

# Charles Wayne Keene, EdD

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## Education

- *Doctorate of Education (EdD) in Educational Leadership*: University of Missouri-Columbia, MO
- *Master of Business Administration*: Fontbonne University – St. Louis, MO.
- *Bachelor of Business Administration*: Fontbonne University – St. Louis, MO.

## Academic Experience

*Founding Director, Center for Sales and Customer Development*-Trulaske College of Business, University of Missouri, 2016 to Present

- Responsible for Corporate Engagement, Student Development, and External Initiatives

*Associate Teaching Professor (Non-Tenure Track)*, Marketing Department-Trulaske College of Business, University of Missouri, 2010 to Present

- Coordinator, Certificate in Sales and Customer Development

*Past Chair and current member, Department Advisory Board*, Health Sciences Department, School of Health Professions, University of Missouri, 2014 to Present.

*Assistant Professor (Tenure-Track)*, Department of Business & Marketing, Stephens College, 2005 to 2010

*Adjunct Instructor-*

Fontbonne University, 2002-04

William Woods University, 2005-06

University of Missouri, 2007-10

*Director- Professional Enhancement*, Division of External Initiatives, William Woods University, 2004- 2005

## Professional Business Experience

### Employment History

2002 – 2004	Waterworks International	General Manager
2000 – 2002	Cardinal Steel Supply	Administrative/Credit Manager
1998 – 2000	Cardinal Steel Supply	Sales/Marketing Representative
1996 - 1998	Laclede Steel Company	Marketing Representative
1995 – 1996	Laclede Steel Company	Mill Operator
1990 – 1995	Wal-Mart Stores, Inc.	Retail Associate

### Equity Partner

- Integrated Marketing Group      D&J Enterprises      Creative Composites Inc.

### General Manager

- Responsible for all aspects of company operations.
  - Manage and evaluate production and support staff.
  - Implemented new accounting, inventory, & manufacturing processes.
  - Increased net margins 23% in first year.

### Administrative Manager

- Developed and controlled \$15 million budget.
  - Analyzed sales and market trends and developed pricing modules.
  - Responsible for month end and year-end closings.
  - Implemented procedures for inventory control.
  - Sales segmentation and pricing strategies.

### Credit Manager

- Implemented new credit and collections procedures.
  - Member of National Association of Credit Managers, St. Louis-Gateway Chapter.

## Sales/Marketing Representative

- Experience selling to regional and national accounts.
  - Inside sales and outside sales experience.
- Responsible for company marketing program.
  - Planned and implemented customer segmentation marketing strategy.

## Retail Sales Associate

- Floor associate responsible for hardlines inventory management and customer service.
  - Experience in all hardlines departments.
  - Experience in logistics and inventory control and receiving.

## Consulting

• 2006	Celebrations	Owner- Michelle Dobbins
• 2006 to Present	Baker Outdoor Advertising	Owner- Terry Baker
• Summer 2006	Depot Inn	Owner-Tom Marshall
• 2006 to 2008	Missouri Dept. Agriculture	Contact- Mark Hitt
• 2010 to present	Mustard Seed (Board Member)	Contact- Jessica Penner
• 2013	Cauttrell Enterprises	Owner- Chris Cauttrell
• 2013	BBC II	Owner- Donna Maxwell
• 2013	Lonestar Physiques	Owner- Megan Howard

