

Wendel R. Weaver

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SUMMARY OF QUALIFICATIONS

- More than 20 years of corporate experience in marketing and operations management.
- Teaching university level course since 2002.
- Excellent evaluations from traditional and graduate students.
- Passion for challenging students, traditional and adult, in the classroom and online, within an academic environment to seriously consider how they might positively influence the business world.

PROFESSIONAL EXPERIENCE

Oklahoma Wesleyan University	Bartlesville, OK
Professor of Marketing & Strategy	2005 – Present
Associate Dean, Chesapeake Energy School of Business	2015-2018
Dean, Chesapeake Energy School of Business	2018-Present

Graduate Courses (on ground and online)

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| <ul style="list-style-type: none">• Strategic Management (Capstone)• International Marketing• Leadership and Ethics | <ul style="list-style-type: none">• Strategic Marketing Management• Organizational Behavior |
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Undergraduate Courses (on ground and online)

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| <ul style="list-style-type: none">• Principles of Marketing• Consumer Behavior• Business Research Methods• Global Business• Marketing Management | <ul style="list-style-type: none">• Principles of Advertising• Principles of Management• Organizational Behavior• Business Ethics• Public Relations |
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LeTourneau University	Longview, TX
Adjunct Faculty	2002-2005
<ul style="list-style-type: none">• Enjoyed teaching a variety of courses in the adult program.	

Rockin' C Ranch	Lindale, TX
Operations Director	2002-2005
<ul style="list-style-type: none">• Team leader responsible for marketing and operational systems that led to a 100% increase in revenue, while simultaneously increasing overall profitability.• Identified target markets and set goals for innovative Christian camping programs.• Conducted financial analysis for individual projects and developed appropriate goals, set metrics, and evaluated outcomes to ensure optimum profits.• Recruited, hired, and trained key full-time and seasonal staff.• Developed and implemented Outdoor Education programs that serviced school districts within 100 mile radius of the facility.	

Sky Ranches, Inc.	Lindale, TX
Operations Director	1993-2002
<ul style="list-style-type: none">• Effectively led teams that were accountable for marketing and operational systems that improved revenue by over 400%, while concurrently raising general profitability.	

- Analyzed customer and market trends to more effectively allocate marketing and operational resources.
- Increased contracting window by more than 50% which allowed sales forecast and budgeting to be more reliable.
- Conducted financial analysis for individual projects and developed appropriate goals, set metrics, and evaluated outcomes to ensure optimum profits.
- Recruited, hired, and trained key full-time and seasonal staff.
- Developed, implemented, actively managed a year round intern program that trained and mentored young adults in the field of Christian Camping.

Camp Soaring Hawk

Assistant Director

Monett, MO

1991-1992

- Developed, implemented, and managed new programs for summer camp.
- Recruited, hired, and trained seasonal staff.

Fidelity Investments

Sr. Account Manager

Dallas, TX

1987-1991

- Team leader responsible for the oversight and administration of corporate retirement accounts for 14 clients, valued at over 150 million dollars, located throughout the Southwest region of the US.
- One of two local employees initially selected as account managers out of 300 applicants to open a new corporate retirement management office in Dallas.
- Selected to train new sales and service personnel on various aspects of retirement investment instruments.
- Developed a new employee evaluation system that was more aligned with customer needs and corporate values.

EDUCATION

Anderson University

Anderson, IN

Doctorate in Business Administration, Marketing emphasis

2014

LeTourneau University

Longview, TX

Masters in Business Administration, Marketing emphasis

2002

The University of Texas

Austin, TX

B.S. Organizational Communication

1986

BOARD POSITIONS & CONSULTING

Beta Upsilon Chi, Ft. Worth, Texas

1986-Present

- Strategic consultant and executive board member

Global Outreach Group, Tyler, Texas

2009-Present

- Executive board member

Quiltcraft Industries, Dallas Texas

2014-Present

- Strategic consultant and advisory board member

PUBLICATIONS

Weaver, W. R. (2015). Review of the book *Sabbath: Finding rest, renewal, delight in our busy lives*, by W. Muller, [Vol 18 No 1 \(2015\)](#).

ASSOCIATIONS & ACHIEMENTS

American Marketing Association	2005-Present
Christian Business Faculty Association	2005-Present
Chaplain, OKWU Men's Basketball	2011-2013
OKWU Excellence in Teaching Award (faculty selected)	2012-2013
IACBE, President South Central Region	2012
OKWU Faculty of the Year (student selected)	2011-2012
IACBE Presenter	2011
Emergency Typing Service, founder and President	1984-1986
University of Texas, Austin, Student Artist Exhibition	1985
The University of Texas, football player	1982-1984