Julia B. LaRosa

6418 E. Redmont Drive | Mesa, AZ 85215| (215) 880-5652 | julia.larosa@asu.edu

Education

June 2017 **Doctorate of Educational Leadership and Management** *Drexel University*
Concentration- Innovation and Creativity

Dissertation topic: *Understanding the Role of Peer Mentors in Supporting Chinese Undergraduates' Acculturation: A Case Study*

Effective Teaching Practices Certification ACUE, American Council on Education

Master of Business Administration, Marketing *Michigan State University*

Bachelor of Science, Fashion Merchandising and Business *Western Michigan University*

Professional Instructional Experience

August 2017 – present **Clinical Associate Professor**
W. P. Carey School of Business, Arizona State University **Tempe, AZ**

Experienced personal growth through the development of new courses, innovative instructional techniques, and online pedagogical advances. Taught fully online, hybrid, and face-to-face courses including International Business, Senior Capstone and Negotiation. Taught fully online and face-to-face Negotiations to MBA students. Mentored students through their honors contracts and senior thesis activities.

- Designed and implemented online courses which supported mega classes (more than 300 students)
  - Created more than 150 interactive videos using Play Posit technology
  - Implemented many new technologies as an early adopter including the Riipen platform, Yellowdig, and Hayden Library collaboration classrooms
- Completed a new online collaboration repository resource for the W. P. Carey department of Management and Entrepreneurship to support senior capstone courses, WPC 470/480 as part of ASU teaching excellence grant
  - Organized and established an online lecture series with more than 25 videos from more than 15 faculty subject matter experts
  - Designed a complimentary compilation of 14 engagement-oriented, interactive learning activities
- Researched, wrote, and published a new textbook chapter on the "Social Focus of International Business" in collaboration with McGraw-Hill education
- Selected to McGraw-Hill Education Cultural Sensitivity Group
  - Consulted with the publisher while evaluating offerings regarding inclusivity in terms of gender, race, and sexual orientation
- Researched extensively on effective online teaching pedagogy.
  - Featured instructor for ACUE's new course in online instruction

- Featured instructor on online teaching for AACSB's Bridge program

- Voluntarily supported Barrett honor students by directing more than seven honor thesis projects and individually supervised three interdisciplinary senior thesis projects
  - Supported more than 250 honor contracts within undergraduate courses.
- Designed and implemented several Global Intensive Experiences (GIE)
  - Created and implemented international curricula and recruited more than 70 student participants across programs
    - Traveled abroad with students to Cali, Colombia in 12/2019
    - Established a GIE for Dublin, Ireland for spring 2025
    - Implemented and established a virtual study abroad GIE to South America during 12/ 2021
    - Directed a GIE study abroad experience to Costa Rica in March 2022
  - Received extensive study abroad training through ASU's study abroad office

- Participated in the ACUE's course in Effective Teaching Practices for Higher Education
  - Implemented new interactive instructional techniques across all course offerings to improve instruction and student learning

- Selected as a Digital Faculty Consultant (DFC) with McGraw-Hill Publishing
  - *Recognized as an adaptive student learning expert*

July 2020 – May 2024 **Departmental Teaching Lead**

Teaching Leads are recognized as the ambassadors for teaching and learning innovation in their academic units, working closely with the Chairs, Associate Chairs, Faculty, and staff

- Took leadership in preparing the W. P. Carey faculty for the transition to remote teaching and learning during spring 2020 and throughout the COVID 19 pandemic
- In complement with guidance provided by the Provost, shared information via Canvas, Slack, and emails on ongoing teaching topics with the department of Management and Entrepreneurship
- Regularly consulted with the Dean of Teaching and Learning in support of faculty and students
- Regularly consulted with faculty from the department on teaching and learning
- Supported the hiring and onboarding of new faculty

September 2003 – June 2017 **Associate Clinical Professor**
LeBow College of Business Drexel University **Philadelphia, PA**

Experienced significant success around student development, learning outcomes, and personal leadership. Instructed courses including Foundations of Business, Leadership, Entrepreneurship, Social Entrepreneurship, and Change & Innovation. Developed and directed multiple student leadership programs and initiatives

