**Angela G. Sebby**

1722 Drinnen Road, Knoxville, TN 37914

**Phone:** (865) 776-2899 | **Email:** asebby@alum.utk.edu

**EDUCATION**

**2016 Ph.D. in Retail, Hospitality, and Tourism Management**

University of Tennessee, Knoxville, TN

Dissertation Title: Social Exchange between Destination Marketing Organizations and Stakeholders in Tennessee’s Rural Counties (Qualitative study)

Cognate: Management

**2012 Master of Business Administration**

Lincoln Memorial University, Harrogate, Tennessee

Specializations: Management and Marketing

Summa Cum Laude

**2011 B.S. in Hospitality, Restaurant, and Tourism Management**

The University of Tennessee, Knoxville, Tennessee

Minor in Business

Summa Cum Laude

**PROFESSIONAL EXPERIENCE**

**Academia**

**2023 – 2025 Maryville College, Maryville, TN**

Social Sciences – Business Department

Hospitality & Regional Identity/Management

Program Coordinator of Hospitality & Regional Identity Major

Associate Professor, 2 Year Tenure Track

**2016 – 2023 Western Carolina University, Cullowhee, NC**

College of Business

Hospitality and Tourism Management

Associate Professor, Tenured (July 2022)

Assistant Professor, Tenure Track (August 2016-October 2021)

**2012-2016 University of Tennessee, Knoxville, TN**

Retail, Hospitality, and Tourism Management

Graduate Teaching Assistant

**Industry**

**2012 Jewelry Television, Knoxville, TN**

Jewel School Facility Coordinator

**2011-2012 Visit Knoxville, Knoxville, TN**

Assistant Manager of Visitor Services

**2010-2011 Production Plus, Detroit, MI**

Sales Specialist

**2009-2011 Seymour Community Christian School, Seymour, TN**

Fundraising/Event Planning

**2008-2011 Uppercase Living, Salt Lake City, UT**

Senior Director - Sales

**2001-2007 Creative Memories, Sauk Rapids, MN**

Senior Consultant

**1997-2001 Wingate Inn, Kodak, TN**

General Manager, Assistant General Manager, Group Sales Coordinator, Night Auditor

**TEACHING**

## Maryville College, Maryville, TN

## 2023 – 2025

Courses

Business Core

BUS 201 Principles of Management

BUS 299 Issues in Professional Development

BUS 351 Senior Thesis – Traditional and Case Study

BUS 352 Senior Thesis – Traditional (Fall 2024) and Case Study (Spring 2025)

Hospitality and Regional Identity

BUS 120 Intro to Hospitality and the Customer Experience

BUS 248 Hospitality Marketing

BUS 249 Introduction to Event Planning

BUS 337 Internship – Hospitality

BUS 349 Festivals and Special Events (Spring 2025)

Outdoor Studies and Tourism

OST 103 Sustainable Tourism

## Directed Student Learning

**2023 - 2025** Internship Coordinator – Established curriculum and program design

Senior Thesis – Traditional and Case Study

**Guest Lecturer**

**2024** Maryville Junior High School – Career and Technical Education - Culinary

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## Western Carolina University, Cullowhee, NC

## 2016 – 2023

## Awards and Honors

**2023** College of Business Grace Allen Professor of Excellence Award

College of Business Engagement Award

College of Business Undergraduate Professor of Teaching Excellence Award Finalist

WCU Center for Community Engagement and Service Learning

* Community Engagement Champion Award Finalist
* Community Engaged Teaching and Learning Impact Award Finalist

Paul A. Reid Distinguished Service Award Finalist

**2022** College of Business Grace Allen Professor of Excellence Award Finalist

Paul A. Reid Distinguished Service Award Finalist

WCU Academic Program of the Year Award Finalist

**2020** College of Business Undergraduate Professor of Teaching Excellence Award Finalist

**2019** College of Business Undergraduate Professor of Teaching Excellence Award Finalist

Student Government Association Student Nominated Faculty of the Year Award Finalist

**2018** Student Government Association Student Nominated Faculty of the Year Award Finalist

Courses

Business Core

BA 133 Introduction to Business

MGT 300 Introduction to Management

Hospitality and Tourism Management

HT 130 The Hospitality and Tourism Services Industry

HT 232 Customer Relationship Management

HT 238 Travel and Tourism

HT 283 Hospitality Apprenticeship and Professional Development

HT 293 Topics – Cruise Management

HT 336 Club Management

HT 432 Hospitality Supervision

HT 436 Tourism Planning and Development

HT 437 Bar and Beverage Operations

HT 438 Capstone: Hospitality and Tourism Management Strategy

HT 480 Independent Study

HT 483 Internship 1

HT 484 Internship 2

## Directed Student Learning

**2020 – 2023**  Internship Coordinator

**2016 – 2023** Undergraduate Honors Projects/Thesis

**2016 - 2019**  Internship Co-Advisor

**2019** Expert Panel Advisor for Doctoral Dissertation

**2018**  Directed Independent Study

**Guest Lecturer**

**2018** Haynesville High School

**2017** Murphy High School

Highlands School

Asheville Christian Academy

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**UT Knoxville - Retail, Hospitality, and Tourism Management, Knoxville, TN**

