

CHARLES REEVES

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PROFESSIONAL EXPERIENCE

School of Sustainability (SOS), Arizona State University

Tempe, AZ

Program Manager, Capstone Projects (part time)

May 2023 - Current

- Lead capstone project program for SOS professional masters degrees
- Develop real-world sustainability projects with external partners from industry, government, and the non-profit sector
- Customize projects to the requirements of each degree program and course format
- Provide all necessary support to faculty and students to maximize faculty's effective capacity to guide multiple projects at one time
- Develop marketing materials and external communications including print, digital, website and social media

Thunderbird School of Global Management at ASU, Executive Education Programs

Virtual

Faculty Lead, Leadership Business Communications for Google Global Resilience and Security Services

Sep 2022 — Dec 2022

- Develop customized eight-week curriculum in coordination with Google course sponsors
- Deliver business writing and presentation skills workshop to Google executives in an online format

Thunderbird School of Global Management at ASU

Phoenix, AZ

Director, Thunderbird Applied Learning Programs

Nov 2009 – Sep 2021

Academic Program Leadership

- Directed a \$1 million+ budget, 20-30 international and domestic consulting projects with real-world organizations, 1 direct report, 2-4 graduate assistants, faculty mentors, and 100+ students traveling internationally or working domestically
- Led applied learning consulting curriculum across all graduate and undergraduate programs, including full time, executive, online, and continuing education for alumni
- Led the evaluation and team assignments of hundreds of competitive student applications annually
- Developed communications and marketing material, media, and press releases to support three main stakeholder pipelines: projects, funding, and students
- Advised prospective, new, and continuing students on Thunderbird Applied Learning programs through presentations, information sessions, campus communication channels and one-on-one meetings

Partner Development and Client Management

- Developed and maintained partnerships with real-world organizations to yield projects appropriate for experiential graduate course credit and other applied learning programs. Partners included Fortune 500 Businesses, Governments, Multi-Lateral Development Finance Institutions, Small and Medium Sized Enterprises, Social Enterprises and Non-Profits

Selected Individual Consulting/Training Projects [Role: Project; Organization; Location, Date]

- Consultant: Strategic Human Resource Advisory for 20 companies in the "Vuelo V" business training cohort; Cali Chamber of Commerce, Colombia, 2018
- Trainer: Business Writing training and development for community relations staff; Resolution Copper; Superior, Arizona, 2018
- Consultant: MBA Curriculum and Implementation Recommendations; Winrock International, USAID, Agriculture and Forestry University; Chitwan State, Nepal, 2014

- Presenter: Design Thinking and LEAN Business Canvas; Global Youth Innovation Network (GYIN), Youth Agribusiness, Leadership and Entrepreneurship Summit on Innovation (YALESI); Dakar, Senegal, 2016

**Millennium Promise, Millennium Villages Project Koraro
Country Business Manager, Ethiopia**

**Hawzen, Tigray State, Ethiopia
Jan 2009 – Oct 2009**

- Consulted with community groups, sector experts, government and business leaders to develop a ten-village honey production cooperative
- Developed and implemented a marketing, financial, and operational plan for the honey cooperative business valued at \$450,000

**United States Peace Corps, Benin
Small Enterprise Development Volunteer**

**Benin, West Africa
Jul 2005 - Aug 2007**

- Taught, adapted and wrote a five-week certificate program and trained over 150 entrepreneurs in six villages on savings and lending practices
- Funded and directed a basketball and life-skills camp for 35 youth from two villages, alongside Beninese national team players and coaches
- Trained trainers: trained 14 new volunteers and 6 local leaders as teachers of the Peace Corps Benin Credit and Savings Learning Module; oversaw classroom implementation

**Tuscaloosa News, a New York Times Company
Advertising Account Executive**

**Tuscaloosa, AL
Aug 2004 - Mar 2005**

- Generated over \$100,000 in monthly revenue with Tuscaloosa's largest automotive and real estate firms
- Created and sold advertising campaigns for classified, special sections, internet and magazines, generating new business and new products

EDUCATION

**Thunderbird School of Global Management
MBA in Global Management, focus on International Development and Finance**

**Glendale, AZ
May 2009**

- GMAT 730; GPA 3.87; Global Citizenship Scholarship 75% tuition; Beta Gamma Sigma Business Honor Society; Student Government; Study-abroad: South Africa and Ethiopia

**University of Alabama
Bachelor of Science, Commerce and Business Administration**

**Tuscaloosa, AL
Dec 2003**

- Major: Marketing; Multiple Dean's Lists; Beta Gamma Sigma Business Honor Society; Varsity Swim Team 1999-2003; SEC Scholar Athlete Honor Roll 2000-2003; US Olympic Swimming Team Trials Qualifier 2000

ADDITIONAL INFORMATION

Worked in / have done business in over 25 countries; Familiarity with French and Spanish (basic-medium verbal skills)