

## VITA

### I. Name and Rank Information

**Name:** William Crawford

**Rank:** Instructure

**Tenure/Nontenure:** Not yet tenured

**Department/Division:** Business

**Year Joined the Institution:** 2018

#### **Teaching Experience:**

- Oral Roberts University, May, 2018 to present
  - Principles of Marketing
  - Ethical Leadership (Graduate)
  - Senior Paper
  - Retail Management
  - Entrepreneurship
- Saint Gregory's University, October, 2006-December, 2017
  - Advertising and Consumer Behavior
  - Marketing Management (Graduate)
  - Managerial Marketing
  - Policy and Strategic Management (Graduate)
  - Global Operations Management (Graduate)
  - Fundamentals of Leadership
  - Principles of Marketing
  - Business and Professional Communication (On-Line and On-Ground)
  - Marketing Analytics
  - Product and Service Development (Graduate)
  - Macroeconomics
  - Microeconomics
  - Strategic Management
  - Production and Operations Management
  - Leading with Integrity (Graduate)
  - Applied Business Research (Graduate)
  - Business Statistics Lab

- Decision Science (Graduate)
- Employee and Labor Relations (On-Line)
- Senior Seminar
- Development Workshop
- Innovation Workshop
- Wage, Salary, and Benefit Administration (On-Line)
- Consumer Behavior
- Entrepreneurial Seminar (Graduate)
- Marketing Communication
- Southern Nazarene University, July 2005 – December, 2018
  - Organizational Behavior I
  - Organizational Behavior II
  - Discrete Math
  - Issues in International Business
  - Data Analysis Methods
  - Senior Research Project
  - Management Science (Graduate)
  - Marketing for Managers
  - International Business and Ethics
  - Business Policy
  - Marketing Management (Graduate)
  - Leadership Theory (Graduate)
- Langston University, January 1998 – December, 2016
  - Business Policy and Strategy
  - Urban Economics
  - Entrepreneurship
  - Business Statistics
  - Principles of Marketing
  - Compensation and Benefits
  - Human Behavior in Organizations
  - Business Communication
  - Money and Banking

- Business Seminar
- Labor and Industrial Relations (In Oklahoma prison system)
- Tulsa Community College, January, 1996-May, 2005
  - Management Essentials
  - Employer-Employee Relations
  - Principles of Management
  - Business Math
  - Business Policy
  - Industrial Management
  - Human Resources Management
  - Introduction to Business
  - Supervisory Management
  - Business Ethics

## **II. Education Background**

Degree: Master of Science

Specialization: Business

Institution: Southern Nazarene University

Year graduated: 1995

Degree: Bachelor of Arts

Specialization: Human Resource Management

Institution: Southern Nazarene University

Year graduated: 1992

Degree: Associates of Applied Science

Specialization: Administrative Management

Institution: Tulsa Community College

Year graduated: 1991

Degree: Graduate Diploma

Specialization: Ministry Training

Institution: Rhema Bible Training Center

Year graduated: 1980

Degree: PhD

Specialization: Industrial-Organizational Psychology

Institution: Grand Canyon University

Year graduated: 2019\*

### **III. Prior Experience not in Education**

*Director of Strategic Business Development, July 2004-December 2015*

New Hope Natural Media

Boulder, Colorado

- Served on senior management team, determining company direction, programs and policies; had budget responsibility and profit/loss accountability
- Created, developed, and ran the company's custom publishing and marketing program for conventional grocery chains and natural products chain retailers
- Conducted workshops and seminars on industry, societal, and business issues and trends at least a dozen trade shows and conventions annually
- Worked with trade show staff to develop curriculum and select presenters for company trade shows, two of which are rated as "Top 100" shows nationally
- Wrote column and blogs about retail and small business issues for the *Natural Foods Merchandiser* magazine and New Hope 360 website

