

# Jeff Heinzelman

## Faculty Associate



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### Summary

Teaching and learning have been a lifelong pursuit where I have pursued both roles throughout my professional career. I formally began my academic career after 25 years in the finance industry, entering academia as an adult student. Leveraging industry experience and a student mindset, I reached a goal that was unattainable after graduating High School. Upon earning undergraduate and master's degrees, I was able to achieve another goal, teaching at a university level. With my fresh experience as a student combined with corporate and startup qualifications, I strive to engage students with academic curriculum, industry experience, and practical leadership skills.

### Skills

- Online instruction, course development, and administration
- Online teaching and learning management platforms
- Excellent verbal and written communication skills
- Breadth of business and entrepreneurial experience, knowledge, and skills across industry and academic domains.
- Highly organized, independent worker and problem solver capable of working from home with a flexible schedule.

### Relevant Industry Experience

- Extensive executive leadership with fortune 500 companies such as Merrill Lynch, Capital One, and Aegis Lending.
- Founder of gaming related startup, successful exit in 2020.
- Current founder and operator of MostlyWest, focused on process improvement, product design, and technology implementation.
- Academic and Industry articles published on [Medium.com](https://www.medium.com)

### Teaching Experience

#### Arizona State University – Faculty Associate

January 2019 – Present

- Adjunct faculty for the Technology Entrepreneurship and Management program within the Ira A. Fulton Schools of Engineering.
- Responsible for teaching students in several courses core to the Technology Entrepreneurship and Management program including FSE 301: Entrepreneur & Value Creation, TMC 470: Enterprise Planning & Implementation, TMC 498 Ethics of Technology Entrepreneurship: Autonomous Vehicles, and TEM 330: Systems Innovation.
- Delivery of instruction for established classes, leveraging existing and self-developed curriculum and teaching content in support and enhancement of student outcomes.
- Collaborating with fellow teachers on lesson plans and performing administrative tasks viz. delivering lecture and course content, managing student grading, and providing individual assistance to students.
- Identifying areas for improvement while working with students and effectively coaching them to consistently achieve excellent academic performance.
- Accountable for the exploration and implementation of new teaching techniques and course content.

#### Teaching Assistant

August 2017 – January 2019

- Assisting instructors in managing the evaluation of course assignments and development of feedback.
- Holding office hours with students to review materials, answer general questions, and provide mentoring on assignments.
- Monitor student progress and assist students in accomplishing established learning objectives.
- Provide timely feedback to students and their parents on coursework and progress

### Research

#### Autonomous Vehicles, Ethics of Progress (pre-print)

DOI: [10.13140/RG.2.2.28046.31048](https://doi.org/10.13140/RG.2.2.28046.31048)

#### Autonomous Vehicles and Trolley Problem Lesson Proposal (pre-print)

DOI: [10.13140/RG.2.2.21335.42402](https://doi.org/10.13140/RG.2.2.21335.42402)

#### Beyond Profit, When Purpose Becomes a Bottom Line (pre-print)

DOI: [10.13140/RG.2.2.23034.62402](https://doi.org/10.13140/RG.2.2.23034.62402)

#### Digital Ventures and The Music Industry (pre-print)

DOI: [10.13140/RG.2.2.19657.70245](https://doi.org/10.13140/RG.2.2.19657.70245)

### Education

#### Arizona State University

BS Technology Entrepreneurship & Technology  
Summa Cum Laude and with Honors

MS Technology Management