course Design and Problem-based Learning", Walsh University, New Explorations in Teaching Conference, The University of Akron, September 30th.

Attended (2022), "Vizcritmaps: Fostering Students to Share How They Think Critically and Connectively in a Visual Format", William D. Davenport, Lakeland Community College and Karen J. Knaus, Lakeland Community College, New Explorations in Teaching Conference (2022), The University of Akron, September 30th.

Attended (2021), "What Next? The Future of Technology and Learning", Dr. Maria Andersen, Westminster College, NEXT Virtual Conference, The University of Akron.

Attended (2021), "Gender, Self-Efficacy Toward Collaborative learning, Engagement, and Academic Performance in a Flipped Classroom", Bushra Aldosari, Kent State University, Shannon R Brunette, Northeast Wisconsin Technical College, NEXT Virtual Conference, The University of Akron.

Attended (2021), "Re-envisioning Interdisciplinary Education: Moving the Next Generation of Practitioners Toward a Holistic Methodology", Mark J. Carroll, University of Mount Union, Sheryl Holt, University of Mount Union, NEXT Virtual Conference, The University of Akron.

Attended (2021), "Problem-Based Learning Scenarios: For Students/By Students", Mark J. Carroll, University of Mount Union, NEXT Virtual Conference, The University of Akron.

Attended (2021), "Yours, Mine, and Ours: Fair Use of Intellectual Property in the Educational Setting ", Mark J. Carroll, University of Mount Union, Patrick Pauken, Bowling Green State University, NEXT Virtual Conference, The University of Akron.

Attended (2021), "Designing for Open: Success Stories in Implementing Open Textbooks and Resources", Steve Kaufman, Sean Kennedy Sheri Schulte, Baomei Zhao, Michele Thornton, Rose Eichler, and Meera Chatterjee, The University of Akron, NEXT Virtual Conference, The University of Akron.

Feldt, K. (2021) Chapter review, "Applied Marketing, 2nd Ed.", Daniel Padgett, Andrew Loos, Wiley Publishing Company.

Feldt, K. (2019) Full textbook review in "Principles of Sales: ABC's Of Relationship Selling" C. Futrell, McGraw-Hill Publishing.

Feldt, K. (2019) Chapters in "Marketing: The Core", Kerin, Hartley, Rudelius, McGraw-Hill Publishing.

Feldt, K. (2018) Full textbook review, "M:Advertising, 3rd ed." Arens, McGraw-Hill Publishing

Feldt, K. (2018) Full textbook review, "Services Marketing, 5th ed." Hoffman, Bateson, Cengage Publishing.

Feldt, K. (2016) Presented, "Teaching Millennials using Collaborative and Interdisciplinary Methods", Clute Institute International Business Education Conference, San Juan, Puerto Rico, March 22-26.

EDUCATION

1992	**Master of Business Administration**, Magna Cum Laude Concentration in Marketing and Management Policy Case Western Reserve University, Cleveland, OH Weatherhead School of Management Advanced coursework in Strategic Planning, Marketing Analytics, Entrepreneurship and Human Computer Interaction
1990	**Bachelor of Business Administration,** Cum Laude Double Major in Statistics and Marketing, Minor in Economics Cleveland State University**,** Cleveland, OH
2013	**Certified NexStar Corporate Sales Trainer**, "Nexstar Train the Trainer", St. Paul, Minnesota.
2022	**Superhost Training, Vacation Rental Management,** Airbnb, San Francisco, CA.

Complete Curriculum Vitae Available Upon Request