*Vice President, Purchasing & Marketing, May 1993 – July 2004*

AKiN's Natural Foods Market

Tulsa, Oklahoma

- Managed all vendor relationships, merchandising, inventory, retail pricing, cost, and profit margin at company warehouse and 14 retail stores in five states
- Oversaw company's marketing, including print and broadcast media
- Wrote protocol used by point of sale system to calculate stock levels and suggested orders
- Served as brand manager for company's five private label brands in multiple merchandise categories
- Contributed as a member of senior management team, determining company direction and policies

*General Manager and Local Marketing Director, March 1990 – May 1993*

Denny's

Tulsa, Oklahoma

- Was the primary on-site manager responsible for staffing, sales, profits, and customer satisfaction
- Coordinated local marketing activities with local partners and home office staff

*Restaurant Manager, Training Manager, December 1989 to March 1990*

Crusty's Pizza

Tulsa, Oklahoma

- Was the primary on-site manager responsible for staffing, sales, profits, and customer satisfaction
- Developed and operated training program for new assistant managers
- Managed local promotional activities

**IV. Professional Memberships**

- Delta Mu Delta, National Honor Society in Business Administration; 1994 - Present
- Psi Chi, International Honor Society in Psychology; 2018 - Present
- North American Case Research Association, Member and Case Reviewer, 2013-2017
- Society of Industrial/Organizational Psychology; 2015 - Present
- American Psychological Association; 2015 - Present

**V. Professional Meetings Attended**

- North American Case Research Association Annual Convention, Victoria, B.C. Canada, October 2013.
- ACBSP Annual Convention, Anaheim, CA, June 2017

**VI. Papers Presented**

- "Dollar Thrifty Car Rental, North American Case Research Association Annual Convention, October, 2013

**VII. Publications**

Crawford, W.T. (2013). Dollar Thrifty Rental Car. *Case Research Journal*, 33 (1).

Crawford, W. T. (2013) Three performance appraisal keys to follow. Guild of HR Magazine (Malaysia), Feb-Mar

Crawford, W.T. (2013). Callaway Golf. *Case Research Journal*, 32 (1).

## **VIII. Other Research Activity**

## **IX. Consulting**

- Natural Products Association; January 2016 – Present
  - Developed Growth Strategy, Sales Strategy, Strategic Plan, Communication and Social Media Strategy and Protocol
  - Executive Coach to the CEO
- Nutrition S'Mart; August, 2016 – Present
  - Developed Policy Creation Protocol; Developed Strategic Plan
  - Administer Screening Tests to Management Applicants and Provide Evaluations; Developed Personality Profile of Executive and Management Teams
  - Executive Coach to the CEO
- New Hope Natural Media; January 2016 – Present
  - Conducted Marketplace Research about Employee Training
  - Write Articles/Present Seminars on Mutually Agreeable Retail Topics

## **X. Institutional Services Performed**

- Presented Management Review to Senior Business Majors in preparation for their Major Field Test, Fall 2018
- Presented Management Introduction to Freshmen Business Majors during their Introduction to Business Course, Fall 2018
- Interim Faculty Advisor, The Marketing Society, Fall 2018
- Faculty Applicant Screening and Processing, Undergrad and Graduate On-Line Business Courses
- Student Applicant Screening, MBAL On-Line Program
- Member of Graduate Admission Committee for Business Programs
- Volunteered to interview students applying for the Quest Whole Person Scholarship

- Reached out to the Military Student Chaplain and Liaison to offer any assistance that I can provide as a veteran

## **XI. Professional Growth Activities**

- Trained in use of CapSIM Core Business Simulation Software, Summer, 2018
- Webinar, Innovative Marketing Simulation, Harvard Business Review, Summer, 2018

## **XII. Seminars, Training Programs, etc., Conducted for Business and Industry**

Speaker and Seminar Planning, Conference Education Program, 2018, June, The Big Natural, Natural Products Association, Las Vegas, NV

