

David A. Lacek, Ph.D.
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Education

The University of Denver, Denver, CO

Ph.D. Business Administration

Thesis – The Definition and Meaning of Blockchain
Committee

Conrad Ciccotello J.D., Ph.D., Professor, and Chair Department Finance

Julia Dmitrieva Ph.D. Associate Professor Psychology Department

Paul Olk Ph.D. Professor Management Department

Mary Lacity Ph.D. Walton Professor of Information Systems and Director of the
Blockchain Center of Excellence at The University of Arkansas

The University of Alabama, Tuscaloosa, AL

Master of Business Administration, Strategy and Enterprise Consulting

Gettysburg College, Gettysburg, PA

Bachelor of Arts in Business Management and Studio Art

University Leader

SAP University Leadership | University of Houston | Class of 2014 and 2015

SAP Simulation Leadership | University of Montreal | Class of 2015

Administrative Experience

Associate Chair | Organizational Leadership and Information Analytics – | University of Colorado | 2021

Associate Chair | Strategy, Entrepreneurship, Operations | University of Colorado | 2021

Director of the Services Marketing Program | University of Alabama

August 2013 to May 2017

Manage the development of curriculum, recruitment of students and experiential partners, assurance of learning and curriculum, and overall success of 3-course specialization in the Marketing department

Manage Undergraduate Program graduate team of 2 staff who provide services to about 125 undergraduate business majors

Work collaboratively building executive board partners, donors, alumni, and corporate partners

Academic Experience

Leeds School of Business | The University of Colorado at Boulder

Instructor | Strategy, Entrepreneurship, Operations | August 2017 to present
Instructor | Organizational Leadership and Information Analytics | August 2017 to present

Daniels College of Business | The University of Denver

Adjunct Professor | Management Department | August 2017 to 2020

Culverhouse College of Commerce | The University of Alabama

Director and Professor of Practice | Marketing Department | August 2013 to June 2017

Key Administrative Accomplishments

Developed Syllabi and Course Content across Specializations and for My Courses

Service Marketing
Service-Dominant Logic
Organizational Behavior
Organizational Leadership
Design Thinking
Supply Chain
Enterprise Resource Planning
Project Management
Business Model
MBA Teams Course

Lead Services Marketing Specialization to market

Designed, integrated college-approved initiative and launched the program
Developed library research, website, digital marketing, and recruitment materials
Recruited three cohorts of students for specialization

Integrated the undergraduate program curriculum and with live student project experience

Developed partnerships and classroom experiences
Self-funded projects through partner contribution
Lead development and implementation in partnership with career services
Instituted industry recognition program for course accomplishment

Service Activities

Leeds School of Business

University Hiring Committees -four hires

Division Honor Code Representative | June 2021 to Present
SAP University Alliance Director | August 2017 to Present
ERPsim and SAP Partner | August 2017 to Present
Graduate Supply Chain Internship Adviser | January 2018 till Present

Culverhouse College of Commerce

SAP University Alliance Director
ERPsim and SAP Partner | August 2017 to Present
Partner Institute for Supply Management
University of Alabama Graduate School Board of Advisors
University of Alabama Career Fair and Experiential Program Liaison
Culverhouse Strategic Planning – External Relations Committee
Professional Partner Resume Development and Review Program
Professional Partner Mock Interviews and Assessment
Summits – Executive Leaders Vision Series
International Paper University Relations Ambassador
Executive in Residence Advising Program

Research Activities

Conferences

Strategic Management Society | London Conference | September 2022

Refining the Measurement of CEO Political Ideology: Unmasking Centrist Groups

Academy of Management | Boston Conference | August 2023

Refining the Measurement of CEO Political Ideology: Unmasking Centrist Groups

Submissions

Lacek, D. (2020). Blockchain in Practice – A Case Study – Rectifying Misunderstandings of the Modern Exchange Phenomenon - submitted to the Blockchain Research Institute

Work in Progress

Lacek, D., Ciccotello, C. (2022) Extension, Insight, and Confirmation Blockchain: Terminology Impedance in Research.

Merli, J.; Lacek, D.; Malkoc, B.; Nalick, M.; Kuban, S (2022). Refining the Measurement of CEO Political Ideology: Unmasking Centrist Groups

Lacek, D. (2019). Decentralized Automated Networks and Transformation of Supply Chain Logistics to the Blockchain Information Management System.

Lacek, D. (2019). Complexity Theory, Innovation, Leadership and the Mature Leader in the Transformation of Supply Chain Logistics to the Blockchain Information Management System.

Presentations

INCITS – (June 2021) The InterNational Committee for Information Technology Standards is the central U.S. forum dedicated to creating technology standards

Awards and Recognitions

University of Alabama Graduate School Alumni of the Year 2010

American Marketing Association Teacher of the Year | Culverhouse College of Commerce | 2015

FedEx Services Marketing Partnership, Flight Ops and Office Express redesign – total expenses paid trip for 20 faculty and students | April 2016

Fed Ex Partnership Service Marketing, \$25,000 stipend to further expand Ground Services service recommendations | August 2016

Instructional Course Activity and Titles

Courses Taught

| Culverhouse College of Business and Commerce | Daniels College of Business | Leeds College of Business |
|--|------------------------------------|---|
| MKT 376: Service Marketing | MGMT 2100: Organizational Behavior | BCOR 2202: Intro to Organization Behavior |
| MKT 411: Supply Chain | MGMT 3280: Business Model and Plan | BCOR 2205: Intro to Information and Analytics |
| MKT 476: Service Management | MGMT 3700: Design Thinking | MGMT 4140: Project Management |
| MKT 477: Advance Service Marketing Projects | | BAIM 4220: Business Technology with ERP |
| MKT 591: Enterprise Integration – SAP* | | MBAC 6001: Teams* |
| MKT 594: Global Integration – SAP* | | |

*Graduate

Business Gaming Simulation, Advanced Team, Decision Making

ERPsim with SAP

Distribution

Logistics

Retail

Manufacturing

Visual Design

Process Model and Blueprint
User Groups and Journey Maps
Business Model Attributes
Lucid Chart partner

Guest Lecturer, Presentations, and Consulting

College of Commerce Board of Visitors
Caterpillar/Thompson Sales Leaders and Executive Training
Bowling Green State University – Service Marketing Competition Judge

Student Certificate Program and Award Creation

SAP ERP Software - Course Leadership Award
SAP ERP Software - Student Certificate

Industry Activities

Relational Board Partners, Sponsor Development, and Program Monetization:

FedEx, Cintas, SAP, PWC, C.H. Robinson, Amazon

Program Partners Projects:

FedEx Freight Operating Company – Strategic Response
C.H. Robinson Logistics Experience
C.H. Robinson Vehicle Scheduling
FedEx Service Ship and Get User Experience and Landscape Viability
FedEx Service Drop Box Relevance to Landscape
FedEx World Hub Tour and Team Integration
FedEx Service Retail Office Experience
FedEx Services Marketing Branding for Gen Z
Cintas Quality Approach to Business Model
Cintas Corporate 180 Quality Program Review in Local Markets
Cintas 180 Quality Program Recommendations – National Pilot
Cintas College Branding and Recruitment Approach
Aramark Bama Dining Bistro Development
Aramark Presidential Dining
Aramark Social Media Blog
Aramark Secret Shopper Program
Bama Dining Starbucks and Subway Customer Maximization
Splash Amusement Park Consumer Mix
Splash Amusement Operations Evaluation
Crown Limo and Pizza 120 – Operations, Growth, Blueprint and Industry Evaluation

Graduate and Undergraduate Professional Development Speakers include

Dale Chrystie – V.P FedEx Freight – Manufacturing Service
Matt Terry - V.P Sales SAP North America
Mike Smith - Director, Sales and Strategic Alliances PwC
Matt Feller – General Manager Cintas

Steven Markham – President B.L.G. Logistics
Dwane Hamilton – Division Manager CROSSMARK
Rusty Crosslin – Target Store Team Leader
Russ Elrod – Owner Arab Cartage and Express
September Blain – V.P Strategy International Paper Containerboard
Linda Kramer – S.V.P. Corporate Responsibility Regions Bank
Donald Comer – Marketing Director – FedEx Services
Rob Hartsough – C.O.O. SAP America
Harris Fogel – V.P Hana Cloud and Mobile Solutions SAP North America

Certifications

SAP ERPsim Certified Instructor (level 1 and 2)
Project Management Professional P.M.P. (2009)
Professional Ski Coach Full Certification

Prior Experience

The University of Colorado, Boulder, CO

Instructor and Professor of Practice, 2017 – Present

Integral in teaching over 100 students during Covid while doing dissertation. Leadership advocate for senior students preparing for professional operations, offering information, analytics, and further understanding of enterprise integration and professional approaches to process, product, and project design.

Courses Taught:

- **Project Management** – Strategy, Entrepreneurship, and Operations, designed to provide training for 100 individuals yearly.
- **Business Technology** - an Organization Leadership and Information Analytics course focused on teaching 100 students a year Business Technology, Enterprise Integration, Functional Business Areas, and Enterprise Resource Planning design.
- **Intro to Info Management and Analytics** - Analytics, enterprise systems, and security - data becomes useful information captured and organized, enabling managers to understand the value add and responsibly use technology.
- **Management Information Systems (MIS), Data-Driven MIS, Decisions and Process**
- **Executive in Residence Program** – Counsel students in the Master of Business Analytics program, directing projects and deliverables toward data science problem-solving cutting opportunities in preparation for board-level presentations.

