

## CURRICULUM VITAE

### TIMOTHY K. MANTZ

405 N. Ocean Blvd. #708 Pompano Beach, FL 33062  
admantz@msn.com ~ Cell 954-297-5589

## PROFESSIONAL EXPERIENCE

### Dean of Business and Associate Dean of the Graduate School,

Keiser University Ft. Lauderdale	2013 – Present
<b>Assistant Dean &amp; Chair College of Business</b> , Argosy University Seattle	2004 – 2013
<b>Partner</b> Strategic Sense Consulting, Seattle, WA	2001 – Present
<b>Adjunct Faculty</b> , Keller Graduate School, Warner Pacific, Concordia University, Marylhurst University, University of Portland, Seattle University	2005 – 2010
<b>Adjunct Faculty</b> , University of Phoenix, Portland, OR	2003 – 2007
<b>Senior Director of Marketing</b> , Handyman Online Corp., Beaverton, OR	2000 – 2001
<b>Vice President of Marketing</b> , ProTalk USA Corp., Mill Creek, WA	1999 – 2000
<b>VP of Marketing/ CEO - Mantz</b> , Skylink Communications Corp., Portland, OR	1990 – 1999
<b>Creative Director/ Writer/ Producer</b> , O&M NY	1989
<b>Creative Director/ Producer</b> , Brooks-Pollard, Little Rock, AK	1988 – 1989
<b>Associate Creative Director- Copywriter</b> , Levenson & Hill, Dallas, TX	1986 – 1987
<b>Sr. Art Director/ Producer</b> , ABC, New York, NY	1985 – 1986
<b>Freelance Art Director &amp; Producer</b> , Wunderman Ricotta & Kline, New York, NY	1984 – 1985
<b>Art Director</b> , Ogilvy & Mather, New York, NY	1984
<b>Assistant Art Director</b> , Young & Rubicam, New York, NY	1982

## EDUCATION

**Doctor of Business Administration in Marketing**, Argosy University, Seattle WA  
**Masters of Business Administration**, University of Phoenix, Portland, OR  
**Bachelors of Fine Arts in Art Direction**, Pratt Institute, Brooklyn, NY

## AREAS OF EXPERTISE

Marketing	Consumer Behavior	Market Research	Advertising
Strategic Planning	Branding	Sales	Entrepreneurship

## DOCTORAL LEVEL COURSES TAUGHT WITHIN THE LAST FIVE YEARS

Marketing	Consumer Behavior	Market Research	Promotional Strategies
Research Methods	Global Marketing	Global Strategy	Global Branding
New Product Development		Developing Sustainable Products	

## MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Marketing Association  
American Society of Training and Development  
Academy of Management

## PUBLICATIONS, SEMINARS AND CONFERENCE PRESENTATIONS

Mendelsohn, R, Mantz, T, Guity, F (2015) quantitative analysis of emotional intelligence in the workplace.  
*European Journal of Business Research*, Accepted for October 2015

Mantz, K. & Mantz, T. (2015) What is the Value of a Green Product? World Congress on Recycling 2015 poster presentation, Barcelona, Spain, July 20, 2015.

Mantz, K. & Mantz, T. (2015). Do Consumers Value Green Products? Southeast Recycling Conference presentation, Destin, Florida, April 2015.

Mantz, T, Mantz, K. (2014). Compensation, market efficiency and decision theory of luxury products.  
*European Journal of Business Research*, Accepted for June 2015

Mantz, T, Guity, F., Mendelson, R. (2015) Impact of emotional intelligence on global sales channels.  
*Journal of International Business Strategy*, Vol. 15, No. 1, p. 19-28. March 2015

Mantz, T., Guity, F., Mendelson, R. (2015) Impact of emotional intelligence on global sales channels.  
International Association of Business and Economics, March 2015

Mantz, T., Mantz, K. (2014). Green green it's green they say: Do green and sustainable products have more value to consumers and why. *Journal of International Business and Economics*, Vol. 14, No. 3, 57-70. October 2014

Mantz, T., Mantz, K. (2014). Green green it's green they say: Do green and sustainable products have more value to consumers and why. International Association of Business and Economics, October 2014

Mantz, T., Mantz, K. (2014). What is a green product worth? The perceived value of green products in the presence of traditional products. *Waste 360*, online edition, June 2014

Mantz, T., Mantz, K. (2014). What is a green product worth? The perceived value of green products in the presence of traditional products. Global Waste Symposium, July 2014

Mantz, T. & Mantz, K. (2014). Why green products and what value do they hold? Global Waste Symposium presentation, National Waste and Recycling Association, Las Vegas, Nevada, June 23, 2014.

Mantz, T. (2012). How does the value of a service or product change through storytelling? Microsoft,

Redmond WA, May 2012

Mantz, T. (2011) Tell Your Story. Argosy University/PSAMA Forum, Seattle, March 2011

Mantz, T. (2011). What are the effects of segmentation strategies applied to the BRIC markets? Microsoft, Redmond WA, January 2011

Mantz, T. (2011). Luxury products and perceived value; does positioning make a difference? Argosy University/PSAMA Forum, Seattle, March 2011

Mantz, T. (2011). Competitive altruism in green products: Why do people really go green. Argosy University Ninth Annual Business Conference on Global Sustainable Development, Tampa/Sarasota, Florida April, 2011.

Russell, B., Mantz, T. (2003). Efficiencies gained and lost through use of EMR and does technology maximize patient care? Pri-Med Conference, Boston, MA 2003

### **CONFERENCES ATTENDED**

March 2015 IABE Orlando

October 2014 IABE Las Vegas

June 2014 ACBSP Accreditation Conference Chicago

June 2014 Global Waste Symposium

June 2013 ACBSP Accreditation Conference Salt Lake City

August 2012 AMA Summer Marketing Educators Conference Chicago

June 2012 ACBSP Accreditation Conference Baltimore

March 2012 PSAMA Market Mix Seattle

September 2011 AMA Research and Strategy Summit Orlando