

Lynn W. McGee, Ph.D.

University of South Carolina Beaufort • One University Boulevard • Bluffton, SC 29909
lmcgee@uscb.edu

- **Entrepreneurial business leader:** demonstrated results in strategic marketing/communications, media and public relations, sales management, government relations.
- **Committed marketing faculty member,** teaching undergraduate and/or MBA courses as full time faculty member and as adjunct faculty while employed in university senior leadership positions. 2001-present.

COURSES AND RESEARCH INTERESTS

Teaching experience: Principles of Marketing, Marketing to Organizations, Sales, Sales Management, Marketing Channels and Marketing Research. Interest in Marketing Strategy/Business Game courses, "flipped classroom" and hybrid courses.

Research focus: Organizational dynamics of marketing program implementation, Distribution channels, Sales and Sales Management. Published teaching cases on branding and multi-organization marketing coalition development.

HIGHER EDUCATION LEADERSHIP/FACULTY CAREER

University of South Carolina Beaufort

Bluffton, Beaufort, and Hilton Head Island, SC

Vice Chancellor for University Advancement and External Relations

2006-present

Marketing and Communications. Consistently raised quality of recruiting communications. USCB averaged 7% annual enrollment growth since 2006, doubling in size from 1,000 to over 2,000 students. Led research-based institutional branding, recruitment messaging and Sand Shark athletic identity, building consensus with faculty, students, alumni and community volunteers. Served as university spokesperson. Grew team from 3 to 8 professional staff. Successfully nominated university for seven regional and statewide awards.

Development, Fundraising and Alumni Affairs. Assumed responsibility 2011. Restructured organization to accelerate fundraising and drive alumni programming, 2012. Increased internal giving from 17% to 90% participation. Implemented accountability system.

Government Relations. Assumed responsibility 2012. Initiated collaborative multiple university "Parity for Students" campaign in state legislature. USCB recurring state funding increased by 93%--from \$1.4 to \$2.7M by 2015. Almost tripled by 2018, as campaign ended.

Cross-University Teams: Chair, Commencement 2008-2016. Chair, Golden Jubilee 2010, Chancellor Search Committee 2015. Chair, Vice Chancellor for Finance Search 2010. USCB SACS Accreditation (2007-2009) and Reaffirmation Teams (2010-present.)

Indiana University-Purdue University Columbus

Columbus, IN

Visiting Professor of Marketing and Director of Enrollment Management

2001-2005

Marketing Visiting Professor: Developed five new courses as lead marketing faculty member in new undergraduate and MBA programs. Designed and implemented marketing concentration. Adjunct Professor of Marketing 2001. Promoted to Visiting Professor 2003.

Director of Enrollment Management: Marketing lead reporting to campus dean on entrepreneurial team driving rapid growth and change. Reversed five-year declining enrollment trend with 7.82% increase in 18 months. This role was added to faculty responsibility in 2003.

FORTUNE 500 MARKETING/CONSULTING

Cummins Inc., Columbus, IN: Product Manager, Diesel Engine Overhaul Parts

Navistar/International Trucks, Chicago, IL: Heavy Duty Truck District Sales Manager, NC/SC/TN Territory

International Management (consulting), Okatie, SC: President 1991-present

EDUCATION

- Indiana University Bloomington, Kelley School of Business** Bloomington, IN
Doctor of Philosophy in Business. Focus: marketing with emphasis on the application of quantitative methods and the social sciences to applied problems. Organizational Behavior minor. Quantitative Methods minor. *John Edwards Fellow.*
- University of North Carolina Chapel Hill, Kenan-Flagler School of Business** Chapel Hill, NC
Masters of Business Administration. Integrated sequence of case and lecture courses developed analytical and communication skills via individual and group pragmatic decision-making. *Morehead Fellow; Top 7 graduate. Beta Gamma Sigma*
- Agnes Scott College** Atlanta, GA
Bachelor of Arts in Mathematics and English. *Phi Beta Kappa, Stukes Scholar, Honor Court, Mortar Board*

PROFESSIONAL RECOGNITION

- AACSB Bridge Program,** New York University, New York 2018
- Faculty Development in International Business,** University of South Carolina Darla Moore School of Business, Columbia, SC 2018
- USCB Chancellor Commendation:** Contribution to advance Internationalization at the University of South Carolina Beaufort 2018
- Fulbright Selection Committee member.** Washington, DC 2018
- Fulbright Scholar: Germany International Education Administrators Seminar** 2016
 Seminar in Berlin, Leipzig, Dortmund and Bonn, followed by independent visits to potential partner universities.
- Edwin Crawford Award for Innovation in State Government Relations.** 2015
Given by American Association of State College and Universities, APLU, CASE, and AACCC
 Higher Education Government Relations Conference, Austin, TX
- Circle of Excellence International Gold Award** 2014
Given by CASE International: Council for the Advancement and Support of Education
 For innovative campaign: *Parity for Students: Collaborative Advocacy*
- American Marketing Association**
- Robert J. Lavidge Scholarship Recipient, Market Research Seminar.** Terry College of Business, University of Georgia 2013
Doctoral Consortium, New York University 1986
- Council for the Advancement and Support of Education, District III**
- Grand Award Finalist:** Branding: *USCB Sand Shark Mascot Selection Process* 2009
 Micro site: *USCB Admissions Website* 2014
- Award of Merit:** Employee Giving: *USCB Family Fund* 2013
 Magazine Advertising: *Learn Where the Living is Easy* 2009

COMMUNITY INVESTMENT

- Beaufort Rotary Club, Beaufort, SC 2012-present
- Family Promise of Beaufort and Jasper Counties (Homeless Shelter), Overnight Volunteer 2008-present
- Boy Scout Troop 213, Committee Member, 2007-present
- Grace Coastal Church, Okatie, SC 2007-present

PERSONAL

Career stop-out to develop multi-cultural competencies. Home schooled four sons as our family relocated in support of my husband's career to unique living/learning experiences in Midwest and Southeast US and United Kingdom.
 Value time spent out of doors. Run/hike/bike regularly. Value opportunities to travel and live abroad.

List of publications and presentations available upon request.