

Curriculum Vitae

James Shannon Threlkeld

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EDUCATION

1998 - 2000	Indiana University School of Education, Bloomington, IN Instructional Systems Technology, MS
1992 - 1995	Indiana University, Kelley School of Business, Bloomington, IN Business, BS

EMPLOYMENT

2008 - present	Indiana University Kelley School of Business Marketing Department	Faculty Senior Lecturer
2006 - 2008	Indiana University Kelley School of Business Marketing Department	Faculty Lecturer
1999 - 2006	Indiana University Kelley School of Business Operations and Decision Technologies	Faculty Lecturer
1998 - 1999	Indiana University Kelley School of Business Operations and Decision Technologies	Visiting Faculty Lecturer
1996 - 1998	Indiana University Kelley School of Business Operations and Decision Technologies	Adjunct lecturer

KELLEY SCHOOL OF BUSINESS EXECUTIVE EDUCATION WORK

2020 - 2021	Business Essentials Certificate Program <ul style="list-style-type: none">Conducted a three-week intensive B2B marketing class in this program. My class was one of four classes in the program.
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KELLEY SCHOOL OF BUSINESS EXECUTIVE EDUCATION WORK (continued)

2018, 2019, 2021	<p>KDLP Leadership Program</p> <ul style="list-style-type: none">• This program is tailored to executive level business personnel from several different industries. The goal is collaboration between business disciplines to identify and promote servant leadership within their organization.• Provided a half-day training program on leadership within the marketing discipline. Participants were senior executives from leading industry in Indiana.• Served as a presentation judge for final presentations.• I participated in three different KDLP cohorts.
2015 - 2021	<p>KISBEE Capstone MBA Course X532</p> <ul style="list-style-type: none">• I have been an instructor for the X532 course since 2015.• I have also coached more than 100 MBA teams in this course.
2015 - 2021	<p>Kelley Capstone Faculty Liaison:</p> <ul style="list-style-type: none">• Responsible for recruiting over 30 individual NGO companies for KISBEE in 2021 and greater than 100 companies since 2015.• I recruited these NGOs through a joint effort with the Katerva Organization. Katerva is a nonprofit organization that promotes disruptive innovative businesses world-wide.• Guided MBA teams' work with NGO companies from across the world. Met virtually to find solutions to business problems facing these firms.• Each MBA team provided a recommendation to their NGOs in the form of a written report and presentation to company executives.• Many companies returned for additional projects due to the value these collaborations brought to their organization.
2020	<p>Kelley School of Business and Indy Chamber of Commerce Rapid Recovery series for small businesses in Indiana.</p> <ul style="list-style-type: none">• As an invited volunteer, I created a one-hour webinar on market strategies that small companies could use to jump-start their businesses after the spring economic shutdown of businesses in Indiana.• My video received several thousand views and was watched by hundreds of people on Zoom and Facebook Live.
2016 - 2019	<p>Steinbeis Global Management Development Program: Developed and delivered a 1-day, B-B marketing strategy class to German graduate students who were participating in this program hosted by the Kelley School of Business.</p>

2019	SPX Flow Executive Education Program <ul style="list-style-type: none"> • Conducted a multi-day executive education training class. • This Advanced Marketing Intelligence Strategy session program focused on how marketing strategies can validate the effectiveness of a product line's business model. The session also involves the development of a marketing plan. • Provided Coaching to action learning teams in the program. • Judged final cases for SPX Flow at completion of the action learning phase of the program.
2019	National Express Certification Course <ul style="list-style-type: none"> • Taught the marketing portion of the program (3 weeks) for this certificate course.
2016	Manitowoc Corporation Two-day Workshop, Manitowoc Company.
2015	Manitowoc Corporation Two-day Workshop, Manitowoc Company.
2015	SPX certificate program. Conducted a one-day course on marketing.

INDEPENDENT CONSULTING

Year	Companies / Organizations	# Days
2021	Central Electric, Cook Medical, Berry Plastics, Crane, Kimball	28
2020	Central Electric, Hoosier Energy, Pierce Manufacturing	41
2019	Central Electric, Hoosier Energy, SASSI Institute, National Express	31
2018	Central Electric, SPX Flow, Hanskin, SASSI Institute, Hoosier Energy	28
2017	Central Electric, Hoosier Energy, Nexeon Med Systems Inc.	25
2016	Central Electric, Hoosier Energy, Monroe County School System, Spuzz, Radiance Solar, NRCO, Silicon Ranch, R&B Car company	
2015	Central Electric, Hoosier Energy, Weil-McClain, SPX	15
2014	Hoosier Energy, Manitowoc Crane, Manitowoc Food Service	12
2013	Hoosier Energy, Direct Defender	25
2012	Hoosier Energy	15
2011	Hoosier Energy	18
2010	Hoosier Energy, Aisin Brake Company	23
2009	Hoosier Energy	18
2008	Hoosier Energy	13
2014 - 2018	Created cases and judged teams for Hoosier Energy Leadership program.	
2016	Invited to host a session for the National Rural Cooperative Association (NRCA) at their national conference in 2016.	

PROFESSIONAL SEMINARS / WORKSHOPS

2021	Bringing Diversity, Equality and Inclusion into the Curriculum, Hosted by KSB Marketing Department, Online Presentation May 26 – Attendee
2021	"Leading Like an Ally", Next Pivot Point, Online Presentation May 19 – Attendee
2019	The IU Online Conference, Sheraton Hotel Indianapolis, IN October 30 – Attendee
2016	The Continuing Disruption of Healthcare and Life Sciences Business Models, One America Tower-One American Square Indianapolis, IN February 20 – Attendee
2015	Personalized and Precision Medicine, Indiana University, Purdue University-Indianapolis, Hine Hall November 20 – Attendee
2015	UC San Diego Healthcare Shop, UC San Diego Jacobs School of Engineering, La Jolia, CA October 15-17 – Project Team Coach/Attendee
2004	Midwest Decisions Science Institute, Ohio State University, Columbus, OH 43210 March 14 – Presenter/Attendee

PROFESSIONAL PRESENTATIONS

2004	Co-presented at the Proceedings of the Midwest Decision Sciences Institute. Used role-play to teach negotiation in a supply chain management sourcing course.
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TEACHING RECOGNITION

Kelley School of Business

2011	Nominated – IU Alumni Association Student Choice Award Recognizes outstanding teaching by professors at Indiana University.
2010	Awarded – the Kelley School of Business Innovative Teaching Award Recognizes professors for innovative teaching curriculum in the classroom.
2010	Awarded—Technology Grant for Teaching and Learning

Provides funding to professors in order for them to modernize their classroom instruction.

2009	Awarded—Alpha Kappa PSI Teaching Excellent Award Recognizes professors in the post I-Core category who went above-and-beyond in their teaching duties to help business undergraduate students succeed.
2001	Nominated—the Panschar Award Recognizes outstanding teaching by faculty lecturers at the Kelley School of Business.
2001	Nominated—the Kelley School of Business Student Choice Award

SERVICE

Departmental Service

2021	Diversity, Equity, and Inclusion Undergraduate Committee
2019 - 2020	Simulated Teaching classroom experience, Kelley Direct Admit Weekend
2016 - 2020	Marketing Department Representative, Kelley Direct Admit Weekend
2012 - 2020	Marketing Department Representative, Graduation Ceremonies
2012 - 2019	Marketing Department Representative, Kelley Direct (KD) Programs
2019	Marketing Department Hiring Committee, Brand Academy Position
2017	Marketing Department Representative, P&G Hackathon Event
2014 - 2017	Member, Kelley School of Business Academic Fairness Committee
2016	Marketing Department Hiring Committee, BMA Academy Position
2013 - 2015	Faculty Sponsor, Gold Casters Marketing Internship program
2010 - 2015	Judged sales competition for the Sales Global Leadership Center
2008 - 2014	Member, Marketing Department Undergraduate Committee
2006 - 2011	Member, Undergraduate Policy Committee
2007 - 2009	Guest lecturer, X220 Career Perspectives

2006	Guest teaching assistant, M343 class
2003 – 2006	Judge, X201 Honors Case Competition
2002 - 2006	Guest lecturer, P320 purchasing class