**2012 – 2016**

**Instructor of Record**

Tourism Management

Current Issues/Trends in Customer Service

**Guest Lecturer**

Entrepreneurship and Small Business Management

Professional Development: Conflict resolution

Hotel and Resort Operations

**Teaching Assistant**

Science of Food and Culinary Fundamentals – 6 semesters

Entrepreneurship and Small Business Management

Professional Development

Human Resource Management: Hospitality and Retail

Hotel and Resort Operations

## LICENSURES AND CERTIFICATIONS

**2024** Certified Guest Service Professional , American Hotel and Lodging Education Institute, (AHLEI)

Tripadvisor ® Reputation Management for Frontline Staff Certification, (AHLEI)

Certified Quality Event Planner, Management and Strategy Institute, LLC (MSI)

Continuous Improvement Professional Award (MSI)

**2022** Responsible Alcohol Server/Seller Program, North Carolina ABC Commission, (NCABCC)

**2021** Disney's Approach to Leadership Excellence, Disney Institute (DI)

Disney's Approach to Employee Engagement, (DI)

Responsible Alcohol Server/Seller Program, (NCABCC)

**2020** Recertification- Certified Hospitality Educator, (AHLEI)

Responsible Alcohol Server/Seller Program, (NCABCC)

**2019** Responsible Alcohol Server/Seller Program, (NCABCC)

**2018** Bar and Beverage Management Certification (AHLEI)

Quality Service by Disney, (DI)

Responsible Alcohol Server/Seller Program, (NCABCC)

**2017** Contemporary Club Management Certification (AHLEI)

**2016** Graduate Teaching Certification, Tennessee Teaching and Learning Center, UT Knoxville

**2015** Certified Hospitality Educator, (AHLEI)

Certification in Hotel Industry Analytics, (AHLEI)

Change Management Specialist (MSI)

Six Sigma Lean Professional (MSI)

Flipped and Hybrid Teaching, Tennessee Teaching and Learning Center, UT Knoxville

**2013** SERV Safe Alcohol, National Restaurant Association

Teaching Preparation Seminar, College of Business Administration, UT Knoxville

The Best Practices in Teaching, Graduate Teaching Preparation Program, UT Knoxville

## PROFESSIONAL MEMBERSHIPS

**2023 – present** Tennessee Hospitality and Tourism Association

Greater Knoxville Hospitality Association

**2017 – 2023** Asheville Hospitality Human Resources Association

**2016 – 2023** Club Management Association of America, Faculty Advisor

**2019 – 2020** International Council on Hotel, Restaurant, and Institutional Education

**2017 – 2018** International Society of Travel & Tourism Educators

**2013 – 2016** Destination Marketing Association International

## PROFESSIONAL DEVELOPMENT ACTIVITIES

**2024** Appalachian Colleges Association Grant Writing Workshop, Johnson City, TN

Professional Development Workshop, Maryville College, Maryville, TN, Maryville, TN

Responsible Study Abroad: Health and Safety Workshop, Maryville College, Maryville, TN

**2023** Active Shooter Training, Maryville College, Maryville, TN

Title IX Training, Maryville College, Maryville, TN

Opportunity Appalachia Investor Convening, Virtual

Tennessee Governor’s Conference on Tourism, Knoxville, TN

CMAA World Conference and Business Expo, Orlando, FL

Conference on Higher Education Pedagogy, Virginia Tech, Blacksburg, VA

**2022** Carolinas Club Managers Association of America (CMAA) Summer Conference, Highland, NC

CMAA World Conference and Business Expo, San Diego, CA

Conference on Higher Education Pedagogy, Virginia Tech, Blacksburg, VA

**2021** CMAA World Conference and Business Expo, Virtual

Diversity and Inclusion Series, WCU Human Resources, Cullowhee, NC

Canvas Launch Day Workshop, WCU Coulter Faculty Commons, Cullowhee, NC

Process Communication Model Key to Me Program, WCU Human Resources, Cullowhee, NC

**2020** Seatrade Cruise Virtual 2020 Conference

Designing Effective Online Courses, UNC Online, NC

Moving Rapidly to Remote Instruction, WCU Coulter Faculty Commons, Virtual

**2019**  CMAA World Conference and Business Expo, Nashville, TN

Continuing Education Blackberry Farm Beer Pairings - UT Conference Center, Knoxville, TN

**2018** CMAA World Conference and Business Expo, San Francisco, CA

Continuing Education Program – UT Conference Center, Knoxville, TN

Dogfish Brewing Educational Event

Reidl Stemware Wine Educational Event

Italian Wine Educational Event

**2017** CMAA World Conference and Business Expo, Orlando, FL

Blackboard Support Course Requests, WCU Coulter Faculty Commons, Cullowhee, NC

LEAD: WCU Conference, Hospitality and Management Program, Cherokee, NC

Continuing Education Wines of the South Competition – UTK, Knoxville, TN

Continuing Education Riedel Stemware Wine Educational Event – UTK, Knoxville, TN

**2016** New Faculty Orientation and Launch Day, WCU Coulter Faculty Commons

**RESEARCH**

Journal Articles

Brewer, P., Dent, H. L., & Sebby, A. G. (2023). Leading a sustainable workforce: Assessing the pandemic’s influence on job insecurities, anxiety, work overload, and turnover intentions in hospitality. *Archives of Business Research*, *11*(8), 96–117. https://doi.org/10.14738/abr.118.15273

Kim, S., Sebby, A., & Jin, N. (2023). Hidden discrimination: A grounded theory to design culturally inclusive service encounters in service organizations. *Tourism, Culture & Communication - Cognizant Communication Corporation, 23*(1), 13-27. https://www.ingentaconnect.com/content/cog/tcc/pre-prints/content-22409)

Sebby, A., Jordan, K., & Brewer, P. (2022). Travel Decisions: The COVID-19 Paradigm Shift on the Use of Travel Aggregator Websites for Vacation Planning. *Tourism: An International Interdisciplinary Journal, 70*(2), 223-242. https://hrcak.srce.hr/clanak/393692

Brewer, P., & Sebby, A. (2021). The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management, 94*(102777), 1-13.

Sebby, A. (2020). Grounded theory: The role of social exchanges in rural tourism and economic development. *Sage Research Methods Cases: Business and Management, 1*(19), 1-13. https://methods.sagepub.com/case/grounded-theory-social-exchanges-in-rural-tourism-and-economic-development

Brown, C. A., & Sebby, A. (2019). Experiential learning in hospitality management curriculum: Case study in rural Southeast U.S. *Research in Higher Education Journal, 38*, 10. https://www.aabri.com/rhej.html

Sebby, Angela. (2018). Social exchange between a DMO and its stakeholders: A case study in the rural Southeast United States. *Case Studies in Business and Management. 5*(59),  https://doi.org/10.5296/csbm.v5i2.13958

Rode, C., Sebby, A., & Jordan, K. (2018). Perceptions of destination image and effects on college football fans: A case study of conference realignment. *Archives of Business Research, 6*(10), 234-249. http://sseuk.org/index.php/ABR/article/view/5371

Sebby, A., & Jordan, K. (2018). Rural tourism: A grounded theory on limited stakeholder advocacy. *Archives of Business Research, 6*(8), 216-227. http://scholarpublishing.org/index.php/ABR/article/view/5127

Conference Proceedings

Brewer, P., Dent, H., & Sebby, A. (2022). Embedded empirical research about the effects of visual and verbal appeals of online restaurant menu into the menu planning lecture. *Proceedings of 2022 Tourism, Hospitality, & Event International Conference,* 38. https://theinc2022.files.wordpress.com/2022/06/the-inc-2022-proceedings.pdf

Sebby, A., Brewer, P., & Dent, H. (2022). Employee turnover during the Covid-19 pandemic and its impact on employee work experiences and opinions. *Proceedings of 2022 The International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, 19.

Kim, S., Sebby, A., & Jin, N. (2020). Effectuating intercultural service encounters (ISE): A grounded theory on the multilevel nature of ISE effectiveness*. Proceedings of West Federation CHRIE*, 7. https://6517ad55-dfa3-4fcd-a216-4da25c224e73.filesusr.com/ugd/ca7aef\_f2a7c908ac154a00beb89c92f739b236.pdf

Sebby, A. (2019). Strategic direction for rural tourism planning and development: A case study in the southeast U.S.A. *Proceedings of Elsevier - 5th World Research Summit for Tourism and Hospitality.*

Sebby, A., & Jordan, K. (2019). Rural tourism: A case study of limited stakeholder advocacy. *Proceedings of The International Academy of Business and Public Administration Disciplines (IABPAD) Conference 1(*16), 129.

Brown, C. A., & Sebby, A. (2017). Sustainable higher education: A case study in creating deeper learning proficiencies in a hospitality and tourism management curriculum through experiential learning. *Proceedings of 2017 Annual Conference of the International Society of Travel and Tourism Educators (ISTTE),* 15. https://istte.org/membership/pastconferenceproceedings/

Sebby, A.G. (2016). Tennessee Rural Tourism: 5 Best Practices Social exchange between DMOs, EDOs, and stakeholders. *Research Proceedings of the Southeastern, Central, and South American Federation 2016 Conference.*

Sebby, A.G. (2015). From Formation to Implementation: The Social Exchange Between the DMO and its Stakeholders. *Research Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education.*

**Presentations (Conference and Industry)**

Sebby, A. (2023, January 26). 2023 *Tourism Trends - Hospitality and Tourism Management Programs*. [Industry Panel Member]. Blue Ridge Parkway Association Winter Conference & Workshop. Sylva, NC.

Sebby, A. (2022, September). *Why Study Hospitality and Tourism Management*. [Presenter].More than Greens and Golf Career Development Conference NC Career and Technical Education (CTE). Highlands, NC.

Brewer, P. [Presenter], Dent, H., & Sebby, A. (2022, June 22 - 24*). Factors contributing to hospitality employee turnover during the pandemic.* Tourism, Hospitality and Events International Conference - The INC 2022. Limassol, Cyprus.

