

LLOYD M. BASHAM, ED.D AUGUST 2020

• Lloyd.Basham@tamuc.edu

INSTRUCTOR & BUSINESS EXECUTIVE

Instructor's acumen and instruction approach results in a learning experience for students. An innovative, results-oriented professional with extensive domestic/global experiences with an emphasis on vision, strategy, execution and results achievement with accountability. A transformational leader and change agent who analyzes situations and provides directional communication with associated processes.

- **Excels in diverse, fast-paced environments**, building and growing profitable, sound businesses with focus on customer services.
- **Communicates effectively with customers**, senior management, and staff, responding quickly and appropriately to changing demands.
- **Combines entrepreneurial leadership** with problem-solving abilities, focusing with expertise in interacting with clients and employees and students from a wide variety of countries and cultures.
- **Maximizes Student engagement** through proactive practical case methods of role playing and simulation.

Demonstrated broad strengths:

Strategic Planning
Visionary Leadership
Change Management
Team Building
Business Development & Growth
Organizational & Process Redesign
Marketing Strategy
Global Application

PROFESSIONAL EXPERIENCE

TAMU-COMMERCE	INSTUCTOR	Present
	ASSISTANT PROFESSOR OF MANAGEMENT (TENURE TRACK)	9/11-8/15
	DEPARTMENT HEAD (Marketing and Management)	9/10-9/13
	INTERIM DEPARTMENT HEAD (Marketing and Management)	8/09-8/10
	SENIOR LECTURER	2006-2011
LMB LLC	PRESIDENT AND FOUNDER(Consulting)	2001-Present
	2001-Present	
	HAWK CONSTRUCTION Processes/Policies/Incentive Plans	
	PILGRIMS PRIDE Continuous Improvement Advisor/Acquisitions	
	FASTENAL Marketing/Sales/Territory Development/Training	
	KING ARCHITECTURAL Interim Controller	
	BANTEK Market Analysis / Business Development	
ENTREPRENEUR	CATTLE RANCHER	1977-Present
BRINKS INC	VICE PRESIDENT OF ATM SERVICES	1996-2001
NORTEL	VICE PRESIDENT OF BUSINESS SERVICES	1994-1996
MOTOROLA INC	VICE PRRESIDENT OF GLOBAL SERVICES	1979-1994
	VICE PRESIDENT OF US OPERATIONS & SERVICES	
	DIRECTOR OF US OPERATIONS & SERVICES	
	CONTROLLER OF US OPERATIONS & SERVICES	
TEXAS INSTRUMENTS INC		1969-1979
	1969-1978	
	WORLDWIDE CONTROLLER	
	WORLDWIDE ANALYST	

COST ANALYST

UNITED STATES AIR FORCE OFFICER

1968-1973

LMB LLC - Consulting Services

Customized consulting and collaboration solutions to corporations, non-profit organizations, and institutions of high learning. Advise and assist decision-makers to better understand the products, services, companies, issues, and industries on which they focus. Emphasize the value of implementing a culture of Six Sigma, Lean Sigma, Continuous Improvement and other quality practices. Instruct/Train in Leadership Management/Transformation, Executive Development and Decision Making, Marketing concepts, practices and principles.

THE BRINK'S COMPANY - Business & Security Services

A Fortune 400 global leader providing security transportation, home security, and risk management solutions and services.

Recruited to conceive, design the infrastructure and executed a business plan as a startup company wrapped around an embryonic product line, and grew the organization's revenue from <\$3M to \$150M and contribution profit of 8.7% to the parent company.

NORTEL - Networks

A Canadian Global 50 providing networks and peripheral communication equipment to distributors and end users.

Strategic/Operational planning, support and opportunity development. Assisted customer in determining current and future needs and value of products and services. Customer Retention. Developed competitive market analysis and established service marketing and pricing for existing and new services.

MOTOROLA, INC –

Fortune 100 global leader in providing integrated communications solutions, embedded electronic solutions, and connectivity products and services. Includes mobility products and solutions across broadband and wireless networks, mobile devices, networking and broadband peripherals, and cellular network systems.

P & L accountability for a revenue stream of \$350M with a diversified and multicultural workforce for a global service organization. Included three strategically placed call centers; four distribution complexes and a field force of technicians. Achieved performance goals while implementing new enterprise-level business initiatives. Managed all operational and financial functions. Identification and implementation of internal controls and business processes.

TEXAS INSTRUMENTS –

Fortune 200 world leader in digital signal processing and analog technologies, the semiconductor engines of the Internet Age. Also includes the Education Technology business. A design, manufacturing and sales scope in more than 25 countries.

