

# Joanne Li, Ph.D., CFA

## EDUCATION

- Jul 1993 – Jul 1997 Ph.D. in Finance with support discipline in Econometrics, FLORIDA STATE UNIVERSITY, Tallahassee, Florida (Dissertation Title: Corporate Governance - *Two Essays on the Role*)
- Jan 1991 – Aug 1992 B.S. (Summa Cum Laude) in Finance, FLORIDA STATE UNIVERSITY, Tallahassee, Florida

**CERTIFICATION** Chartered Financial Analyst® (CFA®), Association for Investment Management and Research/CFA INSTITUTE (since Jun 2001)

## EXPERIENCE OVERVIEW

May 2017 – present **Florida International University**  
**Dean, College of Business**  
**Professor of Finance (with tenure)**  
**Ryder Eminent Scholar Chair in Business**

Florida International University (FIU) is a Carnegie Classification Research 1 public university in Miami, Florida. The university has two main campuses with a student population of roughly 58,000 and is ranked 4<sup>th</sup> largest public university by enrollment in the country. In recent years, FIU is recognized as a Preeminent University in the State of Florida. FIU College of Business (FIU Business) is divided into the Landon Undergraduate School of Business and the Chapman Graduate School of Business. It serves over 10,000 students, including undergraduate, masters, and Ph.D. programs. Currently, FIU Business is the largest business school in the state of Florida and the largest producer of Master's degrees in Business in the nation. FIU Business is the home of the #2 International Business program in the nation and #1 ranked Real Estate Research in the world.

July 2012 – May 2017 **Wright State University**  
**Dean, Raj Sooin College of Business**  
**Professor of Finance (with tenure)**

Wright State University is a public research university with eight academic colleges near Wright Patterson Air Force Base in Fairborn, Ohio. The university has two campuses with a student population of 18,059, offering 109 majors at the associate and bachelor levels and 121 at the masters and doctoral levels. Raj Sooin College of Business is AACSB and ABET accredited with 6 academic departments, offering ten majors at the bachelor level and six at the master level at both the Main and Lake campuses, which constitute a student body of roughly 1,800. It has the single largest graduate class on campus.

Aug 2009 – Jun 2012 **Towson University**  
& **Chair, Department of Finance, College of Business**  
Jul 2006 – May 2008 **Professor of Finance (with tenure)**

Towson University is a regional public university with seven academic colleges located in Towson, Baltimore County, Maryland. It is part of the University System of Maryland with a student population of 22,000, offering degrees at the associate, bachelor, and doctor of science levels. The College of Business and Economics is AACSB accredited.

Jun 2008 – Jul 2009 **Becker's CPA/Stalla Review for the CFA Exam**  
**CFA Curriculum Director/Editor-in-chief**

CFA exam prep provider unit of Becker's CPA with a \$10M operating budget. The editorial office is located in Northridge, CA along with the production team. Supervised three CFA levels managers, three editors, and 50 subject matter experts (CFA and Ph.D.). The unit was in charge of study materials for all levels of exams.

Jul 2007 – Jul 2006

**Sellinger School of Business**  
**Loyola University Maryland, Baltimore, Maryland**  
 Associate Professor of Finance (2004-2006)  
 Academic Director for the Sellinger Scholars Program (2002-2003)  
 Assistant Professor of Finance (1997-2004)

**CONTACT INFORMATION**

Address:	<u>Office</u> FIU Business 11200 SW 8 <sup>th</sup> Street Miami FL 33199	<u>Home</u> 7860 SW 170 <sup>th</sup> Street Palmetto Bay FL 33157
Phone:		
Email:		
Home Page:	<a href="https://business.fiu.edu/about-us/deans-welcome.cfm">https://business.fiu.edu/about-us/deans-welcome.cfm</a>	
FaceBook:	<a href="https://www.facebook.com/fiubusiness/">https://www.facebook.com/fiubusiness/</a>	
LinkedIn:	<a href="#">Joanne Li LinkedIn</a>	

**Dean, College of Business**  
**Florida International University**  
**5/2017 to present**

Work closely with the President, Provost, executive cabinet of VPs and Deans to develop and achieve the vision and mission of the university, including recent Top 50 ranking goal and the Next Horizon Campaign. Work collaboratively with college leadership team to meet and exceed the Performance Metrics set by the Board of Governors in the State University System of Florida. Execute college initiatives and vision to support the 2025 Strategic Plan. Emphasize on student success, faculty and staff development. Hold strong belief in passionately managing people, stimulating creativity and innovations, paying attention in operational and financial management, and building team's discipline to execute strategies. Build strong partnerships in greater Miami area and beyond through deliberate, intentional, and meaningful networking. Act as a responsible connector to cultivate collaboration among many constituents of the university, including board of trustees, foundation boards, alumni boards, advisory councils, state legislators and community, and business community. Build highly motivated faculty and staff teams by encouraging creativity and innovations through intentional mentoring and development.

