

LISA SHOCKLEY

THE SCHOOL OF BUSINESS ADMINISTRATION, UNIVERSITY OF DAYTON, LECTURER, MARKETING AND MANAGEMENT, 2019- PRESENT

Currently teaching multiple Marketing and Management courses. Class load comprised of both Undergraduate and MBA classes. Undergraduate classes focus on balancing core content with practical, team-based work applying concepts to business operations. MBA focuses on applying concepts through strategic decision making capacity, both individually and through teamwork, utilizing current business case examples.

THE SCHOOL OF BUSINESS ADMINISTRATION, UNIVERSITY OF DAYTON, ADJUNCT PROFESSOR, MARKETING AND MANAGEMENT, 2018

THE BILL MUNDAY SCHOOL OF BUSINESS, ST EDWARDS UNIVERSITY, ADJUNCT PROFESSOR, OPERATIONS, 2017

Operations and Supply Chain Management undergraduate course. Class population mix of traditional undergraduates and “New College” undergraduate students already in the workplace. Class focus on balancing course content, practical experience and team work applying OSCM concepts to a startup service business.

EXPERT VELOCITY/POINT B, CONSULTANT, 2017-2020

Lead and/or participate in engagements with varying size organizations across multiple industry verticals. Areas of focus: Operations, Process and infrastructure design and implementation, Service and Support. Major engagements to date include global service and support capability review in a large privately held test equipment products company, customer facing process redesign utilizing pace setting technology with a leading national retailer and a sales optimization RPA/AI implementation in a Fortune 100 tech company.

OJG VENTURES, LLC, PRINCIPAL, 2013-2016

Operational excellence business consulting. Practice focused on startup clients experiencing transformational growth. Areas of focus: Supply chain management, Business process planning/redesign, Infrastructure system evaluation, Cost scaling, Small business acquisition. Leadership consulting including talent acquisition, employee skill development and

partner management. Major engagements with Austin based firms included a fair trade women's clothing and accessory company, a privately held multiple location healthcare based company and a fresh food manufacturer.

DELL, INC., SR. VICE PRESIDENT, 1998-2008

Dell Americas Operations: Leadership in new business process strategic design and implementation, including large scale operational redesign. Supply chain partner management. Delivery of partner system integration. Scaling of supply chain cost structures. Significant projects included leading the delivery of a factory pull system replenishment capability through a Dell/i2/Accenture team, a cross partner integration program creating virtual visibility and management capability of inbound and outbound logistics and the design and deployment of an outsourced supply chain partner payable function to deliver aggressive cost scaling results.

Americas Small and Medium Business Service and Support: Large international organizational ownership. OPEX responsibility >\$500M in an organization of 5,000+ distributed globally. Contact center startup, technical support outsourced partner selection and management. Design of support capabilities and toolsets with global deployment. Development of revenue based support offerings and pace setting customer facing support programs. Major accomplishments included delivering scalable cost structures allowing quality service delivery while meeting product margin contribution goals, establishing the first remote access support model consistently deployed and used globally and establishing a revenue based support model which exceeded both financial goals and customer satisfaction requirements. Leadership accomplishments included mentoring and developing high potential key talent into executive level positions and building strong cross functional and cross cultural global teams. Successfully operated within an environment of direct business accountability to senior executive leadership.

MEAD-WESTVACO, INC., DIRECTOR, 1991-1997

Mead School and Office Products Manufacturing Operations: End to end supply chain management for largest divisional customers (Wal-Mart, Target). Responsible for customer volume forecasting, manufacturing demand planning, order creation and management and product flow within customer operations. Logistics management for large seasonal product movement. Technology implementation and management of product movement through distribution channels. Piloting, implementation and management of support systems (Manugistics, SAP). Delivered product management performance with Wal-Mart which earned the category leader role for Mead.

Mead School and Office Products Sales Operations: Responsible for management of the overall sales forecast, retail product pricing model, sales compensation and bonus structure design and administration. Designed and delivered all sales planning program content: training, territory alignment, customer support requirement planning, and salesforce tool and system enablement.

DAYTON POWER & LIGHT, MANAGER, 1985-1990

Marketing: Conducted primary market research on service delivery performance and consumer program offerings. Responsible for the evaluation of delivery performance of distributed service network and recommendations for customer satisfaction improvement. Provided research based recommendations for customer program development. Managed an outsourced agency responsible for data collection.

Major Account Sales Operations: Worked closely with a Key Account Executive team responsible for the Company's largest commercial and industrial customers. Delivered competitive cost and pricing analyses, developed commercial contracts and provided sales support in a newly deregulated natural gas market.

CURRENT COMMUNITY ASSOCIATIONS

Member, Board of Trustees, Premier Health Network, Dayton, Oh 2022-Present

Member, Board of Advisors, Crayex Corporation, Piqua, Ohio, 2021-Present

COMMUNITY AND ASSOCIATION HISTORY

Mentor, Flyer Pitch, 2018

Student Mentor, MBA program, University of Texas, 2017

Austin chapter of the University of Dayton Alumni

UD Christmas off Campus Austin Boys and Girls Clubs

Angel House of Austin

Associate Board of the Dayton Art Institute

Friends of Dayton Ballet Board

Dayton chapter of the American Marketing Association

UNIVERSITY OF DAYTON

Master of Business Administration, 1987; Bachelor of Science, Marketing, 1985, Magna cum laude

VANDALIA BUTLER HIGH SCHOOL 1981

National Honor Society, Drama Club, Art Club, French Club