

*The*  
*Professional Credentials*  
*Of*

**MARTHA ROBINSON, MBA, Ed.D**  
**The University of Memphis**  
**Fogelman College of Business and Economics**  
**Department of Management**

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U of M Lambuth, Campus  
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## PROFESSIONAL OBJECTIVE & PROFILE

A dynamic Higher Education professional is seeking a position that will fully utilize skills and experience developed in academia, scholarly research, organizational communications and strategic planning higher education, in academic medicine, fund-raising, marketing, media relations, publications and community relations.

### EDUCATION

Ed.D. Higher Education Administration,  
Vanderbilt University, 2004, Nashville, Tennessee

M.B.A. Business Administration  
Tennessee State University, 1991, Nashville, Tennessee

B.S. Speech Communications and Theatre  
Tennessee State University, 1978, Nashville, Tennessee

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### PROFESSIONAL EXPERIENCE

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#### PROFESSOR OF MANAGEMENT

**The University of Memphis,** Memphis, Tennessee August 2007-Present  
Provide instruction in Management, Leadership, Marketing, International Business Communication and Negotiation, Executive Communications and other undergraduate and graduate level Management courses. Additionally, incorporated practical business applications in all course work to help ease students' transition from academia to the corporate sector.

#### **Administrative Administration and Support:**

Chair, Faculty Senate Ad Hoc Budget and Finance Committee, 2009 – 2020. In this capacity, I led the Faculty Senate in providing timely education and information to the faculty about the University's budgeting process. I worked with the Vice President of Budget and Finance and staff to present budget information to the Senate and the University Faculty. I developed and presented Senate Budget requests to the University President. Additionally, worked in concert with the President of the Faculty Senate and the President of the University in addressing faculty compensation and budgetary issues. Faculty Senate University of Memphis, Lambuth Campus Liaison, 2018 – present.

Chair, Department of Management Undergraduate Curriculum Committee, Fogelman College of Business and Economics, 2018 – 2020. Review and analyze curriculum to ensure it meets all AACSB accreditation standards, and courses continue to be relevant

to Best Practice in business. Worked with the Undergraduate Curriculum Committee to review and make recommendations regarding proposed curricular changes. Member of University SRI (Strategic Resources Investment Model) Steering Committee/Implementation Team, 2015-present, served as a member of the administrative team tasked with introducing the SRI Model to the faculty and campus community. Participated in town hall meetings, Faculty Senate meetings designed to share information with faculty and staff about the SRI Model implementation timeline.

Member of College of Education Strategic Planning Committee, 2017-2019. Conducted a SWOT of the College and conducted a strategic planning workshop to initiate the planning process.

Chaired, Faculty Compensation Committee, 2014-2015. Lead the effort to develop a comprehensive plan to direct ensure the more equitable distribution of faculty compensation. The plan was approved by the Office of the Provost as submitted by the adopted by THEC as submitted.

Developed a Green Internship and served as faculty preceptor in partnership with West Tennessee Healthcare for the University of Memphis, Lambuth Campus, 2013-2015. This proposal was primarily for the U of M, Lambuth Campus. Students on the Lambuth campus and appropriate Jackson area community partners were encouraged to participate. The initial grant was continued because of our efforts with West Tennessee Healthcare, the targeted Internship placement site, started a recycling program in the administrative areas of the hospital and planned to expand sustainability efforts throughout the facility.

Served as Faculty Senate Representative on Tennessee Board of Regents and the Tennessee Higher Education Commission (THEC) Listening Tour regarding proposed changes to the Tennessee Higher Education Funding Formula, 2010. Tasked with providing information and education to the Faculty Senate and University Faculty with THEC's outcomes-based funding formula that would impact all THEC member institutions.

#### **PRESIDENT AND CEO,**

**J Elisha & Associates**, Nashville, TN February 2004-2012

Provided strategic management, corporate communications training and education, strategic planning, marketing and public relations consultation and services to business and industry.