**ADVANCEMENT AND DEVELOPMENT:**

*University \$750M Next Horizon Campaign (~\$600M raised to date)*

- Conceptualized and prepared campaign case statement and campaign priorities
- FIU Business is responsible for \$50M (~30M raised to date)
- Set two new record-breaking fundraisings in 3 years
- Created Innovation Hub with seed money provided by corporate sponsors
- Naming classroom, lab, Ph.D. dedicated conference room
- Naming mentoring program for the college
- Created Dean's Destination Scholarship to support student 4-year graduation
- Brought in named endowed professorships
- Created donor-sponsored international internships
- Created Dean's Destination Fund to provide emergency funding to retain students during pandemic
- Naming Financial Wellness lab with financial support from corporate foundation

*College Advancement*

- Giving has totaled over \$12M during deanship in the last 3.5 years and set two new records for the college.
- Over \$3.5M in scholarship support

- Nearly \$3M for academic and experiential learning programs (including the naming of the Altria Diversity Program, College's Mentor Program, Single Parent's Program, Creation of the Innovation Hub, BMI Global Learning, Sales Lab, Real Estate, DBA Program, Dean's Destination Scholarship, ATOM, DASH, and the SBDC)
- Over \$1M in discretionary funds (hardest to raise)
- Over \$650K in Faculty support for the first Distinguished Professorship in Real Estate (#1 Real Estate Research Production) and Logistics and Supply Chain faculty
- Lead the development of the College's strategic plan- Including the Next Horizon Capital Campaign strategy and funding priorities for FIU Business \$50M Campaign Goal
- Faculty/ Staff engagement in Fundraising- participation has been over 80% consecutively the last three years; one-year participation was 100%

#### **VISIBILITY AND COMMUNITY PARTNERSHIPS:**

- Member, CNBC + Acorns *Invest in You: Ready. Set. Go.* [Financial Wellness Advisory Council](#), serve alongside business leaders, thought leaders and influencers in the realm of personal finance via CNBC network with a social purpose to educate and provide actionable information to help everyday Americans grow their financial knowledge and navigate key financial decisions.
- Invited Presenter, AACSB Deans Conference 2020 to present strategies and business operations on *International Mobility* among over 1,000 business deans in the world.
- Member, Board of Directors and Finance Committee, Greater Miami Chamber of Commerce
- Established an internship partnership with the University of International Business and Economics (UIBE), No. 1 ranked international business in China, with FIU-UIBE project estimated at about \$620M and FIU's presence in Qingdao in a consortium of top-ranked universities around the world
- Visiting Professor, University of International Business and Economics
- Keynote, European Foundation for Management Development Global (EFMD) 2020 Conference
- Founding Member, Women in Business Education-A Global Community to Champion Women in Business Academia
- Member, Board of Director and Finance Committee, The Greater Miami Chamber of Commerce
- Influential Business Women of 2020, *South Florida Business Journal*
- 2020 Class of Florida Influencers set agenda to influence on critical policy issues of importance to Floridians
- Immediate outgoing President, Council of Chinese American Deans and Presidents 2018-now
- Member, European Foundation for Management Development (EFMD) Global Network Americas Advisory Board
- Former Member, Steering Committee, The Latin American Council of Management Schools (CLADEA)
- Member of the Advisory Council of CENTRUM PUCP, the business school of the Pontifical Catholic University of Peru
- Founding Member, International Advisory Council of Lisbon School of Economics and Management (ISEG)
- Member, Board of Directors and Finance Committee, Community Tissue Services/Community Blood Center
- Honoree, Book of Leaders 2019 presented by Miami Today
- Speaker, 2019 Annual Conference of the International Forum on Higher Education hosted by China Association of Higher Education under the Ministry of Education, Lanzhou, China
- 2018 AACSB Top stories, A Student-First Approach to fulfilling school mission
- Host, 40Under40 South Florida Business Journal 2017, 2018, 2019
- Host, Businesses of the Year South Florida Business Journal 2017, 2018, 2019
- Created the first FIU Business-IIM Bangalore joint conference on corporate governance, 2019
- Official Host, Academy of International Business, 2021
- Center of International Business Education and Research, awarded by The U.S. Department of Education 2018-2022 (the only one in the state of Florida)
- Ernst & Young Foundation – Invited attendee of the Campus Diversity and Inclusiveness Roundtable, 2019 (New York), 2020 (Atlanta)

**ACADEMIC LEADERSHIP:***Academic Quality*

- #1 in research productivity in the world 2020, tied with National University of Singapore (Journal of Real Estate Research)
- #2 in International Business in the nation 2020, 2019 (U.S. News and World Report) – advanced from #6 to #2 in 2019 and ahead of NYU, Georgetown, Wharton, George Washington, and UC Berkeley
- #8 International MBA in the nation and #3 among public universities (U.S. News and World Report) - advanced from #12 in 2019 and ahead of UC Berkeley, Yale, Stanford, UCLA, University of Southern California and Northwestern University
- #9 Online MBA in the world 2020 (QS World University Rankings)
- #1 Master's in HR Management 2020 (HR.com)
- #1 Undergraduate HR Management 2020 (HR.com)
- #10 Master's in Marketing Program 2020 (QS World University Rankings)
- #22 Online Master's in Business program 2020 (U.S. News and World Report)
- #24 Full-time MBA Program 2020 (U.S. News and World Report)
- #29 Master's of Science in Finance 2020 (QS World University Rankings)
- #34 Master of Information Systems – Business Analytics 2020 (QS World University Rankings)
- #33 Public Healthcare Management in US 2020 (U.S. News and World Report)
- AACSB Accreditation extension in 2018
  - Provided strategic leadership in steering the college
  - Earned CAMHE accreditation for Healthcare programs
  - Earned RICS accreditation for Real Estate programs
- Created five Ryder Fellowships to promote faculty research productivity
- Created Teaching Innovation grants to promote teaching excellence