- Researched, designed, and implemented supplemental curriculum to enhance student acculturative progress for international students and first-generation students
  - *Student retention improved significantly along with increased academic performance*
  - *Collaboration with multi-departmental teams and administration in support of students*

- Developed and established popular undergraduate peer leadership programs for high performing sophomores offering transformational leadership experiences
    - *Since 2006, nearly 1,000 student leaders have been developed through these programs becoming military leaders, entrepreneurs, business leaders, and philanthropists*
    - *Consulted and spoke widely on these programs at national conferences, with other universities including Kent State, Fairleigh Dickenson, and Philadelphia universities*
- Managed leadership lab curriculum and teaching faculty providing leadership content and experiential activities for all freshman business students
    - *More than 2,000 students participated in the program*
    - *Designed custom textbooks with McGraw-Hill*
- Designed experiential learning activities and curriculum for freshman college students in business fundamentals including leadership, marketing, accounting, finance, management, and economics.
    - *Enhanced student learning and community connections by linking daily course content with alumni and national/ local business leaders*
- Utilized educational technology to support student interactive learning
    - *Highly proficient in Blackboard Learn, Zoom, Google Docs, Kahoot! and MS Office*
- Instituted autonomous, personalized leadership development curriculum for upper classmen
    - *Utilized innovative, intrinsically motivated design*
- Founded a new learning community for commuter business students providing improved access to academic resources, peer-to-peer mentoring opportunities, and a greater sense of university connection
    - *Resulted in increased enrollment of commuter students and measurably improved student satisfaction*
- Connected with industry *titans* to challenge and inspire business students, consulting with them on coursework design and student outcomes
    - *Larry Beck, founder of Waste Management, Tom Moran, award winning Michigan entrepreneur, Rebecca Shambaugh, author and industry leader and Barbara Shaiman, author and founder of Living Your Legacy Now were visiting instructors*
- Designed Honors college curriculum on Creativity, Change, and Innovation
    - *Utilized MIT MOOC (Massive Open Online Coursework) provided by MIT's Otto Scharmer*

Corporate Instructional Experience

January 1994 – 2016 **CEO, PerformMax, Inc.**
Corporate Instructional Design

- Consulted broadly within the pharmaceutical industry on data analytics, leadership, strategy and market research
- Trained and consulted with clients including FDA, Merck, Eli Lilly, Pfizer, and Johnson & Johnson, among others

Faculty Honors and Awards

- 2025 Nominated for the national McGraw-Hill Pathfinder Teaching award
- 2025 Selected to the Dean's list for Teaching Impact
- 2024 **Awarded the Business in Personal Teaching Award**
- 2023 Selected to the Dean's list for Teaching Impact
- 2022 **Awarded the Entrepreneurial Approach to Learning Teaching Innovation Award**
- 2021: Selected to the Dean's list for Teaching Impact and nominated for the Huizingh Award
- 2020: Selected to the Dean's list for Teaching Impact and nominated for 3 teaching awards
- 2016: Nominated by the Dean for the **Harold Myers Award for Distinguished Service**
- 2012 Nominated for the **President's Award for Intercultural Engagement and Diversity**
- 2010: Drexel University's LeBow College of Business – **Teaching Excellence Award**
  Awarded to the leading instructional professor within the LeBow College of Business
- 2009: Drexel University -**Barbara G. Hornum Award for Teaching Excellence**
  A coveted student and faculty driven award given to the top teaching faculty annually
- 2006: Drexel University **Make a Difference Award for Outstanding Mentoring and Leadership**
  A student driven award given to faculty who made a difference through mentoring

Academic Research

Orange is the new classroom: Creating transformational success with university courses inside a prison – Spring 2022

Dissertation topic – Understanding the Role of Peer Mentors in Supporting Chinese Undergraduates' Acculturation: A Case Study

Gamification of Higher Education – Kahoot!, business simulations and other technologies

Publications

LaRosa, Julia B., Social Focus of International Business, International Business: Competing in the Global Marketplace, McGraw-Hill Education, 158-174, 2020

