

# Charles Wayne Keene, MBA

3500 Wellington Drive  
Columbia, MO 65202  
573-590-2377  
[keeneCW@missouri.edu](mailto:keeneCW@missouri.edu)

## Education

- Coursework completed toward *Edd in Educational Leadership*: University of Missouri
  - Expected dissertation completion Spring 2017
- *Master of Business Administration*: Fontbonne University – St. Louis, MO.
- *Bachelor of Business Administration*: Fontbonne University – St. Louis, MO.

## Academic Experience

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

- Responsible for Corporate Engagement and Student Development

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

- Sales and Customer Development Coordinator

*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

### 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., Jonassen, D.H., **Keene, C.W.** (2012). Why do we fail? Using experiences of failure to design case libraries. *International Journal of Designs for Learning*.
- 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.**
- Tawfik, A. & **Keene, C.W.** (2013). Applying case-based reasoning to support problem-based learning. *Journal of Applied Instructional Design*
- 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.** (2014 accepted). 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**

### 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). Keynote Address- The Intentional Journey to Academic Success. *Presented at TruStudent Leadership Summit at University of Missouri*

## **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)
- Current Member –
  - American Marketing Association (AMA)
  - United States Association for Small Business & Entrepreneurship (USASBE)
  - 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,
- Online Hybrid Principles of Marketing
- Online Hybrid Consumer Behavior
- Study Abroad (International Marketing, India),
- Summer Mentor, BA4500 Internship

#### *Graduate Courses Taught:*

- Consumer Behavior

### **Sales and Customer Development Coordinator**

### **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-

- Program Activities
  - Coordinator- Sales Certificate Program
  - **Coach for Sales Program National Student Competitions**
    - 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**
- Faculty Governance Committee Member
  - External Relations Committee
  - Professional Development Program Committee
  - Undergraduate Curriculum Review Committee
  - College Diversity Committee
  -

- Student Activities Sponsor-
  - Pi Sigma Epsilon – Sales Fraternity
    - **2<sup>nd</sup> Place Top Silver Chapter, 2012**
    - **Gieco National Champion Case Study, 2013, 2014**
  - Sigma NU- Fraternity Faculty Advisor
  - Spring Fling Judge- Greek Week 2012, 2013
- Voice of TCoB Graduation Ceremonies, Fall2012- Current
- Voice of Taylor Stadium, Spring 2014 University of Missouri Men’s Baseball
  
- Advising, Admissions, & Professional Development Program (PDP)
  - Present to summer sessions for MAC Scholars
  - 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

- Manager Commendation - