

Heidi Toprac

Telephone: (512) 471-1538 • E-mail: heidi.toprac@mcombs.utexas.edu

EDUCATION

The University of Texas at Austin

Texas Executive Management and Leadership Program
Master of Business Administration

December 2018
May 1991

The University of Minnesota, Twin Cities

Bachelor of Science in Business

June 1985

ACADEMIC POSITIONS

The University of Texas at Austin, McCombs School of Business

Distinguished Senior Lecturer
Senior Lecturer
Lecturer

2019 to present
2012 to 2019
2003 to 2012

TEACHING EXPERIENCE

FIN 320F Foundations of Finance (Spring 2003 to present). FIN 320F is offered to any student who is not enrolled in McCombs. It is a required course for the certificate and minor in the Business Foundations Program (BFP). Have taught 82 face-to-face sections, in classes averaging 250 students per section, reaching more than 20,000 students in this class alone.

- Served as faculty director for the inaugural “Semester Plus: BFP in Mexico City” study abroad program (Summer 2017).
- Created and taught online version of FIN 320F for University Extension (Summer 2012, 2013 and 2014).

FIN 357 Business Finance (Summer 2012 to present). This is the core Finance course required of all business majors. The course is standardized across all sections.

- Proposed, developed and taught the first Maymester course offered by McCombs: FIN 357 in Athens, Greece (Spring 2017-present).

B A 353-WB Internship in Business (formerly FIN 353, Fall 2005 to present). Every undergraduate in McCombs must complete an experiential learning course to earn their degree. The majority (approximately 900 students per year) fulfill this requirement by enrolling in B A 353 while participating in a professional internship experience.

ENM 384 Engineering Economics (Fall 2017 to present). Appointed by the Cockrell School of Engineering to teach this graduate-level course in the Texas Engineering Executive Education (TEEE) Master of Engineering Management Program.

HDF 322 Personal and Family Finance (Spring 2020). Appointed by the College of Natural Sciences to improve personal financial literacy among undergraduates.

Business Plan Development for the Video Game Industry (Summer 2016). Appointed by the Moody College of Communication to co-teach in the UT Austin | Portugal summer institute at FEUP, the engineering school at the University of Porto.

HONORS AND AWARDS

The Texas 10 (2018). Recipients are selected by the *Alcalde* magazine from nominations by alumni. The award is given to “professors that their former students, upon reflection and with the benefit of hindsight, consider to have made a lasting impact on their lives.”

Certificate of Recognition (2017 and 2018). Recognized by the US Department of the Treasury “for outstanding public service contributed to your community through the Volunteer Income Tax Assistance (VITA) program.”

Certificate of Appreciation (2016). Received from the Beta Kappa chapter of Sigma Delta Pi. The certificate stated, “In recognition for your inspiring pursuit of education. Your devotion to challenging and guiding University students is invaluable. Our appreciation for your hard work and dedication in teaching cannot be overstated.”

CBA Foundation Advisory Council Award for Teaching Innovation (2016). The recipient is chosen by a committee appointed by the Dean of the McCombs School of Business. The award is given to a faculty member who implemented innovations that improved teaching effectiveness and made the educational experience more relevant and meaningful for students.

Hank and Mary Harkins Foundation Award for Effective Teaching in Large Undergraduate Classes (2011). The recipient is chosen by a committee appointed by the Dean of the McCombs School of Business. The award honors a faculty member who has “demonstrated effective and innovative teaching through use of multi-media or special materials and who motivates and inspires students.”

Hank and Mary Harkins Foundation Award for Effective Teaching in Large Undergraduate Classes (2010). Finance department nominee.

Texas Exes Teaching Award (2009). Recipients are selected solely by students, as coordinated by the Senate of College Councils. The award recognizes “individuals whose commitment to students had an effective, positive influence on the educational experience and lives of those they teach.”

Shining Star Award (2004). Selected by the Students Taking Active Roles in Society (STARS) student organization for “exemplary and inspirational teaching.”

GRANTS

Received a grant of \$32,000 from the **Investor Protection Trust** to expand the investor education aspects of the *Bevonomics* program during the 2010-2013 academic years.

Received a permanent grant of a remote student response system valued at \$5,000 from i>clicker, a division of **Macmillan Publishing**, for the *Bevonomics* program (2011).

SERVICE

Director, BBA Internship Program, McCombs School of Business 2010-present **Internship Coordinator, Department of Finance 2005-2010**

Was appointed by the Associate Dean to coordinate the internship program for all McCombs undergraduates. Develop and manage the curriculum and related business processes, promote the course as a leading example of experiential learning, and serve as an information resource to others inside and outside the University.

- Developed a webinar for the University of Texas System to demonstrate the McCombs B A 353 platform, processes and curriculum (2019).
- Coordinated with colleagues in McCombs and Moody to develop the internship course for the new UTNY program. (2019).
- Founded and hosted University-wide symposia to share best practices in improving the undergraduate experience and increasing student success. (2015 and 2018).
- Streamlined processes and standardized curricula to improve enhance the student experience. Reduced annual program expenses by \$30,000 (2010-present).

Course Coordinator, FIN 357, Department of Finance 2017-present

Promote cooperation, collaboration, and communication among faculty. Define learning outcomes, develop the course calendar, write the syllabus, write and coordinate common exams, set up the online homework system, develop cases, integrate new faculty, provide coverage during faculty absences. Write study materials for, and meet weekly with PLUS participants. Work with authors and editors to ensure accuracy and efficacy of the textbook and ancillary materials. Conduct statistical analysis of course outcomes.

- Deployed online adaptive learning tool to promote student success (2020).
- Updated the curriculum to include personal finance topics (e.g. mutual funds, retirement planning) critical to students' long-term success (2019).
- Integrated the Sanger Learning Center's PLUS (Peer Led Undergraduate Study groups) Program to improve student success (2018).
- Incorporated the iClicker Student Response system into the curriculum to enhance student engagement and improve student outcomes (2017).

Provost's Teaching Fellows 2020-present

Was selected for this four-year appointment by representatives of the Office of the Executive Vice President and Provost. My service project will focus on personal financial literacy.

Tax Preparer & Client Liaison, Austin Community Tax Centers 2017-2018

The Community Tax Centers provide free tax preparation services to low income earners.

- Certified as a volunteer tax preparer in the Internal Revenue Service's VITA (Volunteer Income Tax Assistance) program.
- During each tax season, our team prepared approximately 20,000 tax returns and generated \$34 million in tax refunds for low income Austinites.

Trustee, Texas Student Media 2013-2016

Appointed by President Powers and re-appointed by President Fenves to serve as a trustee on the Texas Student Media (TSM) Board of Operating Trustees. TSM is the parent organization of *The Daily Texan* newspaper, *The Cactus* yearbook, KVRX 91.7 FM radio station, TSTV television station, and *Texas Travesty* satirical newspaper.

- Provided educational opportunities for students. Established and maintained controls and procedures; controlled the \$1 million annual budget.
- Served on the executive committee, the election committee, the handbook committee, and the Cactus Standout Awards selection committee.

Presenter, Bevonomics, Office of Student Financial Services

2009-2013

Designed and delivered University-wide workshops on personal financial literacy as part of the *Bevonomics* program, sponsored by the Office of Student Financial Services.

- Developed a series of workshops, funded by the Investor Protection Trust, and supported by the Texas State Securities Board.
- By a unanimous vote on November 3, 2009, the University's Student Government passed a resolution which applauded the *Bevonomics* program and called for its promotion and future growth.

Additional Service

Additional Service to Students

Guest Speaker (2013 to 2019). Numerous Freshman Interest Groups (FIGs).

Faculty Guest (March 2020). Tejas Independence Day Breakfast. Tejas Club.

Faculty Guest (November 2019). McCombs Success Scholars Open House, hosted by Assistant Dean Arthur Allert

Faculty Guest (March 2019). Women's Faculty Appreciation reception, Senate of College Councils.

