

# Julia B. LaRosa

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## Professional Profile

*Enthusiastic and versatile, award winning professor offers a rich history of leadership, student engagement, instruction, and innovation within the higher education, public and private sectors. Demonstrates ability to forge authentic, sustaining and meaningful relationships with people to develop and encourage leadership and skills in business through education and mentorship. Sought-after motivator and speaker across a broad range of leadership and business topics.*

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## Education

<b>June 2017</b>	<b><u>Doctorate of Educational Leadership and Management</u></b> <b>Concentration- Innovation and Creativity</b>	<i>Drexel University</i>
	Dissertation topic: <i>Understanding the Role of Peer Mentors in Supporting Chinese Undergraduates' Acculturation: A Case Study</i>	
<b>May 2018</b>	<b>Effective Teaching Practices Certification</b> ACUE, American Council on Education	Arizona State University
	<b><u>Masters of Business Administration, Marketing</u></b>	<i>Michigan State University</i>
	<b><u>Bachelor of Science in Fashion Merchandising and Business</u></b>	<i>Western Michigan University</i>

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## Professional Instructional Experience

<b>August 2017 - present</b> <b>W. P. Carey School of Business, Arizona State University</b>	<b>Clinical Assistant Professor</b> <b>Tempe, AZ</b>
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Advanced educational offerings through the development of new courses, innovative instructional techniques and online pedagogical advances. Taught fully online, and in-person courses including International Business, Senior Capstone and Negotiations.

- Designed and implemented online courses which supported mega classes (more than 275 students)
  - *Created more than 27 interactive videos using PlayPosit technology*
  - *Implemented many new technologies as an early adopter including the Riipen platform, Yellowdig and University collaboration classrooms*
- *Completed a new online collaboration repository resource for ASU Management department 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 fourteen engagement-oriented, interactive learning activities which support key concepts*
- Researched, wrote, and published a new textbook chapter on the Social Focus of International Business in collaboration with McGraw-Hill Education

- Developed instructor resources including various Connect activities, test bank and instructor presentations
- Attended 2019 Conscious Capitalism conference
- Designed and implemented several Global Intensive Experiences (GIE)
  - Created and implemented international curricula and recruited 28 students as participants
  - Traveled abroad with students to Cali, Columbia 12/2019 and Dublin, Ireland 5/2020 while visiting companies, non-profits and governmental organizations
  - Received extensive study abroad training through ASU study abroad office
- Researched extensively on effective online teaching pedagogy
  - Featured instructor for ACUE's new course in online instruction
- Voluntarily supported students by directing more than six honor thesis projects and individually supervised three interdisciplinary senior projects
- 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 to McGraw-Hill Education Cultural Sensitivity Group
  - *Consulted with the publisher while evaluating offerings regarding inclusivity in terms of gender, race and sexual orientation.*
- Selected as a Digital Faculty Consultant (DFC) with McGraw-Hill Publishing
  - *Recognized as an adaptive student learning expert.*

**September 2003 – June 2017**

**LeBow College of Business Drexel University**

**Associate Clinical Professor**

**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 with increased academic performance.*
  - *Collaboration with multi-departmental teams and administration were enhanced*
- Developed and established popular student peer leadership programs for high performing sophomores which offered 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 (Kent State, Fairleigh Dickenson) and Drexel colleges*
- Managed leadership lab curriculum and teaching faculty providing leadership content and experiential activities for all freshman business students
  - *Encouraged more than 2,000 students to participate*
  - *Designed custom text books 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 Interactive student learning
  - *Proficiently utilized Blackboard LMS, Zoom, Google Docs, Kahoot! and MS Office*

- Instituted autonomous, personalized leadership development curriculum for upper classmen.
  - *Utilized groundbreaking, intrinsically motivated design with personalized student focus*
- 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 greater student satisfaction and retention*
- 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 Otto Scharmer.*

### **Corporate Instructional Experience**

**January 1994 – 2015**

**CEO, PerformMax, Inc.  
Corporate Instructional Design**

- Designed numerous award winning corporate training initiatives utilizing a criterion referenced instructional approach with significant positive outcomes.
  - Instructed broadly within the pharmaceutical industry on data analytics, leadership, time management and market research
  - Trained and consulted with clients including FDA, Merck, Eli Lilly, Pfizer, and Johnson & Johnson, among others

### **Faculty Honors and 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 annually out of 100’s of professors
- 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**

**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, Social Focus of International Business, In: 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., **Online Teaching Pedagogy**, AACSB Bridge Training, Tempe, AZ (Jan 2020)
- 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

**Organized, designed and developed an online collaboration repository (2019)** as part of an ASU teaching excellence grant; worked with faculty across ASU's management department to devise a new senior capstone teaching resources.

**Piloted the Riipen Active-Learning Platform (2019)** in coordination with the ASU 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 for a new online platform 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 empowers 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 College of Business 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

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 pyscho-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 advertising agencies on Madison Avenue.

**Founder, CEO and Lead Consultant**  
Moorestown, NJ

**PerformMax, Inc.**

**Senior Training Manager and Account Manager**  
Plymouth Meeting, PA

**IMS Health**

**Management Consultant**  
New York, NY

**VNU (Vernigde Nederlandse Uitgeverijen)**

**Senior Sales and Account Executive**  
New York, NY

**Interactive Market Systems (IMS)**

**Media Research Analyst**  
New York, NY

**BBDO Advertising**

**Media Research Analyst**  
New York, NY

**Grey Advertising**

### **Community Service**

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

Bringing Hope Home (2014-2016) Supported charity executives and Drexel University’s LeBow College of Business administration to secure and expand a strong relationship and multiple opportunities for student involvement and community service

Champions of Caring (2009-2016)- Networked with founder on ways to connect Drexel University 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 political campaigns and led initiatives for Moorestown Township as an elected council member