COMMUNITY, STATE, AND COUNTRY SERVICE

OFFICER IN UNITED STATES AIR FORCE

REPRESENTATIVE FOR UNITED STATES PRESIDENTIAL TASK FORCE

***STATE ADVISOR**

***ADVISORY BOARD ON FOREIGN POLICY**

***NATIONAL SECURITY AND INTERNAL AFFAIRS**

Supplement – Education Experience

• INSTRUCTING and ADMINISTRATION: 8/2006-Present

Texas A&M University-Commerce – Instructor-Present, Department Head-(8/09-9/13) Assistant Professor 2011 – 2015

Management

Responsibilities include coordination, professional development and evaluation of a growing faculty; budget and costs management; curriculum development, planning and management; strategic planning and management; coordination of course offerings and scheduling; student recruitment, advising and retention, ongoing self-evaluation and assessment, community, professional and alumni relations and constructively interfacing with other departments within the university. Faculty includes seven tenured professors, eight tenured track professors, six full time professors with doctoral degrees; four full time instructors with terminal degrees; and eight adjuncts, one with a doctoral degree, two in an ABD status, and the remaining five with terminal degrees.

Texas A&M University-Commerce – Instructor, Assistant Professor and Senior Lecturer 2006 – 9/2011

Instructor, Assistant Professor for senior level classes in Management and Organizational Behavior, Management Dynamics, Entrepreneurship, Operations Management, Finance, Marketing and Strategic Management. Graduate level instruction, utilizing practical application cases, includes both online and internet courses in Executive Decision Making, Executive Development, Executive Coaching, Transforming Organizations, Management and Organizational Development, Marketing, International Marketing, Management Strategy, Current Issues in Strategic Management and Managing at the Edge. Core emphasis in class is the criteria and development of business plans and evolving issues of strategic management. Each group has to originate a concept/idea and final project is a PowerPoint presentation of the business plan including sub sections for the marketing, organizational and financial plans. Topics include competitive analysis, mergers and acquisitions, management ethics, global strategy and corporate culture. Emphasis on development of critical thinking, ethical values and leadership skills within a global economy.

University of Phoenix – Online and On Premise Instructor.

2002 –2006

Online and On Premise instructor for graduate courses in Leadership, Change Management, Strategic Marketing, Sustaining Customer Relationships and Decision Making. Core emphasis in Leadership is the study and review of the differences between transactional and transformational leadership traits. Strategic Marketing revolves around the influences of Marketing practices in the development of long range strategy and business plans. Decision Making class objectives are to develop knowledge in 21st century emerging characteristics which would include vision-directed, value-focused, total quality mind-set, customer driven, cross functional and stakeholder-focused.

• RESEARCH AND PUBLICATION

“Lost Vision” (Discreet Case)

Presenter at the International Academic Business Conference, San Francisco, California, August 2016

Published: *Journal of Business Case Studies*. Volume 13, Number 1, First Quarter, January 2017, Pg 43-48

Transformational and Transactional Leaders in Higher Education.

Published: *SAM Advanced Management Journal*. Volume 77, Number 2, Spring 2012, Pg. 15-23

**Ed. D. Supervision, Curriculum and Instruction and Leadership – Higher Education
Confirmation – May 2010**

Dissertation is entitled: Presidents as Transformational or Transactional Leaders in Higher Education

Comparative Model of Narcissism and Emerging Patterns of Charismatic Leadership. Co-authored and presented at the Academy of Management World Conference in Chicago - August 2009.

Published: Journal of Behavioral and Applied Management. (2010). 11(2): 118-136.

Transformational and Transactional Leaders in Higher Education.

Published: International Review of Business Research Papers. Volume 1. Number 6, December 2010 Pg. 131-142

Paper presentation and Proceedings:

“Lost Vision” (Discreet Case)

Presenter at the International Academic Business Conference, San Francisco, California, August 2016

Leadership in Higher Education.

Presenter at the Hawaii International Conference on Business, Honolulu, Hawaii, May 2012

Transformational Leadership Characteristics Necessary for Today’s Leaders in Higher Education

Presenter at the 2011 Barcelona European Academic Conference, Barcelona, Spain, June 2011

Transformational and Transactional Leaders in Higher Education.

Presenter at the SAM 2011 International Business Conference, Orlando, Florida, April 2011

Presidents as Transformational or Transactional Leaders in Higher Education.

Presenter at The International Academy of Business and Public Administration Disciplines Conference in Dallas, Texas, April 2010.

Types of Leadership in Higher Education. Presented at International Business Research Conference, Honolulu, Hawaii, September 2010**EDITORIAL AND REVIEW ACTIVITIES;**

Management Session Chair. International Academic Business Conference, San Francisco, California, August 2016

Utilizing A Marketing Audit To Assess The Changing Nature Of Radio Listenership And The Impact On A Rural Radio Brand. Accepted and presented at the International Academy of Business and Economics Conference 2008. Myers, C. Basham, L. Doty, M.A. 2008

GENERAL SERVICE:

COMMITTEES:

- **ALUMNI** **9/14-Present**

- **Orientation of Transfer Students to the College of Business for Business Administration and Management Majors.** **Summer 2016**
June 18- 14 participants; July 16 – 15 participants; and July 2 – 10 participants.
- **"Hot Dog Rally" Commerce Alumni Chapter activity for Homecoming activities** **Annual**

Community Service:

- **Gave speech entitled "Leadership" to Lions Club, Cooper, Texas** **August 2016**
- **Presented outline for Economic Development to Economic Development Corp**
 - **Cooper Texas** **September 2016**

UNIVERSITY ACADEMIC INSTITUTIONAL EFFECTIVENESS **9/11-12/13**

Review the program level learning outcomes assessment plans that have been developed and entered into WEAVE online system. Review of six programs utilizing Learning Outcomes Assessment Rubric in preparation for upcoming SAC review.