Plump, Carolyn & LaRosa, Julia B. (2016) Closing the circuit; Creating energy, resistance and learning with Kahoot.it. Management Teaching Review

Professional Academic Presentations

- LaRosa, Julia B. **Orange is the new classroom**, NHETC (National Higher Education Teaching Conference) July, 2024
- LaRosa, Julia B., ***Understanding International Students from China's Acculturative Experiences when Supported by Peer Mentors: A case study***, Comparative and International Education Society (CIES): Atlanta, GA, (Mar 2017)

- LaRosa, Julia B., ***Improving Communication with Millennials: An industry co-collaboration***, Mid-Atlantic Organizational Behavior Teaching Conference (MOBTC): Philadelphia, PA, (Mar 2017)
- LaRosa, Julia B., ***Understanding International Student's Acculturative Experiences when Peer Mentors Support Them***, Academy of Business Research: New Orleans, LA, (Mar 2016)
    - Awarded best paper at the conference
- LaRosa, Julia B. and Pump, Carolyn M., ***Closing the Circuit: Creating Energy, Resistance and Learning Using Kahoot.it***, Mid-Atlantic Organizational Behavior Teaching Conference (MOBTC): Philadelphia, PA, (Mar 2016)
- LaRosa, Julia B., ***Developing Student Leaders Panel***, Mid-Atlantic Organizational Behavior Teaching Conference (MOBTC): Philadelphia, PA, (Mar 2015)
- LaRosa, Julia B., ***Integrated Leadership: A Gender Balanced Model,*** Women and Business: Philadelphia, PA, (Apr 2015)
- LaRosa, Julia B & Rios, Eric., ***Developing Leaders Using the Experiential Model,*** Academy of Business Research: Las Vegas, NV, (Oct 2014)
- LaRosa, Julia B., ***Utilizing Peer Mentors for Student Success,*** Mid-Atlantic Organizational Behavior Teaching Conference (MOBTC): Philadelphia, PA, (Mar 2014)
- LaRosa, Julia B & Rios, Eric., ***Utilizing Peer Mentors for Student Success,*** University of New Mexico, Mentoring conference: Santa Fe, NM, (Nov 2013)
- LaRosa, Julia B., ***Supporting the Acculturation of International Students***, International Lilly Conference on College Teaching, Miami, OH, (Nov 2012)
- LaRosa, Julia B., ***Developing Leaders Using the Experiential Model***, International Lilly Conference on College Teaching, Miami, OH, (Nov 2011)
- LaRosa, Julia B, ***Supporting Student Transition to College using Peer Leaders***, Nat'l Association of Business, Economics and Technology Conference (NABET) State College, PA (Oct 2011)

Service to the University

Faculty advisor – DECA (2021-2026) Mentored and advised members of ASU DECA chapter

Organized, designed, and implemented an online collaboration repository (2019, 2020) as part of an ASU teaching excellence grant: worked with more than 15 faculty across ASU's management department to devise a new senior capstone teaching resource

Kappa Delta Chi (2019, 2020) Mentored students on leadership and study skills while providing several chapter presentations

Piloted the Riipen Active Learning Platform (2019 and 2020) in coordination with ASU's Provost office

Visiting Faculty, Sichuan University (2018) Represented ASU at Sichuan University in Chengdu, China. Designed, delivered, and implemented a custom self-leadership curriculum for nearly 75 international students

Online Portal Development (2018) Supported the Center for Services Leadership (CSL) as a subject matter expert by developing content in collaboration with the Schultz Family Foundation and EdPlus on Initiative, Perseverance, and Growth Mindset

MAT 210 Brief Calculus for Global Freshman Academy Initiative (2017- 2018) Consulted with Michele Pfund and math faculty to determine Calculus applications and W. P. Carey business requirements. Supported math faculty and staff in evaluating adaptive learning.

Alpha Phi (2017) Guest speaker on Women in Leadership

International Students Acculturation project (2011-2016) *Collaborated with the Provost*, English Language Center and University administrators to develop acculturation supports and curriculum.

Peer Leaders (2003-2016) Established and managed a highly regarded, academically rigorous *student leadership development program* that empowered high performing sophomore students to engage and support new freshman students in their transition to Drexel University.