Sebby, A., Brewer, P., & Dent, H. (2022, January 1 – 5). *Employee turnover during the COVID-19 pandemic and its impact on employee work experiences and opinions.* [Presenter].Winter Conference - The International Academy of Business and Public Administration Disciplines. Orlando, FL.

Sebby, A. (2021, November 22 -24). *The effect of online restaurant menus on consumers’ purchase intentions during the COVID-19 pandemic*. [Presenter]. International Conference on Food Technology & Nutrition, Pride Conferences. Paris, France.

Kim, S.-H., Sebby, A. & Jin, N. (2020, February 6 - 8). *Effectuating intercultural service encounters (ISE): A grounded theory on the multilevel nature of ISE effectiveness*. [Presenter]. A Call to Action: A Commitment to Success - West Federation CHRIE. Pomona, CA.

Sebby, A. (2019, December 13 -16). *Strategic direction for rural tourism planning and development: A case study in the southeast U.S.A*. [Presenter]. Elsevier - Rosen School of Hospitality Management 5th World Research Summit for Tourism and Hospitality. Orlando, FL.

Sebby, A. & Jordan, K. (2019, January 3 - 7). *Rural tourism: A case study of limited stakeholder advocacy.* [Presenter]. 2019 Conference: The International Academy of Business and Public Administration Disciplines. Orlando, FL.

Brown, C. A. & Sebby, A. (2017, October 15 - 17). *Sustainable higher education: A case study in creating deeper learning proficiencies in a hospitality and tourism management curriculum through experiential learning.* [Presenter].2017 Annual Conference of the International Society of Travel and Tourism Educators (ISTTE). Charleston, SC.

Sebby, A. (2016, February). *Tennessee Rural Tourism: 5 Best Practices of Social exchanges between DMOs, EDOs, and stakeholders*. [Presenter]. Southeastern, Central, and South American Federation 2016 Conference. Auburn, AL.

Sebby, A.G. (2015, December). *Strategically utilizing destination marketing organizations for the sustainability of cultural events*. [Poster presentation]. 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships 2015*.* Orlando, Florida.

Sebby, A.G. (2015, December). *Sustainable destination: Social exchange and trust.* [Poster presentation]. 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships 2015. Orlando, Florida.

Rode, C.R. [Presenter], Bowles, J. & Sebby, A. (2015, April). *New conferences, new venues: Football fans and destination image*. College Sport Research Institute. Columbia, SC.

Sebby, A. (2015, March). *From Formation to Implementation: The Social Exchange between the DMO and its Stakeholders.* [Presenter]. Southeast Council on Hotel, Restaurant, and Institutional Education 2015 Conference. Tuscaloosa, AL.

Sebby, A. (2013, March). *Measuring Destination Marketing Organizations' Efficiency*. [Presenter]. University of Tennessee Retail, Hospitality, and Tourism Management Board of Advisors Meeting. Knoxville, TN.

Sebby, A.G. (2013, February). *Measuring Destination Marketing Organizations’ Efficiency*. [Presenter]. Spring

2013 Southeast CHRIE Hospitality and Tourism Research. Atlanta, Georgia.

## Intellectual Contributions in Progress

Sebby, A. & Sebby. J. (2025).*Making It in The Maker City: A case study on the social exchanges of Maker City stakeholders and the impact of local DMO branding on academic and commercial development opportunities*. [Presenter]. 2025 Winter Conference International Academy of Business and Public Administration Disciplines. Orlando, FL.

Sebby, A. & Sebby, J. *Making It in The Maker City: A case study on the social exchanges of Maker City stakeholders and the impact of local DMO branding on academic and commercial development opportunities.* (Qualitative Research in Progress).

**State of Tennessee Tourism Research Projects**

**2016-2017** *Best Practices for DMOs in Rural Tennessee Tourism Areas*

Executive Summary for the State of Tennessee’s Department of Tourism Development and selected DMO directors collected during dissertation. It catalogued the social exchanges involved in strategic relationships between Destination Marketing Organization, community leaders, city and county planners, and industry stakeholders determined through a qualitative study with 30 participants in 6 rural Tennessee areas.

**2014** *Tennessee Rural Tourism Toolbox Template*

State of Tennessee’s Department of Tourism Development under instruction of Director Susan Whitaker. The document prepared imparts strategic direction for tourism developers in rural Tennessee communities. The deliverables were identified through observations and interviews conducted primarily in East Tennessee. By evaluating successful tourism leadership in southeast rural areas and interviewing Destination Marketing Organizations, community leaders, city and county planners, and industry stakeholders, insights and recommendations about rural tourism development were recognized.

## SERVICE

## Maryville College

2023 – 2025

**Program Coordinator - Hospitality & Regional Identity Program Development, Outreach, and Recruitment**

**2024** Program Updates - Guest Speaker

Invited to both the Board of Director’s Annual Meeting and Board of Alumni’s Annual Meeting to provide updates on program developments, including progress toward strategic goals, ongoing initiatives, and future opportunities for growth and collaboration. Engaged stakeholders in discussions to foster alignment and gather feedback.

