

# BIRDIE C. REZNICEK

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## EDUCATION

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1996-1998	<b>NORTHWESTERN UNIVERSITY</b> <b>KELLOGG GRADUATE SCHOOL OF MANAGEMENT</b> Master of Business Administration Degree, June 1998 Majors: Management, Marketing, and Nonprofit Management	Evanston, IL
1993-1995	<b>COLUMBIA UNIVERSITY – TEACHERS COLLEGE</b> Masters level coursework in Organizational Psychology	New York, NY
1985-1989	<b>UNIVERSITY OF PENNSYLVANIA – WHARTON SCHOOL</b> Bachelor of Science in Economics, May 1989 Major: Multinational Management	Philadelphia, PA

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## PROFESSIONAL EXPERIENCE

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2014-Present	<b>UNIVERSITY OF COLORADO BOULDER</b> <b>LEEDS SCHOOL OF BUSINESS</b> <i>Associate Chair, Division of Social Responsibility &amp; Sustainability (SRS)</i> <i>Daniels Fund Ethics Initiative (DFEI) Faculty Ambassador</i> <i>Leeds Executive Committee (LEC)</i>  <b>Associate Teaching Professor, Division of Social Responsibility &amp; Sustainability</b> <u>Courses Taught</u> <ul style="list-style-type: none"><li>• <i>CESR 4005: Business Solutions for the Developing World - Learning Through Service</i> Upper-level experiential learning course focused on applying business tools and the power of markets to address poverty. Student teams complete pro bono consulting projects on behalf of social enterprise project partners in the developing world.</li><li>• <i>BCOR 2302: Business Ethics &amp; Social Responsibility</i> Sophomore-level required course that challenges undergraduate students to think critically about business conduct from the perspective of ethics, values, markets, public policy, and regulation.</li><li>• <i>BCOR 1015: World of Business</i> Freshman-level required course redesigned to explore the interplay between ethical considerations with historical, societal, philosophical, and economic factors that underpin contemporary business practices in developed and emerging worlds.</li></ul> <b>Director, Social Responsibility &amp; Ethics (SRE) Certificate and SRS Track</b> <ul style="list-style-type: none"><li>• Serve as Faculty Director guiding undergraduate business students toward earning the SRE Certificate distinction through experiential learning internships, social impact coursework and overall academic certificate requirements.</li><li>• Manage partnerships with social purpose enterprises to foster opportunities for experiential learning projects and internships.</li><li>• Launch and manage courses for the Social Responsibility &amp; Sustainability Track.</li></ul>	Boulder, CO
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**LEEDS SCHOOL OF BUSINESS**  
**Center for Ethics & Social Responsibility (CESR)**

Boulder, CO

2010-2013

*Managing Director*

- Convened the annual Conscious Capitalism Conference: 2011 & 2012.
- Facilitated CESR's quarterly External Advisory board meetings.
- CESR Fiscal Officer and liaison to Development Office to support fundraising efforts. Won grant awarded by the Institute for Ethical & Civic Engagement.

2007-2009

**MARTA ASSOCIATES**

Denver, CO

*Senior Consultant*

- Guided non-profit boards of directors in strategic planning process for organizational mission/vision, program assessment and implementation.

1998-2001

**GOLDEN GATE COMMUNITY INC. (GGCI)**

San Francisco, CA

*Enterprise Director*

- Directed the social enterprises of GGCI, a community development organization within venture capitalist George Roberts' portfolio (Roberts Enterprise Dvlpt Fund).
- Responsible for social and financial outcomes of entrepreneurial ventures. Tripled the number of clients served per year; increased revenue and profits by launching additional retail venues, an e-commerce website, and new product lines.
- Won local government contracts to expand *The City Store* operations to SF City Hall and Moscone Center to maximize jobs and training for GGCI's at-risk clients.

Summer 1997

**BOOZ ALLEN & HAMILTON**

Chicago, IL

*Summer Associate, Financial & Health Services Group*

- Developed intellectual capital on the managed care industry structure.
- Conducted strategy assessment for the largest post-acute health care provider in U.S. Focused on acquisition and integration strategy for broad continuum of care.

1989-1996

**METLIFE**

New York, NY

*Director, Supply Chain Management, 1992-1996*

- Directed strategic/financial operations of 40-person staff in Corporate Procurement. Responsible for contract negotiations and \$80m in annual expenditures.
- Coordinated operating policy for five regional divisions servicing MetLife's 1,200 dispersed offices. Managed operating budget of \$15 million.
- Spearheaded re-engineering initiative and led implementation team for national procurement program earning corporate award for team effectiveness.
- Founded *NAPM-NY Purchasing Manager's Index*, forecast of regional economic activity published in major news wires and industry journals.

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RECENT SERVICE

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2021-2022

**LEEDS SCHOOL OF BUSINESS**

- Office of Diversity Affairs - *Business Leadership Program Case Preparation* presenter
- Mentor for Leeds undergraduate team competing in the 2022 Daniels Fund Ethics Initiative (DFEI) Case Competition; placed highest in Leeds history.
- Case writer and judge for Leeds' DFEI case competitions; final round judge for the Phillips 66 Business & Engineering Diversity Case Competition.
- Search Committee member for multiple SRS Instructor positions.