Teaching Assistants (2008-2016) *Developed and lead a peer-mentored academic curriculum for upper classmen* business students who support foundational business courses.

LeBow Spirit Week (2015-2016) *Researched and collaborated with student leaders* to devise plans that engage students from the middle years; sophomore, pre-junior and juniors.

LeBow Commuters (2014-2016) *Collaborated with commuter students, administration and alumni* to establish, fund and design a learning community focused on improving student engagement and satisfaction for commuter students.

University Peer Leader Committee (2010-2013) Collaborated with advisors and other university stakeholders to develop a consistent leadership curriculum for peer mentors across Drexel University.

Phi Mu Sorority (2013 - 2017) – Speaker and faculty mentor

Society of Women Engineers (2012 - 2013) – Speaker "Women and Leadership"

Disciples in Deed (2012) - Speaker "Living into your strength by embracing your weakness"

Phi Eta Sigma (2011-2016) - Keynote speaker at the annual Induction Ceremony

Professional Associations

Online Learning Consortium – A collaborative community of higher education leaders and innovators dedicated to advancing quality digital teaching and learning experiences

Conscious Capitalist – professional society which seeks to benefit both human beings and the environment

CIES, Inc. – Comparative and International Education Society

OBTS – Teaching Society for Management Educators

Regional Management, Organizational Behavior and Teaching committee

Drexel's Women and Gender task force

Faculty Advisor and Member of Philadelphia NEW – Network of Executive Women

Business/Marketing Research

As CEO of PerformMax, Inc, Julia performed extensive amounts of market analytics connected with secondary research and primary marketing data for the pharmaceutical and consumer industry.

Market Research Projects – Pharmacuetical Industry

- Viability of pharmaceutical products prior to patent approval
- Market potential and product assessment for specific disease states and new chemical entities

- Analysis and impact of mergers and acquisitions within the pharmaceutical industry Utilization of physician level prescribing data for pharmaceutical sales representatives

Market Research Projects– Consumer Industry

- Utilization of pysco-demographics for the advertising and marketing of products

Foundational Professional Business Experience

Worked extensively with market analytics in market and media research advertising with pharmaceutical clients and NYC advertising agencies

Founder, CEO and Lead Consultant — **PerformMax, Inc.**
Moorestown, NJ

Senior Training Manager and Account Manager — ***IMS Health***
Plymouth Meeting, PA

Management Consultant — ***VNU* (Vernigde Nederlandse Uitgeverijen)**
New York, NY

Senior Sales and Account Executive — ***Interactive Market Systems (IMS)***
New York, NY

Media Research Analyst — **BBDO *Advertising***
New York, NY

Media Research Analyst — ***Grey***
Advertising New York, NY

Community Service

Televerde Foundation (2020 – present)

- Designed and implemented a Business Communication and Business Fundamentals curriculum in support of incarcerated women as part of the PATHS program
- Represented ASU while serving on the board of the Televerde Foundation
- Through the initial success of the Televerde PATHS program participated in securing a $1.2 million workforce grant from Maricopa County Arizona

DECA (2017) – Speaker at the regional high school DECA conference in Phoenix

Bringing Hope Home (2014-2016) Supported charity executives and LeBow administration to secure and expand a strong relationship and multiple opportunities for student involvement, internships, and community service

Champions of Caring (2009-2016)- Networked with founder on ways to connect Drexel University students with Champions of Caring and community service initiatives

Greater Philadelphia Cares (2008-2010) - Worked in Philadelphia schools and parks to improve overall conditions

Urban Promise (2007-2012) - Networked with founder to provide meaningful connections between Drexel business students and under-privileged Camden youth

Start-up Corps (2009-2012) - Served as a guest lecturer, Entrepreneurship panelist, and organizational mentor

Moorestown Baptist Church (2001-2015)- Served in a leadership role within the Diaconate and sabbatical committee, providing support, insight, and organizational expertise

Moorestown Township Town Council (2006-2009) - Supported local community campaigns and led initiatives for Moorestown Township as an elected council member