*Diversity and Inclusiveness*

- Cluster-hired 40 new faculty from top academic programs with an incremental increase in 21 new positions to strategically develop programs and initiatives. Among the new hires, 25 are classified as minority with 12 females, 13 are Black/African American or Hispanic/Latino.
  - Host the inaugural CLADEA Deans Workshop in Miami, 2019
  - Host CLADEA Digital Transformation Workshop in Miami, 2019
  - Host the China Association of Higher Education and the Minister Counselor, 2019
  - Host annual [PowerUp Women Leadership Summit](#) for South Florida
  - Host Women Faculty luncheons to promote diversity and support

*Curriculum Development*

- Created QMB3003 to provide alternative to Business Calculus
- Launched GEB3003 – a career development courses in both undergraduate and graduate programs
- Infused technology across all functional units and degree programs

*Entrepreneurial and Innovative Initiatives*

- Four-year Graduate rate for FTIC
  - Improved 4-year graduation rate from 29% in 2017 to 33.5% in 2018, 45% in 2019, 52% in 2020 with projection of 68% in 2021.
- Established Dean's Destination Scholarship to promote student success and timely graduation
- Established Dean's Student Advisory Board
- Created Dean's High Achiever Society
- Reorganization of Chapman Graduate School resulting a significant cost cutting effort, resulting an increase of 17-25% in enrollment in the last three years
- Created [BizPass](#), an in house mobile app, to build a community through a technological driven platform to disseminate information
- Launched *DASH* program to provide continuous professional training post-graduation

**Dean, Raj Soin College of Business  
Wright State University  
7/2012 - 5/2017**

Work closely with the President, Provost, executive cabinet of VPs and Deans to develop and achieve the vision and goals of the university. Work collaboratively with students, faculty, staff, alumni, and community stakeholders to identify and implement strategic plans that advance the mission and vision of the college. Act as a spokesperson to articulate and promote the mission, vision, goals, and needs of the university and the college to the business community. Build relationships with the university's board of trustees and external groups including state legislators and community, regional, national, and international organizations with intent to coordinate, guide, and secure resources to achieve university, state, college, and economic development goals. Mentor and develop faculty and staff to build a highly-motivated and effective leadership team.

**SELECTED ACCOMPLISHMENTS:**

**ADVANCEMENT AND DEVELOPMENT:**

*University \$150M Rise.Shine Capital Campaign (campaign exceeded goal of \$150M)*

- Conceptualized and prepared campaign case statement and campaign priorities for the \$150M Rise.Shine Campaign
- Pursued an active engagement strategy and solicited the Rise.Shine Campaign's largest donors
- Executed donor-centric approach to establish strong relationship with the Soin Family to achieve university campaign priorities in building a research park (\$2M)
- Built and maintained strong relationship with Mathile family (alum of college) that contributed to the biggest gift for the university new Student Success Building (\$2M)
- Represented the University and the Rise.Shine Campaign at regional events around the country
- Received direct credit to the college from March 2014 to present (~ \$7M)
- ReyRey Café (\$1M project)
- Center for Career Management (\$300k)

*College Advancement*

- Identified and invested in additional fundraising professionals to enhance areas of greatest need – discovery and growing a network of donors
- Created over 40 new scholarships since joining the university, with 14 new scholarships in FY2015 and 11 in FY2016
- Established and supported eight experiential learning programs all with private support resulting in over \$100k of annual support: Wright Venture, Professional Business Institute, ReyRey Cafe student management, LIFT Symposium, Wright Brother's Day, Professional Development Day, Young Business Scholars Program, Degree Completion Program
- Delivered 22 proposals and successfully secured 15 existing and new proposals (totaling over \$400k) including two additional proposals with Reynolds and Reynolds for the ReyRey Café (totaling \$73k) during the end of FY14 through FY15
- Secured an estate gift of \$100k from the Chairman of the Raj Soin College of Business Corporate Advisory Board over more than six years of active cultivation and strategy guidance, and continuation of annual gifts in the amount of \$3k plus
- Re-engaged former members with new by-laws and expectations (including an individual \$2,500 gift per board member to college)
- Secured \$250k from major corporate partner to establish the Center for Career Management and increased annual scholarship support from \$3k to \$13k
- Secured \$50k from another corporate partner to support the creation of the Center for Career Management
- Establishing an \$85k endowed scholarship with college alum that led to a \$25k scholarship from a university alum who believes in the mission of the college
- Visited a prominent alum in Taiwan and during the first meeting solicited an unrestricted gift of \$50k

- Made 615 individual visits in FY2013-2016 alongside development officers with roughly 200 are new or renewed contacts
- Encouraged faculty and staff to support the Campus Scholarship and Innovation Campaign and concluded the year with record breaking donation results. RSCoB faculty and staff participated at average of 76% and through the campaign raised over \$100k
- Created an individual scholarship for non-traditional students which aligns with the mission of the college to focus on a niche market of 25- to 34-year-olds