Interviewee (March 2019). [Calculator Rentals](#). Bonny Chu, *The Daily Texan*.

Product Evaluator (January 2018 to May 2019). Served as a pilot class for Coil, an application developed by two University students.

Faculty Judge (November 2018). Asian Business Students Association and Management Information Systems Association Startup Simulation.

Interviewee, (October 2018). [Follow McCombs' Internship Lead](#). James Treuthardt, *The Daily Texan*.

Faculty Supporter (April to October 2018). "Supervised Teaching," Moody College of Communication PhD student Qinyan (Vanessa) Gao.

Faculty Judge (April 2018). Asian Business Students Association, Delta Sigma Pi Business Fraternity, and Hispanic Business Student Association Case Competition.

Team Sponsor and Participant (April 2018 and 2016). Longhorn Run, Student Government and Recreational Sports.

Faculty Judge (March 2016). University Finance Association Case Competition.

Faculty Judge (January 2016). Mr. McCombs Talent Competition, benefitting the Capital Area Food Bank.

Faculty Judge (November 2014). BA 151 Honors Lyceum Case Competition.

Product Evaluator (Spring 2013). Served as a pilot class for Hoot.me, an application developed by a McCombs student and partners.

Subject Matter Expert and Student Advisor (Fall 2012). ADV 353 Media Law & Ethics.

Panelist (April 2012). Women in Business Association.

Guest Speaker (February 2010). Big XII Conference on Black Student Government.

Faculty Advisor and Judge (Spring 2009). Roden Scholars Case Competition.

Faculty Judge (Fall 2007). Business Foundations Program Business Fair.

Guest Speaker (Fall 2007). University Investors Association.
Plan II Second Reader (Spring 2006). Courtnay Manford, "Every Energy Has a Cost: A Cost-Benefit Analysis of Wind Energy and Nuclear Power."

In addition to service to students listed above, I have attended numerous luncheons and dinners hosted by student organizations and athletic teams, provided one-on-one academic and career counseling, reviewed and edited student resumés, and written hundreds of letters of recommendation to accompany students' applications for various scholarships, awards and undergraduate and graduate programs.

Additional Service to the Department of Finance

FIN 357 Oversight Committee (2017 to present).
FAP/REIT Selection Committee (2016 to present).
Recruiter (November 2016). Fall 2016 Major Fair at the Ronald Reagan High School Chapter of Mu Alpha Theta National Mathematics Honor Society, San Antonio.
Canvas Pilot User (Spring 2013). Canvas Learning Management System.
Subject Matter Expert (October 2012). Personal finance lecture materials, Cesare Fracassi while he was a visiting Assistant Professor at Wharton.

Additional Service to the McCombs School of Business

Presenter (August 2020). Led (along with Steve Kachelmeier) a coffee chat to share information with McCombs faculty about new technologies in the classroom, hosted by Prabhudev Konana, Associate Dean of Instructional Innovation.
Interviewee (February 2020). Was interviewed for an article in McCombs Magazine about the different innovative technologies that faculty use in the classroom. Publication was delayed by the pandemic.
iClicker Consultant (November 2019). Provided a brief training session on the iClicker handheld response system to Dean Jay Hartzell in preparation for a Dean's Advisory Council meeting.
Panelist (August 2019). Promotion, Tenure and Endowments Panel, McCombs Faculty Retreat, Dean Jay Hartzell.
Contributor (March to April 2019). Mulva Hall Space Assessment and Utilization Study.
Faculty Recruiter (April 2019). Wrote welcome postcards to encourage historically underrepresented freshmen to enroll. BBA Program Office.
Faculty Volunteer (September 2018 to present). "Eyes on Teaching at McCombs," Prabhudev Konana, Associate Dean of Instructional Innovation.
Faculty Supporter (August 2018 to April 2019). "The Drivers Exercise," Provost's Teaching Fellows, Clint Tuttle.
Faculty Guest Speaker (April 2018). "iClicker," B A 324 Faculty Meeting.
Guest Speaker (April 2018). Instructional Technologies Workshop, Prabhudev Konana, Associate Dean of Instructional Innovation.
Faculty Participant (November 2017). "Improving Learning Outcomes Through Pedagogy," Prabhudev Konana, Associate Dean of Instructional Innovation.
Guest Speaker (September 2017). "Faculty Face Time."
Contributor (August 2017). NTT Task Force, Kristina Zvinakis.
Faculty Interviewer (August 2017 and August 2016). MS Mock Interviews.
Faculty Contributor (February 2016). AACSB Re-accreditation Interview.
Faculty Recruiter (Fall 2015). Faculty Call Project.