#### **FACULTY (ADJUNCT) SCHOOL OF BUSINESS ADMINISTRATION**

**Belmont University**, Nashville, Tennessee January 2005-5/2005

Taught an Advertising Principles course. The course is designed give students a broad perspective of advertising and the comprehensive skills needed to develop and implement an Integrated Marketing Communications (IMC) plan. The course incorporates

developing marketing strategy, advertising strategy, planning, buying, and scheduling media, practical applications of creating and producing advertisements, industry regulations, and ethical issues in advertising.

**MANAGER, OF MINORITY AFFAIRS AND CONTRACT COMPLIANCE**

**Metropolitan Nashville Airport Authority, May 2004-October 2004**

Provided leadership for the administration of the Disadvantaged Business Enterprise (DBE) program, a multi-million-dollar program designed to increase the participation of minority and or disadvantaged businesses in capital improvement projects utilizing Federal Aviation Administration (FAA) federally assisted funds. Additionally, marketed DBE and S,M&WBE program to business and civic community locally and nationally. Administered the Small, Minority and Women Owned Business Enterprise (S,M&WBE) program, worked with state and local government officials to recruit and promote business diversity with MNAA.

**DOCTORAL CANDIDATE, FULLTIME**

**Vanderbilt University, February 2003-May 2004**

Full time doctoral candidate completing graduation requirements including dissertation entitled, “Academic Environmental Influence on Medical Student Satisfaction with their Academic Environment and Subsequent Persistence.” The study examined second-year medical students at Vanderbilt University and Meharry Medical College.

**DIRECTOR OF PUBLIC INFORMATION AND EDUCATION**

**Tennessee Department of Mental Health and Developmental Disabilities**

State of Tennessee 1995-February 2003

**PROGRAM DEVELOPMENT:** Provided Leadership for the public education and information activities for the department throughout the state. Worked with the clinical staff at the five Regional Mental Health Institutes (RMHIs). Conceptualized and implemented “Mental Health Matters” Radio Show, served as host of the show disseminated via the Tennessee Radio Network. Served as director of Education for the Tennessee Interdisciplinary Health Policy Program (THIPP), a collaborative venture between the Department and the University of Tennessee Center for Health Sciences.

**STRATEGIC MARKETING INITIATIVE:** Conceptualized, planned, developed and implemented a strategic marketing plan to promote the Division of Mental Retardation Services 1994-1996 public information campaign. The campaign was designed to educate the public regarding the transition of individuals with mental retardation from institutionalized care to community-based care.

**PUBLIC INFORMATION/MEDIA RELATIONS:** Liaison between the Governor’s Press Office and the Department for media relations. Served as the official spokesperson for the department.

### **DIRECTOR OF PUBLIC RELATIONS**

**Meharry Medical College, Nashville, Tennessee - 1991 to 1995**

Worked in concert with the Assistant Vice President for College Relations and the President of the institution to strategically position the institution for future growth and development

**MARKETING:** Responsible for creating, developing, & implementing innovative and strategic marketing plans for promoting the Institution.

**COMMUNICATIONS:** Managed and directed overall areas of communications with the Department of Public Relations. Assisted in the conceptualizing, developing, and implementation of the institution's internal and external communications programs.

**PUBLIC RELATIONS:** Managed and directed the public relations functions for both the College & Meharry/Hubbard Hospital.

**Strategic Planning:** Conceptualized and implemented the Public Relations Campaign for the merger of Meharry/Hubbard & General Hospitals.

**MEDIA RELATIONS:** Liaison & official Spokesperson for the President & the Institution. Coordinated media coverage for special events and announcements.

**FUND-RAISING:** Instrumental in developing all fund-raising efforts for the Institution.

### **EXECUTIVE ASSISTANT TO THE CHANCELLOR**

**UNIVERSITY OF TENNESSEE AT MARTIN, Martin, Tennessee - 1988 to 1990**

**STRATEGIC PLANNING:** Assisted the Chancellor in all areas connected to the Office of the Chancellor. Assisted the Chancellor and planned & implemented effective decisions and strategies for the University. Coordinated and managed all details related to planning & development.

