

STEPHEN MARC WALLS

CURRICULUM VITAE

Education

- 2019 UT Austin Executive Management & Leadership Program
- 2009 PhD – Educational Psychology – University of Texas at Austin
Postsecondary Education & Higher Education Administration
- 1996 MBA – University of Texas at Austin
Marketing & Technology Change Management
- 1992 BBA – Texas A&M University
Marketing

Academic/Staff Positions

- 2017-Present Director, Career Accelerator Programs & Instructional Innovation,
McCombs School of Business
- 2002–Present Senior Lecturer, Department of Marketing, UT Austin
Programs: *BBA/BHP, Foundations, MSM, MSITM, MSTC, MBA, EMBA*
Courses: *Principles of Marketing, Design Thinking, Foundations of Marketing, Digital Marketing, Brand Management, Customer Strategy and Practicum for Marketing Fellows, and Advanced Marketing Management*
- 2014-2017 Deputy Director – TEXAS Extended Campus
Major Programs: *UT High School, OnRamps, Testing and Evaluation Services, University Extension, Center for Professional Education, Petroleum Extension, Informal Classes, Osher Lifelong Learning Institute, Thompson Conference Center*
- 2007-2009 Education Consultant, Clinical Education Center, UT Austin
- 2006-2007 Assistant Instructor, Department of Educational Psychology, UT Austin

Service

- Council for LGBTQA+ Access, Equity, & Inclusion – Provost Office – 2019-Present
- McCombs Centers & Initiatives Task Force, 2019-Present
- McCombs Diversity & Inclusion Committee, Staff Sub-Committee Chair, 2018-2019
- Marketing MBA Curriculum Committee, 2018-Present
- UT Austin Continuing and Professional Education Committee, 2017-Present
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Curriculum Vitae

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L'Oreal Brandstorm Faculty Sponsor, 2012-Present

Marketing BBA Undergraduate Curriculum Committee, 2010-Present

MBA Deloitte Case Challenge Judge, 2017

Instructor, McCombs Future Executive Academy, 2015-2017

Director, McCombs Future Executive Academy, 2008-2014

Provost Online Policy Task Force, 2016

Target Your Future Panelist, 2012, 2013, 2014

Rowling Hall Design Committee, 2013-2016

MBA Diversity Forum Academic Session Guest Lecturer, 2012, 2014

McCombs Family Weekend Panelist, 2012-2014

BHP Case Competition Judge, 2012

Honors Colloquium Faculty Presenter, 2012-2013

McCombs Classroom Technology Consultation Dean's Committee, 2012

Moderator, McCombs Executive Summit, 2012

McCombs Executive Summit Panel Moderator, 2012

Faculty Advisor, GBLTQA Business Student Association, 2011-2014

Supervisor for numerous Plan II senior thesis reports

Supervisor and Second Reader for several Bridging Disciplines reports

Supervisor and Second Reader for several Engineering Management Master Thesis and Project Reports

Panelist, McCombs Diversity Panel, 2010

Marketing Challenge Director, McCombs Future Executive Academy, 2007

Marketing Coach, McCombs Future Executive Academy, 2004-2006

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Awards and Honors

Nominee for Hank & Mary Harkins Foundation Award for Teaching in Undergraduate Classes
- 2010, 2011, 2012, 2013, 2014

Orange Jackets Teaching Appreciation – 2012, 2013

Texas Blazers Faculty Excellence Award – 2009, 2012

BBA Faculty Honor Roll - 2010

Senior Send-Off Favorite Professor – 2008 & 2010

MBA Faculty Honor Roll – 2003 & 2004

Outstanding Elective Instructor Nominee

Selected Academic & Industry Presentations

Design Thinking Programs & Seminars – MS–Healthcare Transformation, Texas Executive MBA, Dell/EMC, Texas Real Estate Association, and others.

Walls, S. (2017, March). Challenges & Opportunities of Managing & Marketing to Millennials. Invited address at the National Association of Professional Mortgage Women.

Walls, S. (2016, January). *Tomorrow's Customers*. Invited address at the Women's Chamber of Commerce of Texas Monthly Meeting.

Branding & Innovation Consulting Project with 3TV, Phoenix BELO Station, 2012

Moderator, Inaugural StartOut Austin Entrepreneurial Panel, 2012

Walls, S. (2012, October). *Your Brand Community: Gather Your Groupies*. Invited address at the Money and Power Conference sponsored by the Women's Chamber of Commerce of Texas.

Walls, S. (2012, August). *Critical Trends in Marketing, Media, & Technology*. Invited address at the Texas Association of Broadcasters Annual Convention.

Walls, S. (2012, March). *Business Trends You Need to Know to Surf a Choppy Economy*. Women's Chamber of Commerce of Texas.

Walls, S. (2012, February). *Comprehensive Marketing Planning*. Full-day seminar conducted at the Independent College Bookstore Association Annual Conference.