#### **VISIBILITY AND COMMUNITY PARTNERSHIPS:**

- Established a bi-monthly Dean's Vision Breakfast to provide opportunities for newly qualified major gift prospects to interact with the college administration, faculty, students, and to tour recently renovated areas. Through this program, we have hosted many prospects, among whom major gift conversations are ongoing with the expectation of several gifts closing in FY17
- Recruited and restructured Dean's Corporate Advisory Board: a 15-member group of C-level executives serving staggered terms with an annual contribution to the college/University resulting in over \$100k gifts to college
- Hosted annual Business Keynote to bring in partners, including Teradata and Capital One Bank, to solidify collaboration through using our newly built Data Analytics and Visualization Environment lab (DAVE)
- Established new program with Dayton Early College Academy (DECA) known as the Young Business Scholars Program and secured by a gift from a corporate partner for \$10k
- Created a new Campaign Liaison position dedicated to prospect discovery work and sponsorship requests
- Recorded solicitation plans with 29 individuals totaling \$1.9M by end of fiscal year 2014
- Deepened relationships with many corporate partners who subsequently hosted faculty retreats at their facilities
- Received over \$16k from corporate partner to sponsor the Center of Economic Education and Financial Literacy in a 15-county area
- Established relationship with major employers in the area, such as WPAFB, Dayton Children's Hospital, B2B solution companies, defense contractors, high-tech manufacturers, and retailers
- Host donor prospects at WSU/Nutter Center Arena Events to build relationships for the university and the college
- Hosted Dean's receptions in Dayton, Cincinnati, and Columbus for university alum on behalf of the President
- Recognized business leaders and alumni through Beta Gamma Sigma induction ceremony and hosted alumni awards banquets
- Served on the Dayton Chamber of Commerce on behalf of the university
- Host annual faculty appreciation dinners with the Soin family to connect faculty, staff, and students with partners and friends of the university with an average attendance of over 200
- Host annual Business of the Year event with Dayton Business Journal to recognize outstanding businesses in the region
- Host annual "40Under40" event presented by Dayton Business Journal recognizing up and coming talent in the region with recent attendance exceeding 450 professionals
- Established Degree Completion Program focusing on non-traditional students between the ages 21 and 39 who have college credits but no degree to cross the finish line and revitalize the workforce in the region
- Created Wright Venture, a three-way partnership between private sponsors, WSU foundation, and Raj Soin College of Business (RSCOB) to provide innovative funding venue for student entrepreneurs
- Created Blue Chip Internship along with Corporate Advisory Board for students to attend high profile internships
- Recognized as one of "Dayton's Power 50 Women" three years in a row by Dayton Business Journal as one of the top leaders from the Miami Valley, featuring women from a bevy of industries
- Recognized among "100 of Dayton's Women Influencers" by Lean In Chapter, Dayton
- Recognized among "Wise Women" by the Deloitte Dayton Women's Initiative as one of the eight Dayton-area women leaders of the fourth annual Wise Women event

**ACADEMIC LEADERSHIP:***Academic Quality*

- AACSB Accreditation extension
  - Provided strategic leadership in steering the college through our maintenance of three critical areas, including strategic management and innovation, faculty development, and assurance of learning while transitioning the College by using the new 2013 AACSB Accreditation Standards
  - Adopted and implemented in-house software called AssessMyProgram (AMP) to foster assurance of learning and outcomes.
  - Received 5 commendations from AACSB visiting team, including a direct quote: “Maintaining the high level of morale and buy-in exhibited by the stakeholders on this visit given the resource constraints in place exhibited strong strategic management processes in place and reflected strong positive leadership of the college by Dean Li.”
- Four University Professorships – Advocated for the College of Business in the highly competitive university professors recognition. Faculty in the college won two out of three most reputable university professorships in 2014-2015 in research and teaching and one in 2013-2014 in teaching. In 2016-2017, one of the junior faculty also won the prestigious Presidential Award of Excellence in Early Career Achievement
- Increased faculty sabbaticals through implementing new professional development leave guidelines and promoted a positive critique process to help the College win incremental increases in professional development leaves (sabbaticals) from the university
- Dean’s Research Grant – designed an innovative three-tier research grant to promote quality research and collaboration among faculty.
- Launched a showcase event to celebrate faculty’s research and encourage interaction upon their return from sabbaticals. These workshops are open to the university and the public to nurture interaction among stakeholders. Faculty are encouraged to share their thoughts and exchange ideas
- Created Junior Faculty Brown Bag luncheon to promote cross-disciplinary research efforts and exchange ideas. Sponsored luncheon to encourage all junior faculty to discuss and showcase their research projects
- Chaired institutional governance criterion for Wright State University Higher Learning Commission Accreditation committee. Engaged in dialogue with multiple units on campus over a period of two years including the executive secretary to the Board of Trustees

*Diversity and Inclusiveness*

- Cluster-hired 19 new faculty from top academic programs with an incremental increase in positions to strategically develop new programs and revise curriculum
- Seized opportunity to grow under-represented minorities through a new university policy and increased the diversity of faculty in areas such as data analytics and HR specialties
- Worked with Multicultural Affairs and Community Engagement on projects to increase diversity and inclusiveness among faculty, staff, and students
- Recruited underrepresented minority faculty and staff
  - 35% increase in female faculty
  - 20% increase in African American staff
  - 15% increase in minority representation in Dean’s student advisory board

*Curriculum Development*

- Successfully transitioned from quarters to semesters in 2012
- Master of Business Administration Online Program
  - Launched Online MBA Program, which included building all the requisite infrastructure
  - Strategically hired faculty with expertise to develop online deliverables
  - Worked administratively with college faculty, faculty senate, provost, and board of trustees in the university to gain state’s approval and support
- Four-year General Business Degree at Lake Campus

