

APPENDIX C

VITA

I. Name: Franzelle Mathis-Pertilla, Ph.D.

Rank: Associate Professor

Tenure/Nontenure: Tenured

Year Joined the Institution: 2013

Teaching Experience:

Areas of Involvement (in teaching):

Courses taught since 2013:

- International Business
- The Environment of Business
- Principles of Management
- Leadership and Ethics
- Entrepreneurship
- Introduction to Business

II. Education Background (include fields of specialization):

- Ph.D. – Leadership and Organizational Change
- MBA – Finance and International Business
- BA – Mass Communications

III. Prior Experience not in Education:

365 Resilience, Inc., Founder and Chief Marketing Officer, October 1999- Present

Founded start-ups Market-People Group, Global Business Developers, Learning Community, and 365Resilience. Responsible for overall profit and loss of operations and sales activities for consulting firm; proven ability to successfully analyze an organization's critical business requirements, identify deficiencies and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving customer service delivery. Client base includes: healthcare, technology, travel, supplier diversity and member-based associations in corporate, nonprofit, government, and education sectors.

City of Savannah, Deputy Assistant to the City Manager, Savannah, Georgia, April 2012– October 2012

Served in consultative role; performed highly responsible administrative and liaison work covering a broad range of municipal activities at the direction of the City Manager; supervised the Public Information Office and Office of International Affairs; interfaced with Mayor and Council on legislative initiatives a variety of issues and assisted with organizational structure, policies, and procedures.

AT&T Corporation, Area Sales Director, Global Markets, March 1987 – October 1999

Promoted through the ranks with steady accomplishments in positions of increasing importance from Consumer Markets to Business Markets. Managed sales managers and cross-functional teams over multiple business channels to support client acquisition, retention, implementation, and external supplier interactions. Traveled 30% of time to build client relationships and represent the company at high profile events. Geographic base: Los Angeles, California and Atlanta, Georgia.

- Responsible for a \$300M portfolio of multinational Fortune companies in Global Markets sales organization
- Developed solution selling strategies to support corporate strategic objectives

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- Skilled at internal and external team mobilization; collaborative efforts stemmed losses to achieve a cumulative 5% portfolio growth
 - Sales Attainment Awards: AT&T Leaders Council (1999), Gold Club (1998, 1999), Achiever's Club (1995), Leaders to Success (1990)
- IV. Professional Memberships (include offices held):
- Academy of International Business – member since 2017
 - Leadership Atlanta – member since 2009
- V. Professional Meetings Attended (include dates)
- Association of Title IX Administrators-ATIXA (June 2023)
 - Academy of International Business (October 2022 and July 2020)
 - Centers for International Business at Georgia State University (2018)
- VI. Papers Presented (include dates):
- Global Business and Technology Association, Paris, France, July, 2019
 - Lopes, C. & Pertilla, F. (2019). Organizational Resilience in the Age of Disruption. Proceedings of the Society of Business Industry and Economics, Sandestin Golf and Beach Resort, Florida
 - Global Business and Technology Association, Bangkok, Thailand, July, 2018
- VII. Publications:
- Mathis-Pertilla, F. (2021). Female CEO Leadership: Viewing Global Strategy Through a Systems Archetype Lens. *Journal of Business Diversity*, 21(1). DOI:10.33423/JBDV21i1.4076
 - Pertilla, F. (2019). "Micro-Level Analysis of Resilience and the Relationship Between Firms and the Region," EUSER-ICSS 19th International Conference on Social Sciences, Brussels, Belgium. ISBN 978-164633493-3
 - Pertilla, F. (2018) Organizational Change and Resilience Strategies: A Phenomenology Study of Managers in Multinational Enterprises, Proceedings of the Global Business and Technology Association's 20th Annual Conference, Bangkok, Thailand. ISBN: 1-932917-11-X ISSN: 2471-6006
 - Pertilla, F. (2018). Reshaping Management Effectiveness and its Effect on Resilience in Multinational Enterprises, ProQuest databases, UMI No. 10811605
- VIII. Other Research Activity:
- REVIEWER FOR JOURNALS**
- Academy of International Business
 - Georgia Council on Undergraduate Research (GCUR)
 - European Center for Science Education and Research–International Conference on Social Sciences (ICSS)
 - Journal of Global Business and Technology
- IX. Consulting
- *Capacity Building* – Focused on travel and tourism, conceived and launched **Global Business Summit**, a B2B opportunity development symposium held in partnership with Bahamas Ministry of Tourism; Built network of over 125 *new* corporate business contacts, gained 5 sponsors and access to key leaders of intergovernmental organizations
 - *Organizational Development* –Designed over 25 soft skills workshops and facilitated university level management development programs; led over 43 board development sessions with elected officials, board directors, and government leaders; trained over 1500 individuals in workshop settings; employed multiple types of assessments appropriate to the discipline and level (Web surveys, personality instruments, and 360° instruments); integrated effective technologies in the learning environment
 - *e –Commerce* – Created the necessary blueprint to build and deploy enterprise campaigns (lead generation, competitive research, content writing, customer online surveys and event

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forums) that increased strategic positioning, brand awareness and maximized value to clients and their partners

X. Professional Growth Activities:

- Awarded \$3000 by CIBER to participate in the George Washington University Sweden Program
- Awarded \$5000 by CIBER to participate in FDIB-South Africa 2021 program (canceled due to COVID)
- Awarded \$4,500 by the University of South Carolina Center for International Business Education and Research (CIBER) to participate in the FDIB-ASEAN 2016 program.
- Awarded \$1,000 by the Center for International Business Education and Research (2020)

XI. Seminars, Training Programs, etc.

- ABAC Baldwin Fellows (2022-2023)
- Gardiner Institute (2020)

XII. Professional Growth Activities

- ABAC Centers for Teaching and Learning
 - member Advising Advisory Group (2023)
 - co-presenter Title IX (2022)
 - workshop presenter – The Humanity of Inclusive Practices: MicroInequities in the Workplace (2021)

XIII. Institutional Services Performed

Advocate for student engagement across disciplines; Initiate activities and collaborate with internal and external stakeholders to improve student experiences; Link classroom assignments to meaningful experiences outside of the classroom.

- Charter advisor (2014) of the EnactusABAC business club; led students to competitive win of the National Enactus/CVC Capital Partners trophy and \$3500 check in 2017;
 - Women in Entrepreneurship - 2020
 - Big Ideas! Competition (2022)
 - Soles for Souls Shoe Drive Project (2020)
- Established the Entrepreneurs business club (2021) with shared mission of student professional development with particular focus on projects that benefit rural communities; held Stamp Out Hunger Food Drive with United Way of South Central Georgia (2021);
- Facilitate field visits: Tifton-Tift County Chamber of Commerce (2015/2016) Georgia Chamber of Commerce (2019); Heatcraft (2020)
- Created workshops for the SSB Business Success Series - Resume Writing (2020) and Personal Branding (2021)
- Industry Showcase – 2021 – collaboration with the SSB Business Advisory Council
- Peer-to-Peer Mentoring Program (P2P) – 2022

XIV. Recognition and Honors

- ABAC Pacesetter Award – 2021
- GBATA Best Reviewer Award - 2018

XV. Professionally-Related Community Activities

- Board Commissioner – Tifton Housing Authority (since 2023)
- Board director - Tifton Public Library (since 2022)
- Board director - United Way of South-Central Georgia (since 2016)
- Georgia Academy for Economic Development Program (2016)
- Emerging Leaders Program – Tifton/Tift County Chamber of Commerce (2015)