## Publications/Conferences/Presentations

### Scholarly

- Tawfik, A. A., Gill, A., Hogan, M., York, C. S., & Keene, C. W. (2019). How novices use expert case libraries for problem solving. *Technology, Knowledge and Learning*, 24(1), 23–40.
- Tawfik, A., \*Hogan, M., \*Msilu, F., \*Gill, A., York, C., Keene, C.W (2018). Effects of success v failure cases on learner-learner interaction. *Computers & Education*, 118, 120-132.
- Tawfik, A., Alhoori, H, Keene, W., \*Bailey, C. \*Hogan, M. (2018). Using a recommendation system to support problem solving and case-based reasoning retrieval, *Technology, Knowledge, & Learning*, 23(1), 177-187.
- Tawfik, A., Hung, W., Giabbanelli, P., Keene, C.W. (2017 – revised/resubmit). Comparing the role of the instructor in inquiry-based learning.. *Instructional Science*
- Tawfik, A., Alhoori, H, Keene, C. W., \*Bailey, C. \*Hogan, M. (2017 – in press). Developing a recommendation system to scaffold students episodic memory. *Technology, Knowledge, & Learning*
- Tawfik, A. & Keene, W. (2013). Applying case-based reasoning to support problem-based learning. *Journal of Applied Instructional Design*, 3(2), 31-40.
- Tawfik, A. & **Keene, C.W.** (2014). Comparison of case libraries designs when constructing arguments in support of decision-making problems. **Paper presented at Association for Educational Communications and Technology, Jacksonville, FL., Nov. 2014**
- Tawfik, A. & **Keene, C.W.** (2014). The effects of case libraries versus prompts in supporting analogical transfer and problem solving. *Educational Technology Research & Development*.
- Tawfik, A. & **Keene, C.W.** (2013). Applying case-based reasoning to support problem-based learning. *Journal of Applied Instructional Design*
- Tawfik, A., Jonassen, D., & Keene, W. (2012). Why do we fall? Using experiences of failure to design case libraries. *International Journal of Designs for Learning*, (3)1. 1-12.
- Tawfik, A., Jonassen, D., **Keene, C.W.**, & Richardson, B. (2012). How learning from failure supports problem solving (Featured Research Paper Selection). **Paper presented at Association for Educational Communications and Technology, Louisville, KY.**

## **Popular Press**

- **Keene, C.W.** Encouraging Innovation in Curriculum: Strategies for Support and Implementation <http://gettingsmart.com/cms/blog/2013/02/encouraging-innovation-in-curriculum-strategies-for-support-and-implementation/#sthash.R1qRpK2B.dpuf>
- **Keene, C.W.** Why hanging out with your professor can help your career. <http://under30careers.com/why-hanging-out-with-your-professor-can-help-your-career/>
- **Keene, C.W.** The Truth Hurts: 7 Lies You've Been Told About the "Real World" <http://blog.brazencareerist.com/2013/06/13/the-truth-hurts-7-lies-youve-been-told-about-the-real-world/>
- **Keene, C.W.** Stereotype vs. Reality: Redefining Your Company's Ideal Salesperson [http://www.eyesonsales.com/content/article/stereotype\\_vs\\_reality\\_redefining\\_your\\_companys\\_ideal\\_salesperson/](http://www.eyesonsales.com/content/article/stereotype_vs_reality_redefining_your_companys_ideal_salesperson/)

## **Presentations**

- **Keene, C.W.** (2013). Transformative Sales Techniques for Entrepreneurs. *Presented at Sales/Marketing EDU Event for Startups at Influence & Co.*
- **Keene, C.W.** (2013, 2014, 2015, 2016). Sales Techniques Boot Camp for Entrepreneurs. *Presented at Entrepreneurship Alliance Sales Retreat at Influence & Co.*
- **Keene, C.W.** (2016, 2017). Keynote Address- The Intentional Journey to Academic Success. *Presented at TruStudent Leadership Summit at University of Missouri*
- **Keene, C.W.** (2016, 2017, 2018, 2019). Marketing Principles for Entrepreneurs. *University of Missouri Disabled Veterans Business Boot Camp*

## **Professional Memberships**

- Past Member –
  - National Association Of Credit Managers (NACM) – Gateway Region
  - American Society for Trainers and Developers (ASTD) – Central Missouri
  - Associated Industries of Missouri (AIM)
  - United States Association for Small Business & Entrepreneurship (USASBE)
- Current Member –
  - American Marketing Association (AMA)
  - Sales Management Association (SMA)
  - Advisory Board - **MU School of Health Professions, Department of Health Sciences**

