

CURRICULUM VITAE

Rodney K. Leird

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Southeastern Oklahoma State University
University Center of Southern Oklahoma
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EDUCATION

2005	Masters of Business Administration	Our Lady of the Lake University, San Antonio, Texas
1975	Bachelor of Science Secondary Education, Biology	Oklahoma State University Stillwater, Oklahoma

ACADEMIC AND RELATED NON-ACADEMIC EXPERIENCE

2011-Present	Assistant Professor of Management and Marketing John Massey School of Business (JMSB) Southeastern Oklahoma State University Ardmore, Oklahoma	Teaches undergraduate management and marketing classes. Teaching formats include conventional classroom and online. Student population encompasses all campuses of Southeastern Oklahoma State University. Primary advisor for JMSB at the University Center of Southern Oklahoma. Actively serves on university recruitment projects and other committees as needed.
2010- Present	Partner Leird Land and Cattle, LLC Pottsboro, Texas.	Ranching, farm production and land management enterprise in northern Texas and +southern Oklahoma.
2010-2011	Professor of Management and Marketing	

Collin College
Frisco, Texas.

Served as professor of management and marketing on the Frisco, Texas campus. Taught classes in evening, weekday and weekend formats.

1976-2009

Allergan, Inc.
Botox® Division
Irvine, California

Allergan is a global, Fortune 500, pharmaceutical and biotechnology company. Served for 33 years with ever increasing responsibility. Responsibilities included sales management, marketing management, physician consultative services and strategic management. Experience encompassed national and international responsibility.

Positions Held:

- Vice President of Botox, Global Competitive Planning,
- Vice President of U.S. Botox Sales
- Vice President of U.S. Dermatology Sales
- Regional Vice President of Eye-care Sales
- Senior Director of Managed Markets
- Senior Director of Allergan Optical
- District Manager
- Senior Territory Manager

SELECTED COMMITTEES AND SPECIAL ASSIGNMENTS

University

Faculty Senate, 2019

Development of student recruitment and enrollment initiatives for the John Massey School of Business at the University Center of Southern Oklahoma.

- Marketing and strategic plan development and implementation 2011- present
- Community college transfer recruitment and program development for JMSB.
 - Develop professional contacts with department chairs at key community colleges.
 - Supported updates and expansion of 2+2 agreements with Murray State College, Rose State College, Collin County Community College and Grayson College.
- Work with community leaders, businesses and organizations to share the mission of Southeastern Oklahoma State University.

- Local business guest lecturers.
- Student business consulting services for small businesses in the Ardmore area.
- Participate in chamber of commerce and other economic development events to facilitate the engagement of SE in the Ardmore and other areas of focus.

University Recruitment and Selection Committees

- Member of JMSB recruitment committee, 2014-present
- Serving on Grayson College and Ardmore coordinator recruitment team, 2017.
- Served on recruitment and selection team for psychology professor, 2014.
- Served on recruitment and selection team for early intervention professor, 2014.
- Served on Ardmore coordinator recruitment and selection team, 2014 - present.
- Served on Grayson College coordinator recruitment and selection team, 2014.

Curriculum Management and Assurance of Learning Committee

- Serve as Management Department representative, 2014-present.
- Attended the Association to Advance Collegiate Schools of Business (AACSB) training, 2014.

Governance Recruitment Committee. 2012 – 2017.

Community

- Board member and treasurer, Pottsboro Area Development Alliance.
- Board member and treasurer, Vision of Sugarplums Charitable Foundation.
- Associate, College of Education, Oklahoma State University.
- Past Vice President of Administration, Pottsboro Education Foundation.
- Past board member and president, Pottsboro Area Chamber of Commerce.
- Past president and board trustee, Pottsboro Independent School District.

Classroom Consulting Services

Developed consulting agreements with area Ardmore business clients that utilized JMSB students as business consultants. Class-related projects delivered valuable services to local businesses and developed "real world" learning opportunities for students.