Faculty Recruiter (March 2015). “Best of McCombs.”
Guest Speaker (November 2014). “BBA Internships,” McCombs Advisory Council.
Guest Speaker (October 2014). Instructional Technology Video, “Hoot.me.”
Committee member (Spring 2013). BFP Online.
Faculty Recruiter (November 2012). “Best of Texas.”
Internship Coordinator (Spring 2012). B A 353H Internship in Business Honors.

Additional Service to the University

Focus Group Participant (June 2020). Participated on a faculty focus group organized by the Center for Health Communication at the Moody College of Communication and Dell Medical School to determine the most effective ways to communicate about COVID-19.
Eyes on Teaching (February 2020). Served as a volunteer to “help strengthen the culture of teaching at UT Austin by providing an opportunity for faculty to visit other classrooms and observe different teaching styles and learning environments.” Provost’s Teaching Fellows, Office of the Executive Vice President and Provost.
Experiential Learning Ambassador (November 2019 to January 2020). Evaluated grant proposals from University faculty to develop undergraduate experiential learning opportunities. Experiential Learning Initiative, Office of the Executive Vice President and Provost.
Guest Speaker (April 2019). Promotion and Tenure Panel, Faculty Women’s Organization and the Center for Women’s & Gender Studies.
Global Engagement Branding Focus Group (February 2019). Office of the Provost.
Guest Lecturer (November 2016). FA 383 Arts Management, Dr. Matthew Hinsley.
Faculty Contributor (August to November 2016). Copyright Infringement Project.
Faculty Contributor (September 2016). MyUT Development Project.
Faculty Contributor (February to March 2016). Classroom Response System (CRS) Selection Project.
Participant (March 2016). University Faculty Gender Equity Council, Climate Committee Focus Group.
Guest Speaker (November 2014). Presidential Achievement Scholarship Welcome Celebration, Office of the Provost.
Faculty Contributor (August 2010 to May 2011). Blackboard Replacement Project.
Guest Lecturer (April 2004 and April 2006). Controls Laboratory, Department of Aerospace Engineering and Engineering Mechanics, Dr. Robert Bishop.

Additional Service to the Community

Scholarship Evaluator (March to April 2019). Served on the Texas Exes Scholarship Review Committee, which reviewed over 800 scholarship applications to select ten recipients of \$2,000 scholarships from the Austin chapter of the Texas Exes alumni organization. Cade Jobe, Scholarship Chair, Texas Exes Austin Chapter.
Contributor (December 2018). “Best Credit Cards for College Students,” Wallet Hub.
Contributor (November 2014 and April 2015). Wallethub.
Guest Speaker (January 2013). Advise Texas College Advising Corps.
Guest Speaker and Advisor (Summer 2009). Game On!, Austin Independent School District and Advanced Micro Devices.
Consultant (January 2008 to December 2009). Vertive, Inc. (now part of Ziff Davis).

Other Academic Service

Author (September to December 2019). Reviewed and revised the test bank to accompany Corporate Finance: Core Principles and Applications, 6th edition, by Ross, Westerfield, Jaffe, and Jordan, (2020), McGraw-Hill Education, incorporating the changes in the new edition (notably, the Tax Cuts and Jobs Act of 2017).