## **Professional Development**

- Inaugural Cohort of Sales Educators Academy sponsored by Florida State University, 2011
- National Conference in Sales Management – Indianapolis, IN - Spring 2012
- National Conference in Sales Management – San Diego, CA - Spring 2013
- Sales Management Association, National Conference- Atlanta, GA- Fall 2013
- Sales Education Foundation Assessment Training & Certification- Dayton, OH, Fall 2014
- Scholarly Activities
  - Peer reviewer for USASBE annual conference, 2012

## **Teaching**

**Associate Teaching Professor (Non-Tenure Track), Marketing Department-Trulaske College of Business, University of Missouri, 2010 to Present**

*Undergraduate Courses Taught:*

- Principles of Marketing (Reg., & Honors),
- Sales Management,
- Retail Marketing (Reg., & Honors),
- Personal Selling (Designed and facilitated Flipped Classroom model of pedagogy)
- Designed and Facilitated Online Hybrid Principles of Marketing
- Designed and Facilitated Online Hybrid Consumer Behavior
- Study Abroad (International Marketing, India),
- Summer Mentor, BA4500 Internship

*Graduate Courses Taught:*

- Consumer Behavior

**Assistant Professor (Tenure–Track), Department of Business & Marketing, Stephens College, 2005 to 2010**

*Undergraduate Courses Taught:*

- Introduction to Entrepreneurship,
- Principles of Marketing,
- Human Resource Management,
- Integrated Marketing Communication,
- Principles of Management,
- Consumer Behavior,
- Business Ethics,
- Sales Management

*Graduate Courses Taught:*

- Advanced Human Resource Management,
- Advanced Organizational Behavior,
- Advanced Marketing Management

**Adjunct Instructor-**

*Fontbonne University, 2002-04*

Business Ethics – BBA 407

Personal Finance – BUS 208

American Economy – SSC 201

*William Woods University, 2005-06*

Marketing Decisions – BMT 559

Managerial Ethics – BMT 543

Managerial Ethics – BMT 439

*University of Missouri, 2007-10*

Consumer Behavior - 8001

Retail Marketing - 4250

Sales Management - 4420

Prin. Of Marketing – 3000

**Service**

Stephens College-

- Faculty Governance Committee Chair
  - Institutional Review Board, 2005-2007
  - Curriculum Committee, 2008- 2009
  - Advising Committee, 2009
  - Doing Business- College Strategic Planning Committee, 2009
- Faculty Governance Committee Member
  - Assessment Committee
  - Graduate Council
  - Athletic Scholarship Committee
- Scholarly Activities
  - Peer reviewer for USASBE annual conference, 2009
  - Chapter reviewer- Entrepreneurship: Starting and Operating a Small Business, 2/E, Mariotti, Prentice Hall.
- Student Activities Sponsor
  - Students in Free Enterprise (SIFE)
  - Mortar Board – Senior Honor Society

University of Missouri-

- Faculty Governance Committee Member
  - External Relations Committee
  - Professional Development Program Committee
  - Undergraduate Programs Committee
  - Undergraduate Curriculum Review Committee
  - College Diversity Committee
  - University Online Course and Program Quality Committee
  - University Experiential Learning Institute Committee
  - Review committee for the Provost Outstanding Jr. Faculty Teaching Award
  - Trulaske College of Business University NTT Faculty Representative
  - Trulaske College of Business Teaching Excellence Committee