**SEMINAR DEVELOPMENT:** Developed and implemented "Self-Discovery Seminars" as a recruitment tool for the University.

**COMMUNICATIONS LIAISON:** Staff liaison with the University Relations Office and various other constituencies that interacted with the Chancellor's office.

### **DIRECTOR OF PUBLIC RELATIONS & SPORTS INFORMATION**

**LANE COLLEGE, Jackson, Tennessee - 1979 to 1987**

**PUBLIC RELATIONS & ADMINISTRATION:** Responsible for all administration & operations of the Office of Public Relations for the College.

**WRITING - PUBLICATIONS:** In charge of news writing, editing publications, plus layout and design.

**T.V. HOST:** Hosted the College's 30-minute television shows including the Annual Homecoming Parade.

**STRATEGIC PLANNING/FUNDRAISING:** Coordinated and served as co-host for the Annual Lou Rawls Parade of Stars Telethon.

**SPORTS COORDINATOR:** Organized and promoted the regional basketball tournaments in the SIAC (Southern Intercollegiate Athletic Conference Division III.)

**FOUNDER AND EDITOR**

**COMMUNITY FOCUS NEWSPAPER, 1985 to 1987**

Founded and developed newspaper. Edited weekly newspaper with an initial circulation of 6,000.

**REPORTER**

**THE LAUDERDALE COUNTY ENTERPRISE NEWSPAPER, 1978 to 1979**

In charge of interviewing individuals and writing feature stories for this newspaper.

**TEACHER**

**ADULT EDUCATION, LAU-FAYTON, Covington, Tennessee - 1978 to 1979**

Instructed students in G.E.D. (General Education Development). Also taught preparatory courses and provided personal & career counseling.

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**SUMMARY OF COLLEGIATE TEACHING EXPERIENCE**

Content: Management, Leadership, Organizational Behavior, & International Business Communication, and Business Communication courses

Level: Undergraduate, Masters

Domain: Full-Time, Part-Time, Online, & U of M Global programs

Courses Taught:

- ❖ Organization and Management
- ❖ International Business Communication & Negotiation
- ❖ Business Communication
- ❖ Organizational Behavior
- ❖ Managerial Leadership
- ❖ Executive Communication
- ❖ Supervised Master's Project in Educational Leadership
- ❖ Marketing Management

***Publications & Presentations***

Robbins and Coulter, Management (13ed.), Collaborated with authors and publisher to produce course supplements.

Robinson, Martha D., Book, Intercultural Business Communications, TopHat, 2017.

## **Other Intellectual Contributions**

### Peer-Reviewed Conference Paper Presentations

Robinson, M., "Eliminating Barriers: The Impact of Cross-Cultural Communication on Entrepreneurial Success," The SWAM (Southwest Academy of Management) annual conference in Little Rock, Arkansas, March 2017.

Robinson, M., "The Correlation Between Organizational Communication Effectiveness and the Cultural Competence Continuum," The Academic and Business Research Institute (AABRI) International Conference, St. Louis, Missouri, October 2017.

Robinson, M., "A Presentation of Bolman & Deal's Reframing Organizations," Tennessee Alliance for Continuing Higher Education Regional Conference, Memphis, TN, November 2013.

Robinson, M., "A Proposed Entrepreneurial Business Success Model: Assessing the Role of Culture in International Business Negotiations," The Joint Conference of the Academic Business World International Conference and the International Conference on Learning and Administration in Higher Education, Nashville, TN, May 2013.

Robinson, M., "Positioned for Success: Managing Cross Cultural Business Communication for Entrepreneurs," Academic Business World International Conference and International Conference on Learning and Administration in Higher Education, Nashville, TN, May 2012.

Robinson, M., "Positioned for Success: Managing Cross Cultural Business Communication for Entrepreneurs," Academy of Academic Business Research Conference, New Orleans, LA, March 2012.

