

SHAWNA J. ADAMS, PHD

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PROFILE

Adjunct business instructor with over three years of experience interested in furthering commitment to teaching through an assistant professor role. Professional and teaching focus on marketing, strategic management, and entrepreneurship. Before completing PhD at Walden University, worked as a senior analyst for Capital Area Ventures supporting start-up technology firms seeking investment and business development resources. Developed an interest in sharing business experience and knowledge of entrepreneurship through higher education teaching, and followed that passion to teach at several DC-area universities, including George Washington University, Howard University, and George Mason University.

AREAS OF EXPERTISE

Business Education, Lesson Planning, Academic Research, Department Planning, Curriculum Design, Evaluation and Assessment

EDUCATION

PhD in Management

Walden University | 2016

Dissertation: *Forecasting Demand for New Products and Businesses: Innovating Existing Forecasting Models for Optimal Performance at Start-Up Organizations*

Master of Business Administration

Howard University | 2012

Bachelor of Science in Marketing

University of Maryland - Robert H. Smith School of Business | 2006

ACADEMIC AND RESEARCH EXPERIENCE

Adjunct Instructor

George Washington University | Washington, DC | 2020 - Present

Lead courses for undergraduate business students. During the Fall 2020 semester, led a course for the school's first class of online MBA program students, gaining insight into the demands and challenges of online education.

Courses Taught: Introduction to Marketing (Fall 2020 - Present), New Product Development (Spring and Summer 2020), Strategic Management (Spring 2021)

Lecturer

Howard University | Washington, DC | 2018 - Present

Invited as an alumnus of HU to lead courses for undergraduate and MBA students on entrepreneurship. Collaborated with College of Arts & Sciences in Fall 2019 to compose a series of lectures on social issues facing African-American businesspeople.

Courses Taught: Fundamentals of Entrepreneurship (Spring 2019), Undergraduate Seminar Series: "African-American Studies in the Business World" (Fall 2018)

Adjunct Professor

George Mason University | Fairfax, VA | 2016 - 2018

Taught undergraduate and executive education courses in marketing during the 2017- 2018 academic year. Selected to create an elective summer workshop focusing on consumer behavior for undergraduate marketing students.

Courses Taught: Marketing Statistics (Fall 2017 and Spring 2018), Executive Management (Winter 2016), Consumer Behavior (Summer 2016)

Doctoral Research Assistant

Professor Sonia Dhaliwal | Charlottesville, VA | 2014 - 2016

Conducted data collection and models for Prof. Dhaliwal's research on consumer behavior measurement. Personal contributions were cited in her publication to The Journal of Consumer Marketing in 2016.

PROFESSIONAL EXPERIENCE

Senior Analyst

Capital Area Ventures | Washington, DC | 2012 - Present

Promoted to senior level position after completion of MBA. Evaluated \$30m of potential investment projects in the technology sector. Worked closely with start-up organizations to evaluate company viability, financial outlook, and develop business strategy plans for approved projects. Presented findings to executive board for approval, often supporting with an informed recommendation for action. Spearheaded a partnership with the Virginia Technology Center in 2014 to connect with new companies and provide them with early-round investment resources.

Analyst

Capital Area Ventures | Washington, DC | 2009 - 2012

Conducted market outreach to build connections with high-growth businesses which would be a good fit for the firm. Consulted with clients to understand their strategies, products, and outlooks, and supplied recommendations to investors for further consideration.

Consultant

Berkham and Associates | Arlington, VA | 2006 - 2009

Part of a consulting team evaluating marketing projects and strategies for large-scale firms. Instrumental in meeting with clients, collecting data, and developing models for senior consultants.

PUBLICATIONS

Dhaliwal, S., **Adams, S.**, Preston, R. "Measuring the influence of location in purchase decisions using smartphone technology". *The Journal of Consumer Marketing*, 127 (January 2018): 61-66.

Dhaliwal, D., **Adams, S.**, Bornat, I., Franklin, P. "Scalable management solutions for start-up organizations: A case study in collaboration with the Virginia Start-Up Consortium". *Entrepreneurship*, 26 (March 2016): 24-32.