Speaker and Seminar Planning, Retail Education Program, 2018, March, Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Speaker and Seminar Planning, Conference Education Program, 2017, June, The Big Natural, Natural Products Association, Las Vegas, NV

Speaker and Seminar Planning, Retail Education Program, 2017, March, Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Speaker and Seminar Planning, Retail Education Program, 2016, September, Natural Products Expo West, New Hope Natural Media, Baltimore, MD

Speaker and Seminar Planning, Retail Education Program, 2016, March, Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Speaker and Seminar Planning, Retail Education Program, 2015, September, Natural Products Expo West, New Hope Natural Media, Baltimore, MD

Speaker and Seminar Planning, Retail Education Program, 2015, March, Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Speaker and Seminar Planning, Retail Education Program, 2014, September, Natural Products Expo West, New Hope Natural Media, Baltimore, MD

Speaker and Seminar Planning, Retail Education Program, 2014, March, Natural Products Expo West, New Hope Natural Media, Anaheim, CA

## **XIII. Professional Presentations, Speeches, etc.**

Crawford, W. T. (2018, March). *Non-traditional methods of retail competition.*

Presented at Natural Products Expo West, New Hope Natural Media, Anaheim, CA.

Crawford, W. T. (2017, June). *Marketplace trend spotting and reacting*. Presented at The Big Natural, Natural Products Association, Las Vegas, NV

Crawford, W. T. (2017, March). *Competing in a price-focused marketplace*. Presented at Natural Products Expo West, Anaheim, CA

Crawford, W. T. (2016, September). *Enhancing engagement and bearing burnout in the workplace*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2016, September). *Modern retail marketing tools*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2016, June). *Keeping your store on the cutting edge*. Presented at Northwest Tabletop Show, United Natural Foods, Portland, OR

Crawford, W. T. (2016, May). *Keeping your store on the cutting edge*. Presented at Northeast Tabletop Show, United Natural Foods, Ledyard, CT

Crawford, W. T. (2016, March). *Enhancing engagement and bearing burnout in the workplace*. Presented at Natural Products Expo East, New Hope Natural Media, Anaheim, CA

Crawford, W. T. (2016, March). *Modern retail marketing tools*. Presented at Natural Products Expo East, New Hope Natural Media, Anaheim, CA

Crawford, W. T. (2016, February). *Keeping your store on the cutting edge*. Presented at Southeast Tabletop Show, United Natural Foods, Orlando, FL

Crawford, W. T. (2015, December). *Modern retail marketing tools*. Presented at SOHO Expo, Natural Products Association Southeast, Orlando, FL



Crawford, W. T. (2015, December). *So you want to get out of the game – Selling a natural retail store*. Presented at SOHO Expo, Natural Products Association Southeast, Orlando, FL

Crawford, W. T. (2015, October). *So you want to get out of the game – Selling a natural retail store*. Presented at Positively Natural Show, Natural Products Association Northwest, Seattle, WA

Crawford, W. T. (2015, September). *Modern retail marketing tools*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2015, September). *Market overview surveys: A retail perspective*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2015, September). *Retail answers to competitive questions*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2015, September). *Retail relationships*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD

Crawford, W. T. (2015, June). *Retail math: Understanding costs, retails, profits and margins*. Presented at Northwest Tabletop Show, United Natural Foods, Portland, OR

Crawford, W. T. (2015, May). *Retail math: Understanding costs, retails, profits and margins*. Presented at Northeast Tabletop Show, United Natural Foods, Ledyard, CT

Crawford, W. T. (2015, April). *Modern retail marketing tools*. Presented Customer Appreciation Weekend, Palko Distributing, Merrillville, IN

