LAWRENCE WENDELL LICON, CFA

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Research Interests

Corporate Finance, Executive Compensation, Corporate Governance.

Education and Certifications

<u>The University of Texas at Austin</u>, Austin, Texas **PhD, Finance, Minors in Statistics and Economics**, 2003 Dissertation: "Industry Homogeneity and Performance Impact on Relative Pay Performance in Executive Compensation", Co-Chairs: <u>John Martin</u> and <u>Robert Parrino</u>. Lola Wright Foundation Scholarship, 1997.

Association for Investment Management Research

Chartered Financial Analyst, 1992. CFA Society Phoenix, Member and Serve on Board of Directors - Education Chair, 2005- Present.

The University of Texas at Austin, Austin, Texas

MBA, Finance Concentration, 1987 Professional Report: "Testing for Seasonal Behavior of Maturity and Default Premiums of Long-Term Bonds."

<u>The University of Texas at Austin</u>, Austin, Texas **BBA, Finance Concentration**, 1985, Minor work in Actuarial Science.

Teaching and University Responsibilities

Arizona State University

Vice Chair, Department of Finance, July 2016 – Present. Faculty Director of Online MBA Program July 2013 - July 2014. Promotion to Clinical Associate Professor August 2009. Clinical Assistant Professor August 2003 – August 2009. Managerial Finance, MBA, Spring 2007, Spring 2008 Managerial Finance, Online-MBA, Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2012, Fall 2013, Fall 2014 Managerial Finance, EMBA, Fall 2012, Spring 2016 Managerial Finance, Weekend Program – MBA, Fall 2013, Fall 2014 Managerial Finance, Corporate Online-MBA, Jobing.com Fall 2007, BP Spring 2010, BP Spring 2011, BP Spring 2013 Managerial Finance, Undergraduate, Summer 2006, Spring 2009, Spring 2012, Summer 2014, Fall 2014, Spring 2015, Spring 2016, Summer 2016, Spring 2017, Summer 2017, Spring 2018 Advanced Corporate Finance, Online-MBA, Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Fall 2017 Advanced Corporate Finance, MBA, Fall 2016 Advanced Corporate Finance, Evening - MBA, Fall 2016 Advanced Corporate Finance, EMBA, Fall 2016

Advanced Corporate Finance- Valuation Topics, MS Fin, Spring 2017, Spring 2018 Fundamentals of Finance (Honors Students), Fall 2008, Spring 2009, Spring Intersession 2009, Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Fall 2012, Fall 2013, Spring 2013, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Fall 2017, Spring 2018 Fundamentals of Finance (Finance Majors), Fall 2008, Spring 2009, Fall 2009, Spring 2013, Spring 2015 Fundamentals of Finance (Online), Undergraduate, Summer 2009, Spring 2010, Summer 2010, Fall, 2010, Winter-Interim 2010, Summer 2011, Fall 2011, Spring 2012, Summer 2012, Spring 2013 Fundamentals of Finance, Undergraduate, Fall 2003 - Spring 2008 Executive Education, Freescale Semiconductor, Inc., Securities Law and Investor Relations/Treasury, Summer 2005 Invited to Submit a Proposal for the Last Lecture Series, Spring 2004 and Spring 2006 John W. Teets Outstanding Undergraduate Teaching Finalist, Spring 2005 Nominated by Finance Department for the Huizingh Outstanding Undergraduate Professor, 2007 and 2008

Responsible for Fundamentals of Finance Honors Breakout Section, Fall 2003 – Spring 2007

Kennesaw State University - Guest Lecturer

Foreign Exchange Components, EMBA, Spring 2007 Foreign Exchange Components, EMBA, Fall 2006 Executive Compensation and Foreign Exchange Components, EMBA, Spring 2005 Executive Compensation and Foreign Exchange Components, EMBA, Spring 2004 Executive Compensation Component, EMBA, Spring 2003

The University of Oklahoma- Visiting Instructor

Financial Administration of the Firm, MBA, Summer 2002–Summer 2003 Advanced Business Finance, Undergraduate, Fall 2001 - Summer 2003 Business Finance, Undergraduate, Fall 2001–Summer 2002

The University of Texas at Austin- Assistant Instructor

Business Finance, Undergraduate, Summer 1997 and Summer 1998 Risk Management, Undergraduate, Spring 1987

The University of Texas at Austin- Teaching Assistant

Business Finance (Honors), Undergraduate, Spring 1998 Futures and Options, MBA, Spring 1997 Investments, MBA, Fall 1996, Fall 1997 Corporate Finance, MBA, Fall 1995-Spring 1996, Fall 1997 Actuarial Science – General Mathematics, Undergraduate, Fall 1986 Savings Institutions, Undergraduate, Spring 1986 Money and Banking, Undergraduate, Spring 1986