- Program Activities
  - **Coach for Sales Program National Student Competitions**
    - *Pi Sigma Epsilon – Sales Fraternity*
      - **2012 - 2nd Place Top Silver Chapter,**
      - **2013, 2014 – Placed - Gieco National Champion Case Study**
    - *State Farm National Competition, 2011- present*
      - **2011 – Overall Champion**
      - **2012 – Role Play Champion**
      - **2014 – Gold Status, Marketing Plan**
    - *National Collegiate Sales Competition, 2014, 2015*
    - *International Collegiate Sales Competition, 2015*
      - **2015 – 2<sup>nd</sup> Place Team – Sales Management Case**
    - *Western States Collegiate Sales Competition, 2015, 2016*
      - **2016 – 1<sup>st</sup> Runner-Up Individual – Blackberry Role Play**
    - *National Team Selling Competition*
      - **2017 – Room MVP**
    - *Northeast Intercollegiate Sales Competition*
      - **2017 – 4<sup>th</sup> Place Team**
      - **2017 – 3<sup>rd</sup> Place Individual**
    - *E. & J. Gallo Winery Invitational Sales Competition*
      - **2018 – 1<sup>st</sup> Place Overall Team**
      - **2018 – 1<sup>st</sup> Place Team Marketing Case**
      - **2018 – 2<sup>nd</sup> Place Individual Role Play**
    - *Russ Berrie Institute National Sales Challenge*
      - **2018 – 7<sup>th</sup> Place team of 38**
    - *Challenger Institute Sales Competition*
      - **2019 - 1<sup>st</sup> Place Individual Role Play**
      - **2019 – 2<sup>nd</sup> Place Team Overall**
    - *Twin Cities Collegiate Team Selling Competition*
      - **2019 – 3<sup>rd</sup> Place Team Overall**
- Student Activities Sponsor-
  - Sigma NU- Fraternity Faculty Advisor
  - Spring Fling Judge- Greek Week 2012, 2013
- Voice of TCoB Graduation Ceremonies, Fall 2012- Current
- Voice of Taylor Stadium, Spring 2014 University of Missouri Men’s Baseball
- Part-Time PA for Women’s Volleyball- 2014-present
- Advising, Admissions, & Professional Development Program (PDP)
  - Present to summer sessions for MAC Scholars
  - Work with state HS DECA chapters
  - Engage with Audrey Walton Youth Leadership Camp
  - Present to SSC1150 Learning Strategies course for freshmen & sophomores
  - Presenter at PDP Event- **Mentoring: Strategies for finding the right mentor.**

## Awards/Honors

### Professional:

- Manager Commendation - Wal-Mart Stores, Inc. 1992
- Employee of the Month – Cardinal Steel Supply 2000

### Doctoral program:

- Dan Cockrell Dissertation of the Year Award Finalist

### Academic Teaching and Service

- SIFE- Sam M. Walton Fellow- 2006
- Stephens College “Ten Ideals” Recognition – 2006, 2007, 2008
- **Recipient**, *Distinguished Teaching Award – Stephens College 2007*
- **Recipient**, *Century Candle Award – Stephens College 2008*
- Honorary Coach, Women’s Gymnastics – University of Missouri 2008
- Honorary Coach, Men’s Baseball – University of Missouri 2011
- Honorary Coach, Women’s Volleyball – University of Missouri 2014
- Kappa Delta Sorority- Professor of the Month, April 2011
- Officer (Challenge) Coin- Stephens College 2008, Alumna Vice-Admiral Nancy Brown’73
- Officer (Challenge) Coin- University of Missouri Marine ROTC, 2011
- Officer (Challenge) Coin- University of Missouri Disabled Veterans Business Boot Camp, 2017
- Faculty Mentor, Honors Convocation- MU SP2009, SP2010, FA2010, SP2012, FA2013, SP2014, SP2015, SP2016, SP2018
- Nominee, Professor of the Year, **ROARS**, Athletic Department- University of Missouri 2010 & 2012
- Nominee, Faculty of the Year, B-Week Honor’s Luncheon, TCoB Student Org, 2012
- **Recipient**, *Shelter Insurance Company Teaching Excellence Award in Marketing, 2012*
- National Finalist, Advisor of the Year, Pi Sigma Epsilon-National Sales & Marketing Fraternity, 2013
- **Recipient**, *Provost's Outstanding Junior Faculty Teaching Award, University of Missouri, 2013*
- Nominee, O’Brien Teaching Excellence Award, B-Week Honor’s Luncheon, TCoB, 2014, 2015

### Scholarly:

- 2012: **Association for Educational Communications and Technology** featured research article for paper entitled “How learning from failure supports problem solving” (Tawfik, A., Jonassen, D., Keene, C., & Richardson, B.)
- 2014: **Association for Educational Communications and Technology** design showcase for project entitled “Thinking Like Experts: Supporting episodic memory reuse when resolving an ill-structured sales management hiring decision.” (Tawfik, A & Keene, C.W)