September 2024

Annual Report

Proactively developed content, including wording and curated photographs, for first Hospitality & Regional Identity annual report, collaborating with the Maryville College graphic designer. Reports were distributed to program donors, Maryville College Development and Admissions staff, industry partners, Career and Technical Education counselors and instructors, prospective students, and included on Maryville College Hospitality & Regional Identity website’s landing page under “Year in Review”.

January 2024 – September 2024

Community College Pathways

Initiated conversations and currently collaborating with local community college hospitality programs to establish an academic pathway to Maryville College's Hospitality & Regional Identity program. Responsibilities include reviewing curricula and making strategic decisions based on syllabi and program objectives.

January 2024 -May 2025

Curriculum redesign

Initiated a comprehensive curriculum mapping and redesign to address feedback from the hospitality industry, integrating a new Event Planning and Design course and developing an Event Planning minor. Additionally, incorporated a Quantitative Problem Solving for Business course to better equip students with essential analytical skills for the hospitality industry. Currently awaiting Academic Life Committee approval.

January 2024 – May 2025

**2023** Social Media

Established and manage three social media platforms (LinkedIn, Facebook, and Instagram) to highlight student achievements, foster industry partner collaborations, and support recruitment efforts.

October 2023 – May 2025

Program Brochure

Collaborated with the Marketing team to design and launch the program’s first brochure, aimed at enhancing recruitment and development efforts.

October 2023 - February 2024

Internship Program

Collaborated with the Career Center to define and implement the objectives and structure of the Hospitality & Regional Identity internship program.

October 2023 - January 2024

Informational Packets

Developed Hospitality Career Insights and Program Informational Packets for use at Open Houses, Career and Technical Education meetings, and for prospective students.

September 2023

Program Strategic Plan Introduction

Invited to the Maryville College Board of Directors' annual meeting to present a comprehensive Hospitality & Regional Identity strategic plan for the program. Engaged in discussions to address questions and concerns, demonstrating strategic alignment with the program’s vision and goals.

September 2023

Bulletin Board Spotlight

Compiled and presented alumni and student success stories, internship details, career pathways, and local industry partners' tuition reimbursement opportunities.

August 2023 – May 2025

Partnership Development

Established partnerships with 57 diverse hospitality representatives to facilitate internships, experiential learning opportunities, and job placements.

June 2023 – May 2025

Program Introduction

Invited to Maryville College KT Days to present the vision for the new Hospitality & Regional Identity program to alumni.

June 2023

**Task Force Member**

**2024** Task Force member

Downtown Center Grand Opening Week - Collaborated with the President and leadership team to plan and execute a week-long opening celebration for the new Downtown Center, which included a donor dinner, ribbon-cutting ceremony, and separate receptions for local guidance counselors and Career and Technical Education instructors, the Board of Alumni, SGA, and the Maryville College community.

April 2024 - September 2024

**2023** Task Force Member

Downtown Center Business Planning - Collaborated with the President and Vice Presidents of Maryville College on business planning discussions for the Downtown Center, addressing logistics, furnishings, hiring of facility director, and lifelong learning opportunities.

September 2023 – May 2025

Task Force member

Downtown Center TN Placemakers Grant - Participated in meetings with Maryville College’s grant writer, providing essential information for Phases 1, 2, and 3 of the grants, as well as lifelong learning curriculum initiatives supported by the grant. Additionally, acted as a liaison with PROOF Bar & Incubator to lead lifelong learning courses supported by the grant at the Downtown Center.

September 2023 – May 2025

**Committee Member**

**2024** Faculty Search Committee

Management Tenure Track and Marketing Tenure Track

November 2024 – March 2025

Committee Member

Faculty Peer Review Professor Promotion

October 2024 – March 2025

Committee Member

Division Chair Review Evaluation

August 2024 - November 2024

**2023** Committee Member

Faculty Peer Review - 5 Year Review

October 2023 - December 2023

Faculty Search Member

Management Tenure Track

October 2023

Faculty Search Member

Economics Lecturer

October 2023

Faculty Search Member

Social Science Division Assistant

August 2023

**Program Advisor/Representative/Guest Speaker**

**2024** Faculty Advisor

Student Government Association

August 2024 – May 2025

Faculty Advisor

Hospitality & Regional Identity Student Club

April 2024 – May 2025

Program Representative

Smoky Mountain Scottish Festival and Games, Townsend, TN

May 2024

Guest Speaker

Alpha Sigma Lambda Induction Ceremony

May 2024

Program Advisor

Greater Knoxville Hospitality Association scholarship program for Maryville College

March 2024

Hospitality Advisor

SASCOC visitors

March 2024

**2023** Program Representative

Meet Maryville, Maryville College Open Houses

November 2023 – May 2025

Faculty Representative

Celebration of Student Achievement, Baccalaureate, and Convocation

May 2023 - May 2025

Program Representative

Highland Days Parent Class Presentation

November 2023

Program Representative

Blount Workforce Educators’ Meet and Greet

August 2023

Program Representative

Smoky Mountain Scottish Festival and Games, Townsend, TN

May 2023

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## Western Carolina University

