

Julie L. Woeste

PERSONAL ATTRIBUTES

An experienced leader and teacher in both academia and industry. Able to organize, communicate and work effectively with a wide range of audiences.

EDUCATION

2008 – 2010 MBA, Entrepreneurship, University of Dayton
2007 – 2008 Butler Tech Leadership Program, Butler Technology & University of Dayton
2006 – 2008 BS, Highest Distinction, Organizational Management, Nyack College
2002 – 2006 State of Ohio Department of Education Professional License, Wright State University
1977 - 2002 Darden Executive Development Program, University of Virginia & Banc One University

Certifications & Licenses

- Certification, True Colors International
- State of Ohio Department of Education Professional License: Career Technical (4-12) Marketing, Business & Management Education & Marketing Technology
- Certified Praxis Mentor
- Certified Trainer, Senn-Delaney Leadership Consulting Group, CA
- Cohen Brown Sales Facilitator and Leader, Cohen Brown Management Group, CA
- Preferred Lender, U.S. Small Business Administration
- Certificate, Advanced Credit Education, Banc One
- Coach, Business Etiquette
- Personal Financial Planner

ACADEMIC EXPERIENCE

University of Dayton – Dayton OH

2013 – Present **Lecturer**, School of Business

2015- Present **Course Coordinator**, Introduction to Business

Courses taught include undergraduate business and marketing curriculum, utilizing on-line teaching working with small and large classroom instruction.

Business Education Planning, BIZ 101

Principles of Marketing, MKT 301

Introduction to Business, BIZ 100

Introduction to Business, BIZ 102

Served as Course Coordinator for new course development for first year business students. Responsibilities included working across all School of Business departments to identify and develop learning objectives and course content. Coordinated and edited customized textbook. Recruited, interviewed 11 potential adjunct faculty. Conducted training and worked closely with 8 faculty members and 20 Peer Advisors to develop and deliver constant student learning experience in all Introduction to Business courses. Organized guest speakers to compliment course content. Implemented new assignments and processes to include BWISE, ProctorU, Excel and focus on active learning activities into course(s). Maintained above average student reviews while instructing 738 students in calendar year 2016.

2010 – 2013 **Adjunct**, School of Business

Courses taught include undergraduate business, marketing and entrepreneurship curriculum, utilizing on-line teaching and new course development.

Business Education Planning, BAI 150

Business Integration Experience, BAI 151

Principles of Marketing, MKT 301

Entrepreneurial Marketing, MKT/MGT 420

2008 – 2013

Communications Manager, Information Technologies

Responsibilities include development, management and marketing of IT projects and initiatives. Major communication and training projects include implementation of campus wide ERP system, education of new community portal and conversion of new Gmail system. Training activities includes both large and small group presentations to students, faculty and staff business units. Daily activities support the education of evolving campus portal and university digital services, while serving as a liaison between campus constituents and technical staff.

Cengage Learning, Inc. – Monroe, OH

2015- Present

Independent Contractor

Edited web and textbook content that included making changes to templates and documents, correction of spelling and grammar errors and verified concept checks and homework content for national business textbook.

Butler Technology and Career Development Schools - Hamilton, OH

2002 – 2008

Marketing Instructor, Edgewood High School

Responsibilities include the development of a tech prep curriculum, creation of student marketing association, student employment co-op program, start-up of school store and participation in national and international student competition.

Marketing I

Tech Prep Coordinator

Marketing II

DECA Advisor

Marketing Co-Op

School Store Supervisor

INDUSTRY EXPERIENCE

R/J Property Services, LLC - Dayton, OH

1979 - Present

Vice President, Treasurer

2014 -2015

Attended Miami Valley Fair Housing Center Fair Housing for Property Management Professionals

Own, manage and lease residential property in the Dayton and surrounding communities.

Makes Sense Consulting, LLC

2011 – Present

President

Consulting services focused on business strategy, marketing and communications.

Bank One, NA – Dayton, OH

2001 – 2002

Senior Vice President, Western Ohio Retail Market Manager

Primary responsibility involved the execution of strategic focus on retail and small business financial services, deposits, loan underwriting, risk management and referrals to other lines of business.

Responsibility included asset management of a \$3.6 billion market, management of 500 employees in 58 Banking Center locations and five Business Banking markets. Actively participated in East Region and Dayton market activities, utilized best practices and sharing of successes and failures to lead change. Introduced a new P&L focus; by empowering employees with customer retention authority and tools driving improved market profitability. Constantly rated in top three markets of East Region.

1998 – 2001

Senior Vice President, Southwest Ohio Business Banking Group

Oversaw, mentored, hired and developed a highly diverse management team that constantly achieved and exceeded performance results. Successfully implemented a new sales initiative to start change in culture resulting in double digit sales growth and generating strong profitability within a highly competitive market. Cultivated an environment of integrity and accountability, teamwork, focus and sense of urgency. Mentored and trained all levels of individuals to meet personal and career goals.