• **UNIVERSITY SCHOLARSHIP** **9/10-9/13**

Develop scholarship procedures that support the university's goal of recruiting and retaining highly qualified students; address auditors' concerns; and, inspire donor confidence and foster a sense of urgency in securing external support for scholarships.

• **COLLEGE OF BUSINESS EXECUTIVE COMMITTEE AND STRATEGIC PLANNING** **9/10-9/13**

Review the underpinning of the CBE Strategic Plan and make recommendations for improvements. Assist in the revision of the University Strategic Plan. Assure that the plans for the college are congruent with the university plan.

• **EXECUTIVE MBA PROGRAMS** **3/10-5/15**

EMBA / Executive MBA programs with "partners" (Applied Partners) desiring development of programs with the College of Business and Entrepreneurship **Start Date March 2011 with completion date of July 2015.**

• **SEARCH FOR ASSISTANT PROFESSOR OF SPORT & RECREATIONAL MANAGEMENT** **2010**

• **SEARCH FOR V.P. FOR INSTITUTIONAL ADVANCEMENT** **2009**

Interview, select and recommend qualified applicants for Executive position that is both pivotal and key to the marketing and growth of the institution.

• COLLEGE AFFILIATION OF THE DEPARTMENT OF COMPUTER SCIENCE

8/7-12/07

Determine the Pros and Cons of keeping the present organization structure or moving the department to Business and Technology and to make a recommendation of where the department should reside.

-OTHER:

• Faculty Senate

2008

Substitute Faculty representative (Marketing/Management department) for College of Business

PROFESSIONAL CONTRIBUTION AND DEVELOPMENT

Academy of Management Member

2008-Present

Attended World Conference meeting in August 08 in Anaheim, California

Comparative Model of Narcissism and Emerging Patterns of Charismatic Leadership. Co-author and presented at the World Conference in Chicago - August 2009. Published.

Society for the Advancement of Management

2009-Present

Presented paper at International Business Conference in Orlando, Florida on April 1, 2011,. Paper has been included in proceedings. Published SAM Advanced Management Journal.

The Clute Institute

2010-Present

Management Session Chair - International Academic Business Conference, San Francisco, California, August 2016

Presented paper at International Academic Conference in Barcelona, Spain on June 7, 2011. Presentation included in proceedings.

Advisory Board Member – Texas A & M University-Commerce

2003 - 2013

Elected to the Advisory Board for the College of Business and Technology. Have been active with the Dean of this college in developing a co-educational agreement with China University Geosciences, Beijing in Beijing, China. Activities included trip to Beijing, China in 2004. This co-educational agreement includes the establishment of a separate college that will be managed by both Universities. Activity included the drafting of an agreement that meets the regulatory requirements of the Ministry of Education in China as well as the Higher Education Board of Texas in addition to the regulatory groups and management/administrative organizations of both Universities. Agreement has been tentatively approved and detailed budgets are in draft state. Have assisted in the development of the College's Online MBA program that began in 2004 and has resulted in the growth of the graduate program by greater than 120%.

Foundation Board/Chairman and Member of President's Cabinet – Leadership Executive Committee, Texas A & M University-Commerce **2002 – 8/2011**

Elected to the Foundation Board - one of University's President's advisory boards. Membership activities have entailed the fundraising for subsequent award of scholarship and grants. Beginning in 2007 was appointed to the Leadership Executive Committee and Chairman of the Foundation Board. Success included a new Science and Technology facility with record fundraising contributions in addition to the completion of a new Student Center (100K square footage facility) followed by the recent dedication of a new Alumni building. Completed campaign and dedication of a new Music Faculty with a State of the Art Concert Hall.

MEMBERSHIPS

National Association of Corporate Directors

National Association of Corporate Treasurers

National Association of Wholesalers/Distributors

National Association of Services Management

Financial Executives Institute

Association of MBA Executives

Rotary International

FACULTY DEVELOPMENT ACTIVITIES:

Leadership Development

Department Head Training, Texas A&M University-Commerce

October 2012

International Entrepreneurship,

Institute of International Business, University of Colorado Denver

June 2012

EPIC Online platform for online instruction with Academic Partners -EMBA

February 2011

Department Head Training – Texas A&M –College Station

September 2010

OLS FOR FLEXNET WORKSHOP

December 2007

University of Phoenix

Instruction on the application and use of Online Learning System (OLS)

TEACHING LEADERSHIP WORKSHOP.

June 2007

Terry College of Business, University of Georgia

Concepts and curriculum for instructing Graduate level courses in Leadership.

HONORS AND ACHIEVEMENT

Who's Who in America

2001

Who's Who in the World

1984-1985

EDUCATION

Texas A&M University-Commerce

Ed. D. Supervision, Curriculum and Instruction—Higher Education

University of Texas at Dallas

Master of Arts in International Management Studies

East Texas State University

Masters of Business Administration

East Texas State University

Bachelor of Business Administration in Accounting/Finance