Reviewer (April 2019). Fundamentals of Corporate Finance, 12th edition, by Ross, Westerfield, and Jordan, McGraw-Hill Education.

Reviewer (September 2012). "The Attitude of Students Toward Classroom Response Systems in Higher Education," *Educational Technology Research & Development*.

Reviewer (January to May 2012). Pearson's Corporate Finance Online.

Reviewer (May 2011). M:Finance, by Cornett, Adair and Nofsinger (2012), Macmillan.

Reviewer (April to December 2009). CFIN, by Scott Besley (2010), Cengage.

OTHER PROFESSIONAL EXPERIENCE

Dell Computer Corporation (Austin, Texas and Penang, Malaysia) **1993-2001**

Senior Manager and Ethics Director, Business Conduct Office

Maintained, communicated and enforced Dell's Code of Conduct.

- Developed interactive, scenario-based online ethics training courses for all managers. Worked with CEO Michael Dell to ensure 100% employee participation.
- Conducted orientation sessions for 50-250 new employees each week. Provided periodic training to various finance employees regarding Federal Sentencing Guidelines, Foreign Corrupt Practices Act and other areas of law. Participated in defining the scope of compliance-related audits.

Senior Information Technology Manager, IT Asset Management

Initiated and managed programs to reduce the cost of acquiring, using, maintaining, and retiring Dell's IT assets. Frequently invited to present Dell's approach to managing the "Total Cost of Ownership" during executive briefing sessions with major clientele.

Senior Finance Manager, Dell Financial Services

Established the accounting function for Dell's first joint venture and first foray into leasing. Developed accounting policies and processes, created financial reports, hired, trained and taught lease accounting concepts to accounting employees.

Senior Project Manager, Treasury

Drove improvements in the corporation's cash conversion cycle, which dropped from 40 days at the beginning of the fiscal year to an industry-leading 4 days by year's end.

Acting Finance Director, Asia Pacific Customer Center (APCC)

Selected by the Corporate Controller to lead a cross-cultural finance team during the start-up phase of Dell's Asia Pacific operations, headquartered in Penang, Malaysia.

- Defined financial reporting requirements and processes to accommodate the multi-country, multi-currency, multi-language environment.
- Received a VP award for "outstanding contribution to the APCC."

Program Manager, Internal Audit

Identified risks related to process effectiveness and efficiency for various functional areas and business processes. Served as the liaison between the European and US audit teams.

Finance Manager, Asset Recovery Business (ARB)

Established policies and practices to ensure control of assets and timely and accurate financial reporting for a newly-created \$50M business unit. Coordinated preparation of strategic plans, operating forecasts, capital budgets and internal financial reports.

- Reduced quarterly book-to-physical inventory write-downs from 15% to less than 1% of COGS through improved processes and controls.
- Received a VP award for being “invaluable to the launch of the ARB.”

Texas Instruments (Dallas, Boston, Munich)

1991-1993

Service Control Analyst, Peripheral Products Division

Negotiated service level agreements, defined processes and measured performance of Customer Service and Field Service operations.

Financial Analyst, Control Management Program

Provided finance- and accounting-related internal consulting services. Taught Activity Based Costing (ABC) courses in Dallas, Boston, and Munich.

Five Star Travel (Austin)

1989-1991

Accounting Manager (*part-time while in graduate school*)

Performed all accounting and cash management functions. Reduced receivables collection period by 12 days and bad debt write-offs by 70%.

Dayton Hudson (a division of Target Corporation, Minneapolis)

1982-1989

Ticket Office and Travel Service Accounting Manager

Supervised reporting and analysis for two subsidiaries of what was, at that time, the nation’s 5th largest retailer.

Senior Property Accountant

Supervised capital project accounting.

Property Accountant

Budgeted, paid, reconciled and reported lease expenses and sales, use, and property taxes.

Credit and Customer Service Supervisor (*part-time while in college*)

Resolved customer issues. Managed cash drawer. Reconciled daily store receipts.