Kelley School of Business Service

2021	Kelley School of Business and Indy Chamber of Commerce Rapid Recovery series for small business in Indiana.
2021	Member, IIB/CIBER Advisory Committee
2020	Presenter, Kelley School of Business and Indy Chamber of Commerce Rapid Recovery series for small business in Indiana.
2012 - 2020	Kelley Undergraduate Recognition Ceremony- Present at both the May and December ceremonies each year.
2013 - 2018	Kelley MBA Connect Week (KD) Case Competition Judge/ Case Coach/Case Editor
2012 - 2018	Connect with Kelley Day: An important part of the Kelley School of Business Direct Admit program in which several hundred undergraduate Direct Admit candidates and their parents visit Indiana University and the Kelley School of Business
2012 - 2018	Kelley in Focus Diversity Weekend: Program is designed to showcase the Kelley School of Business MBA program to prospective minority students.
2012 - 2015	Judge, 3M Pre-National Team Selling Competition, Kelley School of Business
2013	Member, Teaching and Excellence Committee
2013	Lunch time speaker for Cummins IMA program
2012	Member, Teaching and Excellence Committee
2011	Member, Teaching and Excellence Committee
2010	Delivered a webinar for the Office of Development & Alumni Relations
2009	Junior Executive Program. Institute designed specifically for high school students from underrepresented groups, namely students who identify as African American, Latino/Hispanic, or American Indian/Native American.
2009	Member, Technology Steering Committee.
2005	Kelley Executive Partners Program: "Business Modeling in Microsoft Excel."

2004	Delivered project management training seminars sponsored by the Kelley School of Business at the Work One Center, Bloomington, IN.
2003 - 2004	Designed, researched, and produced a video for first year MBA students enrolled in a qualitative analysis class.
2002 - 2003	Faculty advisor for e-Enterprise Institute.
2001	Chaperoned 25 undergraduate students to the Comdex trade show in Chicago. Activities included visiting vendor displays, a tour of a local internet service providers, and videotaping student interviews with company representatives.
2000	Presented the creation of the K201 Offline CD to KSB faculty.

University and Bloomington Community Service

2015 - 2018	Center for P-16 Research & Collaboration – Effective Leaders Academy <ul style="list-style-type: none"> • Developed and delivered a marketing course in branding to over 30 individuals from six different school districts in Indiana. • Served as a project coach to one Indiana public school each year. • Provided guidance in applying business principals and strategies to school initiatives that are designed to improve educational outcomes for students in their schools.
2015 - 2016	Monroe County School System – Fairview Elementary <ul style="list-style-type: none"> • Worked with school principal and school administrators to implement a branding campaign that highlights the school’s Artful Learning teaching methodology. • Succeeded in helping Fairview Elementary School to move from a grade of F to a grade of C which kept the state of Indiana from attaining control of the school.
2008 - 2009	School of Public Environmental Affairs (SPEA) Arts Administration <ul style="list-style-type: none"> • Taught A354 Marketing Fundamental course to SPEA Arts Administration undergraduate students. • Secured Internships for SPEA students with the City of Bloomington. • Invited Arts Marketing professionals from the city of Bloomington and Indiana University Arts Museum to speak in A354.
2002 - 2006	Indiana University Bloomington Continuing Studies Program <ul style="list-style-type: none"> • Taught a 2-week executive education class on negotiation. • Taught a project management course. • Taught project management courses to business professionals in the Bloomington community.
2003	Provided two presentations to the Freshman Interest Group.

TEACHING RESPONSIBILITIES

Indiana University, Kelley School of Business

Graduate Level

2014 - present	EDP Capstone Course (X532)
2012 - present	Marketing Strategy (C570)
2011 - present	Strategic Marketing (KISBEE Program Courses)
2017 - 2019 +	Advanced Marketing Strategy (Steinbeis Global Development Program) (To be continued/Covid restricted 2020/2021)
2015 - 2019 +	Project in Health Care (X502) (To be continued/Covid restricted 2020)

Undergraduate Level

2021	Marketing Strategy for Summer #1 Semester (M450)
2021	B2B Marketing. Scheduled for Spring Semester (M407)
2012 - present	Analysis of Marketing Data (M346)
2008 - 2014	Introduction to Marketing (M300)
2007 - 2012	Management Analysis and Display of Marketing Data (M342)
2007 - 2012	Database Marketing (M343)
2004 – 2009	Operations Management (I370)
Fall 2003	Introduction to Marketing Management (M370)
1999 - 2007	Technology and Business (X201)
1996 - 2007	The Computer and Business (K201)