- Responded to the demand of business communities and county high school student graduates in Mercer/Celina counties
- Created opportunity hire and collaborative partnership with Lake Campus to recruit faculty to staff program
- Worked administratively with faculty, faculty senate, provost, and board of trustees in the university to gain state's approval and support

#### *Entrepreneurial and Innovative Initiatives*

- Institute for Innovation and Entrepreneurship (IIE)
  - Created Institute for Innovation and Entrepreneurship (IIE), an innovative model to allow students to participate in commercialization, technology transfer, business venture, and entrepreneurial projects
  - Built an alliance between students, faculty, and business to form a three-way partnership to execute our experiential learning model
  - Positioned students as preferred providers to participate in Air Force Research Lab (AFRL) Technology Acceleration Project (TAP) and to work with the Entrepreneurs Center (TEC) in downtown Dayton
- Data Analytics and Visualization Environment Lab (D.A.V.E.)
  - Secured resources from the state in a highly competitive funding environment to construct this lab
  - Provided industry-driven software, such as Tableau, Cloudera's Hadoop, for classroom learning
  - Excited innovative curriculum changes across disciplines and prepared college for changes in accreditation requirements through industry partnerships
  - Seized opportunity of new facility to promote entrepreneurship majors and minors in undergraduate programs (currently at faculty senate's level for approval)
- ReyRey Café
  - Raised private funds and created a partnership with the university to build the first student-managed café on campus
  - Involved students in all business model planning and strategy sessions
  - Created student management board and provided them with executive positions as entrepreneurs
  - Build a business model to funnel revenues of the café to student scholarships
- Center for Career Management
  - Raised private funds through corporate partnerships to build an in-house career management center for business students
  - Proposed the first decentralized model of career services for students by creating the position of Director for Career Management
  - Tasked the center on providing the most efficient and effective placement for full-time and internship
- Degree Completion Program
  - Targeted toward non-traditional students between the ages 21 and 39 who have college credits but no degree
  - Initiated scholarships, emphasized highly individualized and intentional advising, and provided a flexible deliverable to lead students to finish line
- Wright Venture Competition
  - Established a three-way partnership between private sponsors, WSU foundation, and Raj Sooin College of Business (RSCOB) to provide innovative funding venue for student entrepreneurs
  - Sought industry leaders as judges to set the stage for practical skill and new attitudes in business learning
- LIFT2 Symposium
  - Presented Leading Innovations in Finance Today and Tomorrow (LIFT2) symposium and connected professionals in finance and financial services with students, faculty, and our business affairs unit
  - Enhanced the visibility of the college and university, promoted partnerships with businesses, and cultivated full-time employment opportunities



*Enrollment Management*

- Reversed trend of declining enrollments
  - 4% increase in undergraduate headcount
  - 29% increase in graduate headcount
  - 10% increase in total headcount
- Recent efforts focused on
  - Created strategic team on enrollment management within college
  - Established unified marketing message
  - Targeted at B2B relationship building for graduate recruitment
  - Improved student retention
- Provided remedial help for at-risk students
  - Provided alternative to business calculus to retain students
  - Presented peer tutoring programs
  - Created lab hours to focus on math skills
  - Created a new degree completion program and scholarship to bring students who previously dropped out

**CAMPUS LEADERSHIP***Budget Management*

- Chaired University Funding Model - MDA Strategy to Execution Committee, Wright State University (~\$400M operating budget)
  - Led a group of nine members, including college deans and vice presidents, to restructure the university funding model, MDA – Mission Driven Allocation or Responsibility Center Model
  - Paved the way for innovative and entrepreneurial efforts across all units in the university
  - Provided leadership to address concerns of the university community and proposed models to promote strategic allocation of resources
  - Conducted over 50 interviews on campus to understand constituents' concerns
  - Provided a holistic view on resource allocation and generation by increasing fiscal accountability
- Responsible for a \$18M operating budget, 60 full-time faculty, 30 adjuncts, 40 staff, and 1,800 students on both main and Lake campuses

*University Strategic Initiatives*

- Search committee member appointed to identify Associate Vice President for Continuing Education and Distance Education, who will be responsible for strategic planning of continuing and distance education
- Co-Chaired university's Higher Learning Committee – Reaffirmation of Accreditation – Criterion 2 committee
  - Worked with the executive secretary to the board of trustees, the president and the provost to review the governance structure of the university
  - Responsibilities included auditing the common practices and processes of the university in compliance and reporting structure, writing up reports on university's efforts in ensuring compliance and proper governance
  - Made recommendations on how to improve processes regarding compliance and governance
  - Produced reports and performed due diligence on university's compliance with the HLC mandate
- Search committee member to identify Associate Vice President for Career and Workforce Development
  - Represented council of deans to identify and recruit candidate to fill an important player to advance workforce development in the university and meet state and accreditation bodies' requirement
- Chaired search committee, Executive Director for Strategic Information and Business Intelligence
  - Provided leadership in identifying the need of the university in business intelligence and data modeling
  - Identified the need of the university in connecting financial data with enrollment management and business affairs

- Investment Advisory Selection Committee member to work with and advise Wright State University CFO and Foundation board
  - Reviewed all investment advisory applicants and managers
  - Identified the most optimal investment advisors to the university
  - Evaluated all assets selections and allocations presented
  - Made recommendation to the foundation on strategies to invest and select managers
  - Made recommendations on how to handle cash volatility
- Visionary Committee for Food and Services Committee member
  - Advised the university hospitality services unit to identify a one-vendor model to provide food services on campus and a shared-revenue model
  - Interviewed and evaluated all food services vendors
  - Selected the most competitive partner to provide cost-effective food services to university campus

### **EXTERNAL LEADERSHIP**

*President, Council of Chinese American Deans and Presidents (CCADP) 2018-now*

- The President represents CCADP and directs the operation of all CCADP activities

*President-elect, Council of Chinese American Deans and Presidents (CCADP) 2016-2018*

- Assist the President in conducting administrative and public relation activities. The President-elect shall represent the President and take charge of CCADP activities should the President be unable to perform his/her designated duties.

