

JEAN M. BROWN

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University of Alabama, Tuscaloosa, AL 1989
Master of Arts in Marketing

University of Alabama, Tuscaloosa, AL 1988
Bachelor of Science in Commerce and Business Administration
Major: Marketing

ACADEMIC EXPERIENCE

University of Alabama in Huntsville (UAH), Huntsville, AL 2001-2013, 2017-Present
Lecturer of Marketing

Courses Taught: Principles of Marketing, Professional Selling, Consumer Behavior, Promotional Strategy, Marketing Research, Services Marketing, First Year Experience and Business Transitions

Charger Blue Shoutout - Student Recognition on Honors Day 2022

Quality Education Practices Online (QEPO) Certified 2020

Recipient of the Outstanding Part-Time Faculty Teaching Award 2017

Faculty Advisor for the UAH Marketing Association 2009-2013

Instructor, Professional Development Applied Management Certificate Program 2005
Course Taught: Principles of Marketing

Athens State University, Athens, AL 2014-2017
Adjunct Lecturer of Marketing
Courses Taught: Principles of Marketing

Northwest-Shoals Community College, Muscle Shoals, AL 1994
Adjunct Instructor of Business
Courses Taught: Marketing, Business Communication

University of North Alabama, Florence, AL 1990-1993
Full-time Instructor
Courses Taught: Marketing, Promotion, Advertising

PROFESSIONAL EXPERIENCE

IGLASSphoto, Athens, AL 2010-Present

Marketing Director and Video/Slideshow Producer

- sales – interface with customers to provide product information and customer service
- design and update company logo
- develop pricing and product strategy
- assess marketing/repositioning strategy for the company to launch into new markets and continue growth
- produce marketing videos for the Miss Tennessee Valley Pageant website – the video is used to promote the pageant
- produce video slideshows for wedding rehearsals, high school Seniors and sports team for local high schools

Career Skills Instructor

- Instructed in job search and professional skills by using a variety of lectures, discussions, and class exercises on topics including: resumes, cover letters, interview skills and communication and presentations
- Assisted students in determining their inner and professional strengths and skills
- Review/critiqued resumes and cover letters
- Oversaw mock interviews
- Assisted students in developing soft skills such as verbal and non-verbal communication and public speaking

University of Alabama in Huntsville, Huntsville, AL

2013

Career Development Office

Career Coordinator

- Provided career development assistance to undergraduate students, graduate students, and alumni
- Counseled in the areas of career development including: job search skills such as resume preparation, cover letter development, interviewing and professional image preparation (including mock interviews), business etiquette, and networking strategies

University of Alabama in Huntsville, Huntsville, AL

2004-2013

Center for the Management of Science and Technology (CMOST)

Research Information Scientist

Research and business strategy planning conducted for various areas of academia, government, and industry

Contracts and Tasks

2011- 2012 – Army Materiel Command (AMC); Supply chain Education Initiative, Phase Four. Development of detailed proposals to incorporate additional Supply Chain Management (SCM) training and education in Army Career Program guidelines and Army organic programs of instruction, assess the workforce gaps in SCM and recommend prioritization of Army career series needing the critical skills, develop a certification program structure for the prioritized career series and the mechanism to determine if the workforce is certified or proficient in the required supply chain management skills.

2010 – Army Materiel Command (AMC); Supply chain Education Initiative, Phase Three. Focus was analyzing the AMC workforce, leading public and Defense academic institutions teaching Supply Chain Management, professional organizations focused on the disciplines of Supply Chain and Defense Department civilian career program guidelines.

2009 – Army Materiel Command (AMC) Supply Chain Education Initiative, Phase Two. Development of a Supply Chain Management Education and training curriculum for the AMC and its subordinate commands. Researching and developing an education strategy for workforce certification in SCM and graduate degrees for key managers within the AMC organization.

2008 – 2009 - Teledyne Brown Engineering (TBE) Open Source and Open Architecture (OS/OA). Business Information Exchange Project. Identify and describe the business paradigms of open source and open architecture and develop applicable strategy options that will allow TBE to pursue new business interests and comply with DoD OS/OA requirements.

2008 - US Army Material Command (AMC) Supply Chain Education Initiative. Development of a Supply Chain Management education and training strategy for the Logistics Modernization Program (LMP) for the Army Material Command and its subordinate commands.