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- Walls, S. (2011, June). *Branding with Intention*. Invited address at the Belo General Managers' Annual Meeting.
- Walls, S. (2010, October). *Tomorrow's Customers*. Invited address at the Money and Power Conference sponsored by the Women's Chamber of Commerce of Texas.
- Walls, S. (2010, February). *Comprehensive Marketing Planning: Making Every Interaction More Intelligent*. Invited address at the Independent College Bookstore Association Annual Conference.
- Walls, S. (2009, May). *Generation Y: As Consumers and Coworkers*. Invited address at the Institute of Management Accountants, Austin Area Chapter Quarterly Meeting.
- Walls, S. (2008, April). *Tomorrow's Customers: Connect!* Invited address at the Money and Power Conference sponsored by the Women's Chamber of Commerce of Texas.
- Walls, S. (2006, September). *Branding - A Reflection of Core Values*. Invited address at KVUE, Austin, TX.

Selected Research Publications & Presentations

- Cestone, C., Shaw, S., Walls, S., Svinicki, M. (in press). *Crossing Interprofessional Education (IPE) Boundaries: An IPE delivery model for the health sciences and beyond*. Medical Education.
- Shaw, S. M., Cestone, C. M., Walls, S. M., & Svinicki, M. D. (2010). Crossing interprofessional education (IPE) boundaries: An IPE delivery model for the health sciences and beyond. Paper presented at the annual meeting of the American Educational Research Association, Denver, CO.
- Shaw, S., Walls, S., Dacy, B., Levin, J., Robinson, D. (2010). *A follow-up note on prescriptive statements in nonintervention research studies*. Journal of Educational Psychology, 102, 982-988.
- Walls, S., Kucsera, J., Walker, J., Acee, T., McVaugh, N., Robinson, D. (2010). *Podcasting in education: Are students as ready and eager as we think they are?* Computers and Education, 54, 371-378.
- Roberts, R., Kucsera, J., Walker, J., Walls, S., and Svinicki, M. (2007). Coping with mistakes in the classroom. Poster presented at the 2007 Annual POD Network in Higher Education Conference. Pittsburgh, Pennsylvania.

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- Walls, S., Shaw, S., Daniels, S., Lee, S., Sweet, M., & Robinson, D. (2007, April). *Effects of Team-Based Competitive Rewards on Achievement & Academic Perceptions*. Invited paper presented at the annual meeting of the American Educational Research Association, Chicago, IL.
- Sweet, M., Roberts, R., Walker, J., Walls, S., Kucsera, J., Shaw, S., Riekenberg, J., and Svinicki, M. (2007). Grounded theory research in faculty development: The basics, a live example, and practical tips for faculty developers. *To Improve the Academy*, 26, 89-105.
- Sweet, M., Mendiola, R., Walker, J., Walls, S., Kucsera, J., Shaw, S., Riekenberg, J., Svinicki, M. (2006, October). *Learning How Faculty Perceive Teaching Mistakes: Case Study in Qualitative Research*. Invited workshop presented at the annual meeting of the Professional & Organizational Development Network in Higher Ed., Portland, OR.
- Mendiola, R., Walker, J., Sweet, M., Walls, S., Kucsera, J., Shaw, S., Riekenberg, J., Svinicki, M. (2006, August). *Coping with Mistakes: A Window into Teacher Self-Efficacy*. Invited poster presented at the annual meeting of the American Psychological Association, New Orleans, LA.

Research Experience

- 2009-2011 Research on Sense of Entitlement in Education, University of Texas
- 2006-2009 Research on Podcasting Uses in Education, University of Texas
AERA – Paper Presentation, 2008 Conference, New York, NY
- 2005-2009 Research on Faculty Goals in the Classroom, University of Texas
SERA – Paper Presentation, 2007 Conference, San Antonio, TX
APA – Poster, 2006 Conference, New Orleans, LA
POD – Symposium, 2006 Conference, Portland, OR
- 2006-2008 Research on Community in the Classroom, University of Texas
AERA – Paper Discussion, 2008 Conference, New York, NY
- 2006-2008 Research on Epistemological Beliefs and Motivations, University of Texas
AERA – Paper Discussion, 2008 Conference, New York, NY
- 2005-2006 Research on Team-Based Learning, University of Texas
- 2005-2006 Research on Competition among Academic Teams, University of Texas
AERA – Paper Discussion, 2007 Conference, Chicago, IL
- 2005-2006 Research on Causal Statements in Educational Research, University of Texas
AERA – Paper Discussion for the 2008 Conference, New York, NY

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Industry Experience

Upstream Thinking Marketing Communications & Customer Experience Designer

Dell, Inc Senior Project Manager for Process & System Improvement

Vignette Critical Situations Management – Customer Care

ibooks.com Client Services & Creative Development

American Airlines Compensation & Organization Design

Walmart Associate Buyer