1995 – 1998

Vice President, Business Banking Sales Manager

Managed Dayton and Cincinnati Business Banking departments, spending majority of time joint calling and developing new business, while maintaining a customer portfolio and meeting or exceeding call quota's and new market goals. Repositioned and realigned Business Banking Department. Efforts included transferring 85% of outstanding loans and deposits, aligning the right people in the right positions creating a 50%

employee turnover with no severance costs, while hitting market loan and net income goals. Implemented new job family positions that created a five-fold increase in small business loans and assisted in building stronger partner relationships with the Retail line of business. Created educational clinics to meet and implement new products, services and disciplines.

1979 – 1995 **Bank One, Retail Banking**

One of five managers selected to establish and formalize Regional Manager Position supporting Banking Centers creating the stepping-stones for introduction of small business lending. Assisted in the start-up of Dayton Business Banking Department, with asset growth of 20% annually. Led an initiative to allow working professional women to work part-time while maintaining title and position.

HONORS AND AWARDS

- 2016 Judge for DECA State Competition
- 2015 Guest Speaker for MGT 320, New Venture Creation
- 2012 Guest Speaker for MBA, Business As A Calling, Dr. Victor Forlani
- 2008 Commencement Speaker at Nyack College Miami Valley Graduation
- 2008 Achieved Team Performance Award of Excellence, Butler Technology and Career Development
- 2008 The *Marketing Career Field Technical Content Standards* form the curricular framework for Ohio College Tech Prep and career-technical education programs in marketing.
- 2007 First Ohio high school teacher with students to visit China, State of Ohio
- 2007 Highest Student Performance, State of Ohio Career Technical
- 2007 Published in Business Management and Administration Cluster Report, State of Ohio
- 2006 Presenter, Ohio Marketing Education Conference
- 2006 Reviewer of Academic Standards, State of Ohio Marketing Academic Alignment
- 2006 Subject Expert, Tech Prep Academy, Ohio Department of Education
- 2006 Educators Panel, Ohio Department of Education & Ohio Board of Regents
- 2005 Panel Speaker, Ohio Marketing Management & Research Tech Prep Stakeholder Panel
- 2002 Presenter Bank One Meeting, Excellence in Motivation
- 2001 National Achiever, Retail Investment Services, Bank One
- 2001 Highest Retail Customer Retention, Choose to Be A Champion Initiative, Bank One
- 1999 Commitment to Excellence Top National Performer, Bank One
- 1998 Guest Speaker, Women's Business Connection Initiative, City of Dayton
- 1996 Guest Speaker, Alan Duvall CPA Radio Talk Show

FACULTY ACTIVITIES-University of Dayton

Committees:

- City Wide Development Strategic Planning Economic Development Committee (2016-Present)
- City Wide Development Loan & Investment Committee (2015-Present)
- Fairmont Career Tech Center's Marketing Communications Technology Committee (2015- Present)
- Leader of Summer Business Foundations Certificate (2014-2016)

Advising:

- Faculty Advisor, Collegiate DECA (2013-Present)
- Special Interest Housing Advisor, Health and Wellness (2014)
- Faculty Advisor, Professional Advancement Creating Excellence (PACE) (2014-2015)
- Special Interest Housing Advisor, PACE (2014-2015)
- Special Interest Housing Advisor, Women In Business (2013)
- Mentor, The P.E.E.R.S. (Program to Engage and Exchange Resources for Students) (2013)
- Adviser, Women in Business Special Interest House (2013)

Seminars and Workshops:

- Teaching Fellows Program (2016-2017)
- The Teaching Professor Conference (2016)
- Collegiate DECA, Professional Learning Series Education Forum on Active Learning (2015)
- Teaching a Global Student Community (2013)

Education and Personal Development:

Teaching Fellows Program (2016)

Certificate of Completion, Unlawful Harassment Prevention for Higher Education Faculty (2016)

Certificate of Completion, Preventing Discrimination and Sexual Violence (2016)

Course completed, Writing Across the Curriculum (2014)

Continuing Education Credit, RISE 14 Forum (2014)

Speaker- Student Organization Forum (2014)

Fair Housing for Property Management Professionals (2013 & 2014)

SBA Summer Study Abroad

Spain (2014)

Rome (2015)

London/Dublin (2016)

PROFESSIONAL ASSOCIATIONS

Collegiate DECA

Dayton CityWide Development Corp.

Leadership Dayton

National Omicron-PSI Honor Society

OBUG (Ohio Banner Luminis Users Group)

Coffman YMCA Board Member, Chair Finance Committee

American Marketing Association

State of Ohio Marketing Education

SouthBrook Christian Church

Young Life

Wright State University, Fundraising Team Captain

TWIG'S, Auxiliary of Children's Medical Center

Dayton Chamber of Commerce

United Way

Real Estate Investors Association