2016 - 2023

**Task Force Chair/Member**

**2022** Task Force Initiator/Chair

WCU Open House informational presentation and packets for Hospitality and Tourism Management

October 2022 - May 2023

Task Force Initiator/Chair

Hospitality and Tourism Management Alumni/Internship Spotlight

Career insights for open houses, in-house awareness, and social media – Used for recruiting

October 2022 - May 2023

Task Force Member/Faculty Representative

High Hampton Partnership and Tuition Reimbursement Program Recruiting Initiatives

April 2022 - May 2023

Task Force Chair

NC Career and Technical Education Summer Workshop – Speaker

September 2022

Task Force Chair

Process Review of Recruiting/Retention Strategic Plan for HTM

June 2022 - August 2022

Task Force Member/Guest Speaker

High Hampton Tuition Reimbursement - WCU Board of Trustees Breakfast

April 2022 - June 2022

**2019** Task Force Member/Faculty Liaison

Southern Hospitality Internship Program (SHIP) - Hospitality and Tourism Management

October 2019 - May 2023

Task Force Member/ Faculty Liaison

Blackberry Farm - Hospitality and Tourism Management

September 2019 - May 2023

Task Force Member

Hospitality and Tourism Management Board of Advisors

March 2019 - May 2023

Task Force Member

Harrah's Cherokee Resort & Casino Chancellor's Development for Hospitality and Tourism Management

April 2019 - August 2019

Task Force Member

Program strategic alignment with the University’s and College of Business’ strategic plans

April 2019 - June 2019

**2018** Task Force Member

Integration of HT 238 as Liberal Studies P6 World Culture

August 2018 - December 2018

**2017** Task Force Chair

WCU Hospitality and Tourism Management’s Social Media

September 2017 - May 2023

Task Force Member

Biltmore Park Partnership

May 2017 - August 2019

Task Force Member

Hospitality and Tourism Management Program Recruiter

March 2017 - May 2023

Task Force Member

College of Business Jobzology Assessment

October 2016 - October 2017

**Program Coordinator/Organizer**

**2022** Program Coordinator and Faculty Representative

Hospitality and Tourism Management B.S.B.A. Curriculum Redesign and presentation to University Curriculum Committee

August 2022 - May 2023

Internship Presentation Coordinator

North Carolina Center for the Advancement of Teaching (NCCAT)

June 2022 - May 2023

Faculty Advisor

The Swag Internship and Job Opportunities

April 2022 - May 2023

Program Coordinator

North Carolina Center for the Advancement of Teaching Partnership

January 2022 - May 2023

**2022** Coordinator

Hotel Cashiers Internship and Job Opportunities

May 2022

**2021** Program Coordinator

Virtelle Hospitality on-site faculty tour/meeting at new Element Hotel, Asheville, NC

August 2021

**2019** Workshop Co-Organizer

Hospitality and Tourism Management Board of Advisors Annual Meeting

September 2019 - May 2023

Program Co-coordinator

Hospitality and Tourism Management Curriculum redesign from B.S. to B.S.B.A.

Served as faculty representative for college curriculum presentation

February 2019 - May 2021

**2017** Program Co-coordinator

Biltmore Park Beer and Wine Events and Industry Certifications

May 2017 - April 2019

**2016** Hospitality and Tourism Management Internship Coordinator/Faculty Advisor

August 2016 - May 2023

**Committee Member**

**2022** CMAA Student Chapter

WCU crowdfunding to support students attending 2023 CMAA World Conference

October 2022 - May 2023

College of Business

Hospitality and Tourism Management Program Recruitment Strategies

September 2022 - May 2023

College of Business Collegial Review Committee

August 2022 - May 2023

**2021** Visiting Scholar Committee

August 2021 - May 2023

Faculty Search Committee - Hospitality and Tourism Management

January 2021 - April 2021

**2020** College of Business Dean's Search Committee

January 2020 - September 2020

Faculty Search Committee - Hospitality and Tourism Management

January 2020 - April 2020

**2019** High Hampton Partnership and Tuition Reimbursement Program

June 2019 - March 2021

School Director Search Committee

Marketing, Entrepreneurship, Sport Management, Hospitality and Tourism Management (MESH)

February 2019 - May 2019

**2018** College of Business Undergraduate Curriculum

August 2018 - June 2022

Faculty Search Committee - Hospitality and Tourism Management

June 2018 - December 2018

**2017** School Curriculum Committee – MESH

August 2017 - July 2019

WCU Lead Tourism Conference

January 2017 - February 2017

**2016** College of Business Dean's Faculty Advisory Committee

September 2016 - May 2018

**Faculty Advisor/Representative**

**2023** Faculty Representative

Harrah’s Cherokee Resort and Casino Recruitment meeting with Harrah’s HR representatives

May 2023

**2022** Faculty Representative/Guest Speaker

North Carolina Career and Technical Education Coordinator Summer Workshop

September 2022

Faculty Representative/Guest Speaker

WCU Board of Trustee's Annual Meeting - HTM Program/High Hampton Tuition Reimbursement