University Service

<u>Arizona State University</u> – University Standards Committee 2017-2018, W.P. Carey Forward Task Force 2017-2018, CFA Institute Investment Research Challenge Faculty Advisor 2015-2018, Finance Undergraduate Programs Committee 2003-2017, Finance Scholarships and Awards Committee 2003-2018, Finance Governance Committee 2010-2018, Business School Undergraduate Core Committee 2014-2017, Undergraduate Academic Standards Committee 2016-2017, Certificate in International Business Committee, Business Honors Consulting Finance Department Faculty Contact, and Alpha Kappa Psi Faculty Advisor 2013-2017, MBA Program Review Task Force 2008.

The University of Oklahoma – Finance Club Faculty Sponsor, Fall 2001 – Spring 2003

Conference Participation

Session Chair:	2006 Financial Management Association Meetings, Salt Lake City, Utah.
Discussant:	2004 Financial Management Association Meetings, New Orleans, Louisiana.
Discussant:	2002 Financial Management Association Meetings, San Antonio, Texas.

Editorial Boards

Journal of Applied Finance: August 2008 – July 2015.

Text Book and Test Bank Contributions

Introduction to Corporate Finance (Test Bank), 1st Edition, Megginson and Smart, Southwestern Publishing.

Principles of Financial Management (Text Book), 1st Edition, Parrino and Kidwell, Wiley (2009) Responsible for Study Guide, Instructor's Manual, Test Bank, and Lecture Materials with Babu Baradwaj.

Principles of Financial Management (Study Guide), 2nd Edition, Parrino, Kidwell and Bates, Wiley (2012 Responsible for Study Guide Revisions.

Essentials of Corporate Finance (Instructor's Manual), 1st Edition, Parrino, Kidwell and Bates, Wiley (2014).

- Financial Management (Instructor's Manual), 12th Edition, Titman, Keown, and Martin, Prentice Hall (2014).
- Financial Management (Instructor's Manual), 13th Edition, Titman, Keown, and Martin, Prentice Hall (Forthcoming).

Corporate Finance (Textbook Review), 4th Edition, Berk DeMarzo, Pearson, 2017.

Professional and Consulting Experience

Liberty Utilities, Glendale, Az., Fall 2013.

Provide cost of capital analysis for a water/waste water utility in preparation for a hearing before the Arizona Corporation Commission.

HR Sense, Houston, Tx, Spring 2005.

Provide statistical analysis and interpretation for compensation studies concerning EEOC related issues.

Enron Corporation, Houston, Tx, June 2000- August 2001

Compensation Advisor, Executive Compensation.

Responsibilities include market analysis and recommendation for compensation for corporate executives and board of director compensation; Designed the functional portion of the market driven automated system for year end compensation adjustments.

Towers Perrin, Dallas, Tx, December 1998- June 2000

Consultant - People, Performance and Rewards.

Consultant for Executive Compensation Practice including analysis and design of executive and board of director compensation plans for pre-IPO through Fortune 500 firms; Involved in option valuation recommendations and modeling.

Lola Wright Foundation, Austin, Tx, Spring 1998

Analyzed performance of foundation's investment managers and presented to board of trustees and asset managers.

Electronic Data Systems Corporation, November 1988- August 1995

Senior Financial Analyst - Corporate Finance/Treasury, Dallas Tx, January 1995- August 1995

Daily responsibility for commercial paper funding of global operations; Primary project involved issuance of benchmark underwritten notes of \$650 MM along with preparation of presentation to the rating agencies.

Senior Foreign Exchange Trader, London, UK, January 1993 - January 1995

Responsibility for tracking and hedging of global foreign currency exposure of \$500MM; Duties ranged from economic analysis of foreign economies to designing hedging strategies for strategic business units.

Foreign Exchange Trader, Dallas Tx, July 1991 - January 1993

Re-designed as well as implemented a new FX tracking model; Same duties as above as FX Department was moved to London.

Portfolio Manager, Dallas, Tx, April 1990 - July 1991

Investment management of \$500MM - \$750MM; Constructed a \$140 MM short bond portfolio; Experience included liquidity, Tax-exempt, and long-term fixed income as well as equity investments.

Financial Analyst, Dallas, Tx, November 1988 - April 1990

Portfolio analysis and cash management.

Liberty Mutual Insurance Company, Boston, Ma, July 1987 – November 1988

Financial Analyst - Risk Management Services

Performed loss forecasting and alternative financing analysis for clients.

Community Service

Desert Foothills Little League, Scottsdale, Az. – Board of Directors 2004-2013, Volunteer Coach, and Volunteer Umpire.