## **Other Professional Activities**

Conceptualized and Facilitated Faculty Senate Orientation workshop that produced Senate goals for the 2014–2015 academic year

Faculty Senate Ad Hoc Budget Committee Chair, member of the Provost's Budget Work Group, University of Memphis, 2013–2014

Developed, MGMT 4110, Organizational Culture, a new management course that has been approved and is fully implemented. The Course was developed in 2008 and was last taught in 2011.

Developed online course, MGMT 3110, Organization and Management, as an online course that has been approved and implemented. The course was developed in 2010, continues to be taught each semester.

Member of the Ad Hoc Committee to review faculty contracts/ranks at the Lambuth Campus

Moderator, Joint Conference of the Academic Business World International Conference and the International Conference on Learning and Administration in Higher Education, Nashville, TN, May 2013.

Developed the module for the Self-Discovery Seminars, a program designed as a recruitment tool for the University that will be administered to approximately 80 Jackson State business majors annually. The seminar will also serve as a recruitment tool for the BBA Program, 2010.

Conceptualized and created Entrepreneur Accelerator Internship Model, 2012. The academic model synthesized practical business applications and academic business theory and principles for entrepreneurs.

Reviewer and Moderator, 2011 Joint Conference of the Academic Business World International Conference and the International Conference on Learning and Administration in Higher Education, Nashville, TN, May 2011.

Member of the Advisory Board and Mentor for Entrepreneurial Development Center, the CO. October 2011–2014.

### **PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**

*Member, the Editorial Review Board of the Journal of International Business and Cultural Studies, a peer-reviewed journal of the AABRI (Academic and Business Research Institute). 2015-present*  
*Member, SWAM, (Southwest Academy of Management, 2017-present*  
*President, Area Relief Ministries, Board of Directors, Jackson, TN. 2018 – present*  
*Vice President, Jackson Madison County Branch, NAACP 2020-present*  
*Member of the Madison County Imagination Library Board of Directors 2018-present. Chair of the Communications Committee (2021)*  
*Member, Trustee Board, Historic First Baptist Church, Jackson TN, Financial Secretary, 2009-2015*  
*The Tennessee Arts Commission Advisory Panel, (2015 - Present)*



*The Jackson Choral Society, 2012- 2016*  
*Former member, National Council of College Publications Advisors*  
*Former member, The American Marketing Association*  
*National Identification Program for the Advancement of Women in Higher Education (ACE/NIP), Member of the 1994 Planning Committee Tennessee Program Committee, Co-Chairperson, 1995*  
*Public Relations Committee Member, American Red Cross, Nashville, Tennessee*  
*Former member, Board of Directors, The Jackson Arts Council, Jackson, Tennessee*  
*Former member, Board of Directors, United Way of West Tennessee*  
*Former member, Advisory Board WLJT Public Broadcasting Station, Martin, Tennessee*  
*Former member, Board of Directors, Jackson City Beautiful Commission, Jackson, Tennessee*  
*Former Member, Board of Directors, The Madison County Corrections Commission, Jackson, Tennessee*  
*Former Member, Board of Directors, JOCOA, Jackson, Tennessee*  
*Former Member, Public Relations Committee & Member, Carl Perkins Child Abuse Center, Jackson, Tennessee*  
*Tennessee State University National Alumni Association*

### **PROFESSIONAL HONORS AND AWARDS**

*Moderator and Member of Conference Faculty, Academy of Academic Business Research Conference, New Orleans, LA, March 2012. 2017.*  
*Received the Vanessa Rogers Long Humanitarian Award, Award, Alpha Kappa Alpha Sorority, Inc. 2015*  
*Member of Conference faculty, Fourth Annual Conference, the American Marketing Association, 1993*  
*Award for Outstanding Leadership, United Way of Middle Tennessee, 1992*  
*Award for Outstanding Leadership, BSA, The University of Tennessee at Martin, 1989*  
*Award for Outstanding Service, JOCOA, 1988*  
*Listed in Who's Who Among Black Americans, 1985-1995*  
*Invited to White House by President Ronald Reagan, 1983*  
*Award for Outstanding Service, Lane College, 1982*

### **REFERENCES & SALARY HISTORY AVAILABLE UPON REQUEST**