Consultant and Advisor to The FedEx Corporation,

Liaison to Senior Leadership Team, 2013 - Present

- Integral member of the leadership team, propel the innovation of the blockchain, the definition, meaning, and practical implication to the business world from the view of senior leaders of the FedEx corporation.
- As a confidant of the corporation, collaborate with Senior Blockchain Fellow and Senior Vice President of Systems Architecture in addressing innovation and adjacent strategic questions regarding how a global operations firm that physically touches 220 countries daily can envision its operational future.
- Drive success in enabling the Vice Presidents, Senior Vice Presidents, and Strategic

Committee to conduct discussions, plan for the future of the business, and execute the firm's plans.

- Establish objectives and projects and play an active role behind the scenes in achieving project objectives and strategic alignment to facilitate leadership conversations and contribute to the achievement of visionary and organizational goals.
- Known for discreteness in frank conversations to Blockchain Staff Chief, Senior Vice-Presidents, and Vice-Presidents designed to pique curiosity via open ideation and design thinking sessions.
- Coordinate daily learning and rationalize compulsive thought patterns to innovate, maintain integrity and trust to reimagine business, interpret, assimilate, and communicate ideas to be successful and maximize time efforts.

The University of Denver, Denver, CO

Instructor and Professor of Practice, 2017 – 2021

Courses Taught:

- **Business Models** – Examine Alex Osterwalder's Business Model Canvas and the rationale of how an organization creates, delivers, and captures value.
- **Design Thinking** – As managers, envision solutions and real-world customer interactions must explain and evaluate solutions to a wide range of opportunities in the process, people, and performance.
- **Organizational Behavior** - Some organizations thrive and fail, given competitors with the same technology and capital resources. Explore the human factors, the commitment, and creativity of workers.

The University of Alabama, Tuscaloosa, AL

Executive Director and Professor of Practice, 2013 - 2017

- Developed innovative program preparing 300 students per year for careers by providing knowledge of industry standards, maximizing customer growth potential across business models (B2B and B2C), and tactics for resolving business problems.
- Managed one-million-dollar budget for up to ten yearly courses, two direct & four indirect reports, full teaching load, program partnerships, and industry leaders to maintain 100% cash flow to university.
- Leveraged business insight to monetize the program by securing \$200K in funding and internship opportunities for four years while increasing program enrollment by more than 550 percent.
- Successfully placed 90+ students in careers across industry, service, and consulting fields while using experiential learning projects and real-world business project recommendations to fast-track students for immediate success.
- Developed relationships FedEx, Cintas, SAP, PwC, and C.H. Robinson (with a combined market capitalization of more than \$192 billion) have partnered with us to provide students with opportunities to develop skills and establish credibility.
- Launched the SAP University Alliance Program. Training 200+ students annually, we leverage SAP Software features including SD, MM, PP, GL, FICO, HCM, WMS, PS, EAM, and CS modules.
- Developed a comprehensive Service Program in Marketing (SPM) curriculum covering various topics related to optimizing customer and service experiences.

International Paper, Memphis, TN

Global Project Manager | Principal Designer | Global Supply Chain Optimization | SAP/ERP Practice Management | Client Engagement, July 1998 - August 2013

- Developed and implemented business practices to increase efficiency, deliver products to customers, and generate revenue.
- Utilized global SAP ECC 6.0 ERP to integrate financial, logistics, and supply chain, business model changes.
- Led functional and business teams on more than five large-scale, full-lifecycle ERP implementations, six SAP upgrades, and multiple corporate acquisitions and divestitures, serving as a lead team member in eight countries.
- Leadership team member tasked with integrating global operations spanning five continents into cohesive processes, resulting in the maturation of operational and business concepts through increased internal expertise.
- Drove profitability increases, logistics and supply chain management, developing processes and warehouse management systems and integrating them with transportation for the package division.
- Using the make-to-order paradigm shift, effectively returned cash to the books of over 50 million dollars annually in inventory hold costs and consolidate warehouse structures from 300 to 5.
- Led beverage container logistics and financial integration in Korea and China, product taxonomy integration in Europe and North America, and material integration in France's paper mill plants.
- Instrumental in cost savings, including eliminating \$4 million in annual losses through the implementation of fiber security systems, recovering \$100 million in first-year tax savings from Brazil, and enabling effective management of \$1 billion in annual spend through the development of a competitor integration model.
- Served as primary liaison for a \$1.2 billion supply chain project, conversion lead for a Morocco financial and inventory system project, and materials management lead for a United Kingdom container plant.
- Designed and launched the Packaging integration to Apple and Blackberry product lines in Europe.
- Optimized the procurement of radio frequency, bar code storerooms for 130 plants.

Small Business Development Center, Tuscaloosa, AL | August 2006 – June 2008 |

Client Consultant

Insight Homebuilding, Athens, NY | May 1988 – August 2006 | **Owner and Developer**

Driven – **Magazine Section Editor** | 2008 – 2011

Statement on Teaching

“It’s easy to teach people; it’s difficult to help people learn.” This remark is from one of my first coaches training manuals and serves as a daily reminder that we must work to help. We all learn in different ways. How can we, as coaches and teachers, directly impact our student’s ability to perform?