*Secretary and incoming Vice President, Council of Chinese American Deans and Presidents 2013-2016*

- Focus on vision to bring diversity and inclusiveness to higher education
- Promote advancement of qualified candidates
- Responsible for decision and policy making as member of the board of directors

*Treasurer, MidAmerican Business Deans Association*

- Responsible for all financial records and fiscal health of the organization
- Provide budget and analysis of operating expenses
- Present financial reports to members at business meeting
- Maintain a current membership list of the Association

*Volunteer, AACSB Accreditation Review and Visiting team*

- Member, AACSB Continuous Improvement Review Visiting Team, Harmon College of Business and Professional Studies, University of Central Missouri (2013-2014)
- Member, AACSB Continuous Improvement Review Visiting Team, College of Business, Minnesota State University Mankato (2017-2018)

*Editorial Board member, the Financial Analysts Journal, the CFA Institute*

*Associate Editor, the Financial Analysts Journal, the CFA Institute*

*Board member, the Dayton Area Chamber of Commerce*

- Represent Wright State University in regional economic development
- Participated as member in the Chamber's Strategic Planning committee
- Served on the mission and vision subcommittee

*Executive Leadership Team (2016) Dayton Heart Walk, American Heart Association*

*Board member, Dayton Public School*

*Board member, The United Way Dayton*

*Board member, Wright Patt Credit Union Sunshine Fund Foundation*

---

**Chair, Department of Finance**  
**Professor of Finance (tenured)**  
**Towson University, Towson, Maryland**  
**2006-2008 & 2009-2012**

Served on the executive team to the Dean to develop strategic plan for the college and worked collaboratively with the Council of Chairs to achieve the mission and vision of the college. Led AACSB accreditation process by engaging both internal and external constituents. Served on executive governance committee at the

university level to provide advice to the Provost on strategies and policies pertaining to University's mission and vision. Acted as a spokesperson for the department to articulate the goals and needs of the department and the college. Built relationships with business community and other external groups including international accreditation bodies, state legislators, and national organizations to secure resources to achieve higher education and economic development goals. Mentored faculty, staff, and students to build a motivated division of the college.

### **SELECTED ACCOMPLISHMENTS:**

#### **ADVANCEMENT AND DEVELOPMENT**

##### *T.Rowe Price Finance Lab (\$500k)*

- Provided strategic partnership with development and advancement unit to secure funding from T.Rowe Price in a highly competitive Maryland market
- Led project and worked with university engineering and facilities teams to control budget
- Worked closely with architects and vendors in design development
- Promoted and coordinated with college faculty in utilizing the lab

##### *Academic Quality*

- Led AACSB Accreditation Assurance of Learning Committee and efforts
- Created partnership with the Department of Mathematics to innovate an interdisciplinary major in Mathematical Finance with Actuarial Science, creating a strong program to nurture risk managers
- Steered department to create collaboration on campus and internationally
- Worked with multiple constituents to bring in international partnerships for the business school
- Developed an international joint program with Shanghai Finance University to create a finance concentration with Shanghai students studying at Towson University

##### *Strategic Leadership*

- Provided leadership in revamping finance curriculum
- Served as board member, Baltimore CFA Society, representing the department and college
- Worked closely with the dean, associate deans, and other department chairs to foster collaboration and solve problems related to budgetary and financial issues related to the college
- Served as editor-in-chief, Baltimore Business Review, a joint publication between Towson University and Baltimore CFA Society

##### *External Relations*

- Host and University Liaison, CFA Institute's Global Investment Research Challenge for both Baltimore CFA Society and CFA Society of Washington DC with Under Armour CFO
- Retainer Speaker/Selected Speaker, the CFA Institute and CFA Institute Asia Pacific

---

### **Becker's CPA/Stalla Review for the CFA® Exam CFA Curriculum Director/Editor-in-chief 2007-2008**

Worked with VP of Production to create strategic plan to achieve curriculum goals and revenue targets of the division. Oversaw and managed CFA Exam Curriculum with direct reports comprising three level managers, four editors, and a team of 45-50 subject matter experts (Ph.D. and CFA). Acted as spokesperson for CFA division to promote curriculum to external stakeholders including CFA Institute, investment community, universities, and CFA society chapters nationally and internationally. Managed editorial office to set goals and strategies for curriculum, assure high editorial quality, and decide on deadlines for production. Worked with CFA Institute on compliance issues relating to programs and products. Responsible for CFA unit budget, P&L, and resource allocation. Mentored editors to build a highly productive team and developed a collaborative leadership culture.