- Castle Ridge Family Center, Ardmore, Oklahoma, Class Project, MNGT 4753 community consulting services, 2014.
- Branae Fine Portraits, Ardmore, Oklahoma, Class Project, MNGT 4753 community consulting services, 2014.
- Pit Pros, Ardmore, Oklahoma, Class Project, MNGT 4753 community consulting services, 2012.

PROFESSIONAL MEMBERSHIPS

Association for Continuing Higher Education, serving on numerous national committees, 2013-present

EFFECTIVE TEACHING

Courses Taught

MNGT 3113 - Management and Organizational Behavior - online, IETV and conventional classroom
MNGT 3133 - Organizational Leadership - online and conventional classroom
MNGT 3153 - Hospitality Management - online
BUS 3333 - Business Ethics - IETV
MNGT 3343 - Small Business Management - online, IETV and conventional classroom
MNGT 3443 - Supervisory Management - online and conventional classroom
MNGT 3533 - Human Resource Management - conventional classroom
MKT 3643 - Integrated Marketing Communications - online
MNGT 3933 - Restaurant Operations - online
MNGT 3943 - Hotel Operations - online
MNGT 4443 - International Business - conventional classroom
MNGT 4653 - Contemporary Issues in Management - online, IETV and conventional classroom
MNGT 4753 - Strategic Business Consulting - conventional classroom

Student Advising

Primary student advisor for JMSB at the University Center of Southern Oklahoma, Ardmore, Oklahoma. Assist Grayson College Coordinator with Grayson JMSB students.

Teaching, Service and Scholarship Recognition

Nominated for Faculty Senate Recognition Awards
2013 – Teaching and Service
2014 – Teaching and Service
2015 – Teaching, Scholarship and Service
2016 – Teaching
2017 – Teaching

Program and course development

Led program development of the Hospitality Management degree program at JMSB. Worked in conjunction with Murray State College on 2+2 agreement in Hospitality Management.

Teaching Innovations

Certified online instructor, IETV and traditional classroom experience. Teaching formats included weekday, evening and weekend classes.

PUBLICATIONS

Refereed journal articles

Campbell, L.K., Bressler, M., & Leird, R. (2017). University of Southern Oklahoma Therapeutic Riding Program. *Journal of Business Cases and Applications*, 18.

Von Bergen, C.W., Campbell, K., & Leird, R.K., (2016). Too Much of a Good Thing in Employment Counseling. *Journal of Organizational Culture Communications and Conflict*, 20 (1), 143-152.

Teaching Case Presenter

Campbell, K., Bressler, M., & Leird, R. (2016). The University of Southern Oklahoma Therapeutic Riding Program. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, Oklahoma.

Published abstracts/conference proceedings

Campbell, K., Bressler, M., & Leird, R. (2016). The University of Southern Oklahoma Therapeutic Riding Program. [Teaching Case]. Proceedings of the Southwest Case Research Association/FBD Conference, Oklahoma City, Oklahoma.

OTHER PROFESSIONAL ACTIVITIES

Professional Presentations

Maple, J., Gross, K., Morris, M., Leird, R., (2015) The Bolt Model: A Unique Approach to Fostering Growth at Educational Outreach Sites. Presented at Association for Continuing Higher Education Conference, St. Louis, Missouri.

Plumb, R., Maple, J., Morris, M., Gross, K., Hundley, S., Leird, R. (2015) The Bolt Model: A Unique Approach to Fostering Growth at Educational Outreach Sites. Presented at Southeastern Faculty Symposium, Durant, Oklahoma.

Adair, A., Plumb, R., Hedrick, J., Parker, B., & Leird, R. (2013) Choctaw U – Leadership. Presented at Association for Continuing Higher Education Conference, Louisville, Kentucky.

Plumb, R., & Leird, R. (2012). Collaborating to Provide Business Degrees. Presented at Association for Continuing Higher Education Conference, Austin, Texas.

Professional Service

Association for Continuing Higher Education.

Marketing committee chair for national conference in New Orleans, 2016.

Presider, 2012, 2013, 2014, 2015 national conference.

Committee member, 2014 Midwest Regional Awards.