June 2022

**2020** Faculty Advisor

Eta Sigma Delta

January 2020 - December 2020

**2019** Faculty Advisor

Alpha Sigma Omega

September 2019 - May 2020

Faculty Advisor

Eta Sigma Delta

January 2019 - August 2019

**2018** Faculty Representative/Guest Speaker

North Carolina Center for the Advancement of Teaching, Cullowhee, NC

April 2018

Faculty Representative/Guest Speaker

Biltmore Farms Human Resources - Hospitality and Tourism, Asheville, NC

February 2018

**2017** Faculty Advisor

College of Business Open House - Hospitality and Tourism Management

March 2017 - May 2023

Faculty Representative/Guest Speaker

Buncombe County Human Resource Hospitality Association, Asheville, NC

September 2017

Faculty Representative - Presenter and moderator of breakout session

LEAD: Tourism Conference, Cherokee, NC

February 2017

**2016** Faculty Representative

Graduation, College of Business Graduation Faculty Member

December 2016- May 2023

Faculty Advisor

CMAA Student Chapter

August 2016 - May 2023

Faculty Advisor/Creator of the Hospitality Tourism Association Student Club

August 2016 - May 2021

Faculty Representative

State of Tennessee Department of Tourism Development and selected DMO Directors interactions

May 2016 – May 2017

## \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Professional Service

**2024** Committee Member

Sky City Blount County Maker Summit, Maryville, TN

August 2024 – May 2025

Committee Member

Hospitality Internships Academic Advisory Committee, Germantown, TN

June 2024 - present

Committee Member

Sky City Blount County Commissary Kitchen Exploration Committee, Maryville, TN

June 2024 – May 2025

Board of Advisors

Maryville City Schools, Maryville Junior High School, Career and Technical Education, Maryville, TN

April 2024 – May 2025

**2023** Committee Member

Tennessee Hospitality and Tourism Association Research Committee, Nashville, TN

“Building Foundations for Hospitality Workforce Development in East Tennessee”

December 2023 - present

Guest Speaker

UTK Retail, Hospitality and Tourism Management, Knoxville, TN – PhD. Career Opportunities

September 2023

Committee Member

Blount Workforce Advisory Collaborative, Maryville, TN

July 2023 – May 2025

**2021** Committee Member

Jackson County Tourism Development Authority Capital Project Fund, Sylva, NC

July 2021 - May 2023

**2020** Committee Member

Jackson County Tourism Development Association

Community and Visitor Engagement/Product and Experience Development Committee, Sylva, NC

May 2020 - May 2023

**2018** Partnership Meeting

North Carolina Center for the Advancement of Teaching, Cullowhee, NC

April 2018

Program Organizer

College of Business and Biltmore Farms Panel Forum, Cullowhee, NC

January 2018 - February 2018

**2017** Guest Speaker

Buncombe County Human Resource Hospitality Association, Asheville, NC

September 2017

Committee Member

Biltmore Park Wine/Beer Educational Events Meeting, Asheville, NC

August 2017

**2016** Committee Member

AB Technical Community College Articulation Agreement, Asheville, NC

October 2016 - August 2017

Committee Member

Hospitality and Tourism Career Pathways, Asheville, NC

October 2016 - May 2017

Board of Advisors

AB Technical Community College, Asheville, NC

September 2016 - May 2019

## Industry Partners Service – Senior Capstone Projects

**2023** Virtelle Hospitality, Asheville, NC.

**2022** Virtelle Hospitality, Asheville, NC.

**2021** 828 Printing and Escape Room, Sylva, NC.

Muse Knoxville, TN, Knoxville, TN.

**2020** Diaz Restaurant Group, Asheville, NC.

Asheville Rooftop Bar Tours, Asheville, NC.

Jack's 47, Asheville, NC.