---

**Sellinger School of Business  
Loyola University Maryland, Baltimore, Maryland  
1997-2007**

Associate Professor of Finance (2004-2006)  
Academic Director for the Sellinger Scholars Program (2002-2003)  
Assistant Professor of Finance (1997-2004)

**SELECTED RECOGNITIONS/AWARDS/GRANTS:**

- ***Class of 2020***, Florida Influencers – nominated by FIU President and selected by the Miami Herald, Bradenton Herald, el Nuevo Herald and their parent company McClatchy to part of the 2020 Influencer Project, a high-profile statewide initiative to fuel in-depth discussions about issues facing Floridians. The Influencer Project is to draw on the leadership and expertise of 50 leading Florida voices to elevate civil conversation and keep the governor, legislature and state and federal policy-makers focused on the policy challenges that matter to the state.
- ***Honoree***, Book of Leaders 2019 presented by Miami Today – to be recognized alongside with Donna Shalala (Congresswoman), Carlos Gimenez (Miami Dade County Mayor), Alberto Carvalho (Superintendent Miami-Dade County Public School), Carlos Trujillo (US Ambassador to the Organization of American States)
- ***Becoming a Leader of Leaders 2019, The Wharton School, University of Pennsylvania*** – to work alongside executives from around the world to study and practice highly effective leadership.
- ***Creating and Implementing Strategy for Competitive Advantage Program 2018, The Wharton School, University of Pennsylvania*** – to work alongside executives from around the world to navigate the speed of change in marketplace through real-world and real-time knowledge to create high impact results.
- ***National Women’s Leadership Forum, American Council on Education 2017*** – selected by the American Council on Education (ACE) to attend the National Women’s Leadership training.
- ***Millennium Leadership Initiative, Millennium Scholarship Recipient 2016*** – selected and awarded scholarship by the Millennium Leadership Institute to attend the Millennium Leadership Initiative.
- ***Millennium Leadership Initiative, Class of 2016*** – nominated by the President and selected as a protégé for the Class of 2016 Millennium Leadership Initiative (MLI) Institute. The Institute is co-sponsored by the American Association of State Colleges and Universities (AASCU) and the Association of Public and Land-grant Universities (APLU).
- ***Institute for Management and Leadership in Education MLE, Harvard University***– nominated and selected by the Provost and President to attend the MLE training in summer 2016.
- ***Faculty Mentoring Grant, 2016*** – selected and awarded grant to support faculty mentoring in the College for one academic year.
- ***Lean In Chapter, Dayton – 100 of Dayton’s Women Influencers.***
- ***Dayton’s Power 50 Women 2016 – Dayton Business Journal***– recognized and selected by the Dayton Business Journal as one of the top leaders from the Miami Valley region.
- ***Dayton’s Power 50 Women 2015 – Dayton Business Journal*** – recognized and selected by the Dayton Business Journal as one of the top leaders from Miami Valley.
- ***Dayton’s Power 50 Women 2014 (inception year)– Dayton Business Journal*** – recognized and selected by the Dayton Business Journal as one of the top leaders from Miami Valley.
- ***Wise Women*** – recognized and selected by the Deloitte Dayton Women’s Initiative as one of the eight Dayton-area women leaders of the fourth annual Wise Women.
- ***Four Great Dayton people I met in 2013*** - recognized as one of the four people that are memorable to the journalist in Dayton Business Journal.
- ***Outstanding Article Award 2005 – Journal of Financial Research***- “Evidence on the Market for Professional Directors?” co-authored with Phyllis Keys at the University of Delaware - voted by all associate editors in the journal including a cash prize and title and authors’ names printed at the back of the journal for the year 2006.

- **Nominated and Invited participant** in recognition of excellent teaching in Corporate Finance to participate at 2006 Finance Teaching National Event sponsored by Thomson/South-Western, February 9, 2006, Charleston, South Carolina.
- **Invited Keynote Speaker at the Stock Exchange of Thailand (SET)** by the SET and CFA Bangkok Chapter, Bangkok, Thailand 2005 with 300+ participants.
- **Award Recipient of Dean Symposium 2005 and Keynote Speaker** in recognition of outstanding achievement in research, teaching, and service, Loyola College (only one in a year).
- **Keynote Speaker, the Undergraduate Student Research Colloquium**, Mentor for the Annual Loyola College Undergraduate Student Research & Scholarship Colloquium 2005.
- **Winner for the Undergraduate Student Research Colloquium**, Mentor for the Annual Loyola College Undergraduate Student Research & Scholarship Colloquium 2005.
- **Professional Honor Society Member**, Loyola Chapter of the Financial Management Association 2003.
- **Research Article of the year 2001-2002, Department of Finance Loyola College in Maryland.**
- **Best Professor** voted by the class of 2001 in the Loyola College in Maryland Senior Survey.
- **One of the fourteen Nominees for Distinguished Teacher of the Year 2000**, Alpha Sigma Nu.
- **Winner for the Undergraduate Student Research Colloquium**, Mentor for the First Annual Loyola College Undergraduate Student Research & Scholarship Colloquium 1999.
- **Associate Editor and Author of Corporate Governance: Chinese Practices and American Experience**, A Joint Publication of Chinese Economists Society and Beijing International MBA Programs at Peking University - "Top Ten Best Seller List" according to a survey published by China Business Daily (Zhong Guo Jin Yin Bao).