2007 - 2008 - CMOST Responsible for the development a new marketing and branding strategy for the center, which included creating a new center logo, marketing brochure, and customer presentation brief, redesigning the website, generating customer leads, and meeting with potential customers.

2004 - 2006 - The Aviagen Group, Logistical Coordinator of the Production Management Training Course. Responsible for course dates scheduling, facilities reservations, housing and meal coordination, and exit survey design and analysis.

2004 - 2005 - BAE Systems, Huntsville, Alabama. Development of a Marketing Plan for NASA LOCAD Group. The specific research includes the “Lab On Chip Applications Development (LOCAD)” project and/or the “Strategic Biomolecular Research for Exploration (SBRE)” activity.

RELATED EXPERIENCE

Consultant, Campbell University Medical Student, Buies Creek, North Carolina **2019**
Advised a medical student that is pursuing the development of a new medical app. Provided guidance in the areas of:
Business goals, target audience, metrics, and app marketing strategy.

MENTORING EXPERIENCE

Lindsay Lane Christian Academy, Athens, AL
Career Advisor **2015-2016**

- Presented a three day seminar entitled “How to Market Yourself”
- Engaged in discussions about different career options
- Conducted mock interviews with students

Marketing Mentor, Robotics Team **2010-2015**
Responsible for mentoring a different set of students each year in how to market their robotics team
Advised students in the following areas:

- creating a promotional brochure
- designing a team logo and t-shirt
- designing and constructing a marketing exhibit booth to promote the robotics team at the area and regional competitions (Calhoun Community College and Auburn University respectively) – the marketing team consistently placed as a top team at the competitions
- develop a media strategy to promote robotics to other schools, businesses, and the community
- creating and delivering a marketing presentation using PowerPoint

VOLUNTEER EXPERIENCE

Job Skills Coach, North Alabama **2010 - Present**
Review resumes and provide job interview counseling to various individuals in the fields of sales, marketing, education, nursing, program management, and engineering by utilizing the information and materials taught in my seminar, “How to Market Yourself” and also the marketing and selling principles taught in the university courses

Lindsay Lane East, Harvest, AL **2018-2019, 2022**
Facilitator for D Group
Facilitate women’s courses and studies in personal growth and development

The Brook, Madison, AL **2012-2016**
Mentor and Small Group Leader
Met weekly with high school girls to discuss life application of biblical principles – also planned group outings and events

PROFESSIONAL DEVELOPMENT

American Marketing Association Webinar – Digital Marketing Maturity for Higher Education **2022**
American Marketing Association Webinar – Engaging Digital Experiences Matter More Than Ever. **2020**
Workshop - Collaborative Learning: Utilizing Effective and Creative Tools in the Classroom **2019**
American Marketing Association Webinar – Applying Data to Fuel Marketing Success **2019**
Workshop - Moving to Best Practice with Today’s Students; A Collaborative Learning Approach **2018**

Imaging USA Expo, Nashville, TN (Expo designed to help professional photographers succeed in all aspects of business)	2014
SMEI Webinar - Building a Social Selling Strategy: Learning how to build a top down social selling strategy	2013
American Marketing Association Webinar - Avoid the Online Marketing Meltdown	2013
College of Business, UAH - Koch Distinguished Speaker Series, <i>The Fiscal Crisis and the Free Market Cure</i>	2013
The BIG Marketing Event, Huntsville AL – Presented by WBCNA (Women’s Business Center of North Alabama)	2012
American Marketing Association Webinar - Understanding Why: Getting into the Hearts & Minds of Consumers	2012
Reviewer, McGraw-Hill; Connect, a technology product, accompanying the text <i>Marketing</i> , 3e by Grewal & Levy	2011
Reviewer, McGraw-Hill; Connect Marketing - a comprehensive online learning, assignment and assessment tool	2009
Reviewer, textbook; Lamb, Hair, McDaniel <i>MKTG</i>	2008
Realigning Business Processes to Achieve Competitive Advantage Forum, UAH	2008

HONORS AND MEMBERSHIPS

Alpha Mu Alpha (Marketing Honor society)
Phi Kappa Phi Honor Society
Phi Beta Lambda – Lifetime Member
Sales and Marketing Executives International