

Curriculum Vitae

Tom DeWitt, Ph.D.

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PROFESSIONAL PROFILE

- I am a firm believer in student engagement in the learning process and the development of practical skills that are relevant in the workplace. As a result, I am a long time practitioner of team-based learning and community based projects.
- I have always taken an active role in career development, helping students to identify career fields given their skills and interests, secure internships, and find gainful employment upon graduation.

EDUCATION

- **Ph.D., Marketing**, Florida State University, Tallahassee, Florida, 2004
- **Masters of Business Administration**, Nanyang Technological University, Republic of Singapore, 2000
- **B.A., Hotel, Restaurant, and Institutional Management**, Michigan State University, East Lansing, Michigan, 1986
- **A.A.A.S, Culinary Arts**, Grand Rapids Community College, Grand Rapids, Michigan, 1982

ACADEMIC HONORS AND AWARDS

- Recipient, Distinguished Service Award for Improving Student Life, University of Hawaii at Hilo, 2013-2014
- Recipient, Delta Sigma Pi College of Business and Economics Faculty Member of the Year Award (2009, 2013)
- Recipient, Outstanding Teaching Assistant Award, Florida State University, 2003 - 2004

ACADEMIC/TEACHING EXPERIENCE

Fixed Term Professor of Marketing, Eli Broad College of Business, Michigan State University, East Lansing, MI, 2018 - Present

- Teach undergraduate courses in Consumer Behavior, Marketing Management, and Key Account Management and graduate courses in Business Development and Sales Management, and Healthcare Services Marketing.

Visiting Professor, International Summer Session, Hankuk University of Foreign Studies, Seoul, South Korea, 2010 - Present

- Teach courses in Consumer Behavior in Asia and Social Media Marketing Strategy.

Associate Professor of Marketing, University of Hawaii at Hilo, Hilo, HI, 2012 - 2018

- Taught undergraduate courses in Principles of Marketing, Market Research, Consumer Behavior, Marketing Management and Strategy, Internet Marketing, and Freshman Business Experience. Place students into and supervise internships.

Coordinator of Career Services, College of Business and Economics, University of Hawaii at Hilo, Hilo, HI, 2016 - 2017

- Designed, implemented and coordinated a mandatory four year career development program.

Director - Office of Applied Learning Experiences (ALEX), University of Hawaii at Hilo, Hilo, HI, 2012 - 2015

- As founder of the ALEX office, I worked to create a culture at UH Hilo that supports applied learning experiences, through faculty training and awards, student research conferences, internship fairs and supervision, and online and offline publications.

Assistant Professor of Marketing, University of Hawaii at Hilo, Hilo, HI, 2007 - 2012

- Taught undergraduate courses in Principles of Marketing, Consumer Behavior, Marketing Management and Strategy, Professional Selling and Sales Leadership, Services Marketing, International Business Management, New Venture Business Planning, and Introduction to Business.

Assistant Professor of Marketing, Bowling Green State University, Bowling Green, OH, 2004 - 2007

- Taught courses on the graduate (Marketing Management) and undergraduate (Services Marketing, Consumer Behavior, Retailing Management, and Introduction to Promotions) levels.

Visiting Professor, S.P. Jain Center of Management, Dubai, United Arab Emirates, 2006 and 2008

- Taught short-term graduate courses (MBA) in Services Marketing and Consumer Behavior.

Ph.D. Student/Candidate, Florida State University, Tallahassee, FL, 2001-2004

- Taught courses in Consumer Behavior, Services Marketing, Service Operations and Management, and Multinational Business.

Instructor of Hospitality Management, Tianjin University of Commerce, Tianjin, China, 1986-1987

- Taught courses in Menu Planning and Design, Quantity Food Production, and Food and Beverage Cost Control

INDUSTRY EXPERIENCE

Managing Consultant, Sensei-International, Republic of Singapore, 1999-2000

Vice-President/Business Development, Incofood Management Services,
Republic of Singapore, 1997-98

District Manager, AVI Foodsystems, Columbus, Ohio, 1996-97

General Manager-Foodservices, Express, The Limited Corporation, Columbus, Ohio,
1990-96