**2019** Highland Brewing, Asheville, NC.

**2018** Whiteside Brewing, Cashiers, NC.

**Non-credit Instruction/Guest Lecturer**

**2018** Hayesville High School, Hayesville, NC

Biltmore Farms Human Resources, Asheville, NC

**2017** Murphy High School, Murphy, NC

Highlands School, Highlands, NC

Asheville Christian Academy, Asheville, NC

**2016** North Carolina Regional DECA Competition

**Reviewer – Academic Journals**

**2024** Journal of Hospitality and Tourism Management, Elsevier, Amsterdam

October 2024 - present

**2023** International Journal of Hospitality Management, Elsevier, Amsterdam

January 2023 - April 2023

**2022** International Journal of Hospitality Management, Elsevier, Amsterdam

January 2022 - September 2022

**2021** Journal of Hospitality and Tourism Management, New York, NY

April 2021 - August 2021

International Journal of Hospitality Management, Elsevier, Amsterdam

December 2021 - January 2022

June 2021 - July 2021

**Retail, Hospitality, Restaurant, and Tourism Management, UT Knoxville.**

**2014** Tennessee Tourism Toolkit Creation

State of Tennessee Department of Tourism Development

**2013, 2014** Hospitality, Restaurant, and Tourism Management Search Committee

Department of Retail, Hospitality, and Tourism Management

Graduate Student Advisory Board Representative

College of Education, Health and Human Services

Greater Knoxville Hospitality Association

Stars of the Industry Selection Committee Member

**2013** Research Presentation

UT Retail, Hospitality, and Tourism Management Board of Advisors

**2011** University of Tennessee

Hotel/Tourism Marketing Feasibility Study for local hotel

under the direction of Dr. Steve Morse, Director of Tourism Institute

Courtyard by Marriott Marketing Proposal – Senior Capstone - Team Leader

**Event Volunteer**

**2015, 2014** The Wines of the South

UT Conference Center

University of Tennessee, Knoxville, TN

**2015, 2014,** Non-Credit Beer and Wine Education Programs

**2013, 2012** Assistant to the event planner, Dr. Carol Costello

The UT Culinary Institute

University of Tennessee, Knoxville, TN

**2014, 2013** UT Gardens Gala

Assistant to the event planner, Dr. Carol Costello

Fundraiser for gardens’ student internship program and special projects

University of Tennessee Gardens

University of Tennessee, Knoxville, TN

**2013** Appalachian Spring Banquet

Assistant to the event planner, Dr. Carol Costello

Retail, Hospitality, and Tourism Fundraiser

University of Tennessee, Knoxville, TN

**2013, 2012,** UT Conference Center, Destination Imagination

**2011, 2010** Hotel Liaison

**2010** Emerald Youth Foundation

Event Planning/Fund Raising

## Media Contributions

**2024** Daily Times, Maryville, TN (September 2024, March 2024)

Maryville College Highland Echo (March 2024)

Maryville College Career Center Make Your Move Monday (January 2024)

**2023** Maryville College Marketing & Communications Interviews for Annual Reports, Newsletters, and President’s Report (April 2023 – May 2025)

Roof Gnome. (September 5, 2023)

**2021**  Zippia The Career Experts. (May 25, 2021)

**2020**  Wallet Hub. (August 5, 2020)

The Guide - Western North Carolina Events. (April 2020)

The Sylva Herald. (April 2020).

The Morganton News Herald. (April 2020)

Inside WCU. (March 2020)

**2019** Wallet Hub. (October 28, 2019)

**2018**  Wallet Hub. (June 27, 2018)

Wallet Hub. (June 18, 2018)

## GRANTS

**2024-2025** Parker Funds, Academic Conference Presentation, Maryville College, $2000, Funded.

Bonner Foundation Grant, Community Engagement Course Development, Maryville College, $1000, Funded.

Global Fellows Travel Study Leaders, Maryville College,

$200 and Study Abroad trip to Barcelona Summer 2024, Funded.

**2023-2024** Maryville College Professional Development Workshop Grant, $400, Funded.

**2022-2023** Carolina’s Foundation Grant, CMAA, $4000, Funded.

Carolina’s Student Chapter Grant, CMAA, $1000, Funded.

CMAA Student Chapter Grant, CMAA, $500.00, Funded.

**2021-2022** 2022 Higher Ed Pedagogy Conference, Professional Development Grant - Office of the Provost Academic Affairs, Western Carolina University, $1,000.00, Funded.

CMAA World Conference - Travel for Students, Student Government Association, Western Carolina University, $1036.00 Funded.

Intentional Learning Plan Grant - Attend CMAA World Conference, Office of the Provost, Western Carolina University, $3,000.00, Funded.

CMAA Student Chapter Grant, CMAA, $1,575.00, Funded.

Intentional Learning Plan Grant for CMAA Student Chapter, Office of the Provost, Western Carolina University, $20,000.00, Funded.

**2020-2021** CMAA Student Chapter Grant, CMAA, $1,000.00, Funded.

CMAA Chefs of the Carolinas, CMAA - Carolinas Club Foundation, $1,200.00, Funded.

**2019-2020** HTA Club - SeaTrade World Conference - Travel for students, Student Government Association, Western Carolina University, $8,755.00, Funded.

CMAA Chefs of the Carolinas, CMAA - Carolinas Club Foundation, State, $750.00, Funded.

Intentional Learning Plan Grant, Office of the Provost, Western Carolina University, $1,250.00, Funded.

Intentional Learning Plan Grant for HTA Club, Office of the Provost, Western Carolina University, $2,000.00, Funded.

**2018-2019** Chancellor's Travel Fund, Western Carolina University, $1,200.00, Funded.

CMAA Student Chapter Grant, CMAA, $1,200.00, Funded.

5th World Research Summit for Tourism and Hospitality, Chancellor's Fund, Western Carolina University, $1,200.00, Funded.

**2017-2018** CMAA Student Chapter Grant, CMAA, $500.00, Funded.

Chancellor's Travel Fund, Western Carolina University, $1,190.00, Funded.

## TECHNICAL SKILLS

**Relevant Technical Skills (not limited to):**

* Canvas
* Blackboard
* Microsoft Office 365
* Microsoft Teams
* Mindomo
* Mentimeter
* Padlet
* Prezi
* Google Suites
* Adobe
* Zoom
* Navigating social media platforms (LinkedIn, Facebook, Instagram)
* ChatGPT
* Co-Pilot
* Data Analyis
* Project Management