#### SELECTED PUBLICATIONS:

- "Do Shareholder Rights Influence Managerial Propensity to Engage in Earnings Management?" co-authored with Seung Woog (Austin) Kwag and Kenneth Small *Journal of Economics and Finance*, April 2015, Volume 39, Issue 2, pp 308-326.
- "Governance, Product Market Competition and Cash Management in IPO Firms" co-authored with Bharat Jain and Ying Ying Shao *Journal of Banking and Finance*, Vol. 37, Issue 6, June 2013, pp 2052-2068.
- "Asymmetric Signaling Power of Insider Trading and Its Impact on Information Environment and Market Reactions," with Kam C. Chan, *International Review of Accounting, Banking and Finance*, Summer 2013, Volume 5, No.2, page 55-80.
- "Audit Committee and Firm Value: Evidence On Outside Top Executives As Directors" co-authored with Kam C. Chan *Corporate Governance –An International Review (2008) Volume 16, No. 1, 16-31.*
- "Are Chinese banks positioned to compete in the post-WTO environment?" co-authored with Babu Baradwaj and Susan Flaherty, *The Chinese Economy(2008) – M.E. Sharpe, 41(2), 56-75.*
- "The Impact of Board Monitoring on Information Asymmetry: A Capital Markets Perspective" co-authored with Susan Flaherty, Kenneth Small at Loyola College, *Corporate Ownership and Control*, Vol. 4, Iss. 2, Winter 2006-2007, 248-256.(leading article)
- "A First Look at the Finance Research Productivity among Academic Institutions and Authors in China: 1990-2004" co-authored with Kam C. Chan at Western Kentucky University, *The Chinese Economy*, September-October 2006, 87-98.
- "Stock Market Reactions in Japan to Credit Rating Changes by U.S. and Japanese Agencies" co-authored with Yoon Shin and William Moore at University of South Carolina, *Journal of Banking and Finance*, Vol. 30 (2006), 1007-1021.
- "Evidence on the Market for Professional Directors?" co-authored with Phyllis Keys at the University of Delaware, *Journal of Financial Research*, Vol. 28(4), (Winter 2005), 575-58- Awarded the Outstanding Paper of 2015.

“Director Quality and Firm Performance” co-authored with Lisa Fairchild, *The Financial Review*, Vol.40, May 2005, pp257-279.

“Composite Performance Measures – Evidence on Chinese Stock Exchanges” co-authored with Susan Flaherty, *The Chinese Economy*, Vol. 37, 2004 pp39-66.

“Decaf or Regular – A look at the time compression format in MBA Investment Course” co-authored with Kam C. Chan *Journal of Financial Education*, Vol. 29 Spring 2003.

“The Controversial Contrarian Profits – A Study on the Differential Returns Across Months” was published in *Quarterly Journal of Business and Economics* 1998 Vol. 37, Number 4, 1998, pp1-26. (leading article)

#### **SELECTED PROFESSIONAL ACTIVITIES:**

- Co-host Disney Institute with Dayton Chamber of Commerce, to provide world class professional training for business leaders and professional development opportunity for staff in Wright State University.
- Featured interview by Lean In Dayton, an Interview series with 100 of Dayton Women Influencers, 2015.
- Panelist, Multicultural Leadership Roundtable in Ohio, Ohio Diversity Council & National Diversity Council, September 2015.
- Invited Keynote Speakers on corporate governance and economy:
  - Building Owners and Managers Association, September 2015.
  - CFA Institute Society Leadership Conference to represent Baltimore CFA Society Board, Los Angeles, California, September 2011.
  - CFA Society of Hartford, Connecticut in June 2007.
  - CFA Society of San Antonio, Texas in May 2007.
  - CFA Society of Oklahoma, Oklahoma City in November 2006.
  - CFA Society of Oklahoma, Tulsa in November 2006.
  - Baltimore Security Analysts Society in October 2006.
  - CFA Auckland, NZ Chapter, summer 2006.
  - Pittsburgh Society of Financial Analysts in May 2006.
  - CFA Bangkok Chapter and the Stock Exchange of Thailand (SET) with 300+ attendance at the SET, July 21, 2005, Bangkok, Thailand.
  - Detroit Investment Analysts Society April 7<sup>th</sup>, 2004, Detroit, Michigan.
- Provided a seminar on “Margin Trading and Short Selling” to a group of financial analysts at the University of Hong Kong, June 2006, Hong Kong.
- Nominated and Invited to participate at 2006 Finance Teaching National Event sponsored by Thomson/South-Western, February 9, 2006, Charleston, South Carolina.
- Provided a training workshop on “Corporate Governance” to KPMG’s partners and associate directors at Bangkok Training Center, July 20, 2005, Bangkok, Thailand.
- Session Chairperson: 2005 Financial Management Association – European Conference, Sienna, Italy.
- Seminar presenter of “Audit Committee and Firm Value: Evidence On Outside Top Executives As Directors” co-authored with Kam C. Chan at Western Kentucky University at the University of Hong Kong, School of Economics and Finance.
- Invited speaker at the Women Faculty Luncheon, Loyola College, 2005.
- Retainer/Selected speaker in CFA Institute Asia-Pacific Speaker Retainer Program, 2004-present.
- Retainer/Selected speaker in CFA Institute Speaker Retainer Program, 2004-present.
- Associate Editor: Corporate Governance: Chinese Practices and American Experiences (A joint publication of Chinese Economists Society (CES) Beijing International MBA Programs at Peking University (BiMBA).
- Member: 2000 European Financial Management Association Program Committee FMA European Meeting Program Committee