- Crawford, W. T. (2015, April). *Sales and marketing strategies for the natural and organic market*. Retailer webinar, National Grocers Association, Washington, DC
- Crawford, W. T. (2015, March). *Modern retail marketing tools*. Presented at Healthfest, Natural Products Association Southwest, Dallas, TX
- Crawford, W. T. (2015, February). *Retail math: Understanding costs, retails, profits and margins*. Presented at Southeast Tabletop Show, United Natural Foods, Orlando, FL
- Crawford, W. T. (2015, February). *Sales and marketing strategies for the natural and organic market*. The NGA Show, National Grocers Association, Las Vegas, NV
- Crawford, W. T. (2014, December). *Retail reactions to marketplace changes*. Presented at SOHO Expo, Natural Products Association Southeast, Orlando, FL
- Crawford, W. T. (2014, October). *Creating a culture of success*. Presented at Positively Natural Show, Natural Products Association Northwest, Seattle, WA
- Crawford, W. T. (2014, September). *Market overview surveys: A retail perspective*. Presented at Natural Products Expo East, Baltimore, MD
- Crawford, W. T. (2014, September). *Retail reactions to marketplace changes*. Presented at Natural Products Expo East, Baltimore, MD
- Crawford, W. T. (2014, September). *The state of independent retail*. Presented at Natural Products Expo East, Baltimore, MD
- Crawford, W. T. (2014, June). *Retail math: Understanding costs, retails, profits and margins*. Presented at Northwest Tabletop Show, United Natural Foods, Portland, OR

- Crawford, W. T. (2014, May). *Retail math: Understanding costs, retails, profits and margins*. Presented at Northeast Tabletop Show, United Natural Foods, Ledyard, CT
- Crawford, W. T. (2014, March). *Creating a culture of success*. Presented at Natural Products Expo West, New Hope Natural Media, Anaheim, CA
- Crawford, W. T. (2014, February). *Retail math: Understanding costs, retails, profits and margins*. Presented at Southeast Tabletop Show, United Natural Foods, Orlando, FL
- Crawford, W. T. (2014, December). *Improving retail profitability*. Presented at SOHO Expo, Natural Products Association Southeast, Orlando, FL
- Crawford, W. T. (2013, September). *Creating a culture of success*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD
- Crawford, W. T. (2013, September). *Marketing with FOCUS*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD
- Crawford, W. T. (2013, September). *The state of independent retail market*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD
- Crawford, W. T. (2013, September). *Market overview surveys: A retail perspective*. Presented at Natural Products Expo East, New Hope Natural Media, Baltimore, MD
- Crawford, W. T. (2013, August). *Market overview surveys: A retail perspective*. Presented at Natural Foods Merchandiser Retail Webinar, New Hope Natural Media, Boulder, CO

Crawford, W. T. (2013, June). *Market overview surveys: A retail perspective*. Presented at NCG Convergence Conference, National Cooperative Grocers, St. Paul, MN

Crawford, W. T. (2013, June). *Retail math: Understanding costs, retails, profits and margins*. Presented at Retail Webinar, United Natural Foods, Providence, RI

Crawford, W. T. (2013, May). *Retail math: Understanding costs, retails, profits and margins*. Presented at Northeast Tabletop Show, United Natural Foods, Ledyard, CT

Crawford, W. T. (2013, March). *Retail math: Understanding costs, retails, profits and margins*. Presented at Retail Webinar, United Natural Foods, Providence, RI

Crawford, W. T. (2013, March). *Independent retail marketing: Best practices and fresh ideas*. Presented at Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Crawford, W. T. (2013, March). *Why are you still doing that? The need for change in modern retail practices*. Presented at Natural Products Expo West, New Hope Natural Media, Anaheim, CA

Crawford, W. T. (2013, February). *Retail math: Understanding costs, retails, profits and margins*. Presented at Southeast Tabletop Show, United Natural Foods, Orlando, FL

#### **XIV. Recognition and Honors**

- Excellence in Teaching Award, Southern Nazarene University, 2009
- Making a Difference Award, recognizing Excellence in Teaching, Tulsa Community College, 2003

**XV. Professionally Related Community Activities**

- Member of Executive Board and Director of Wellness Activities, Tulsa Corporate Challenge, 2000-2003

**XVI. Grants Awarded**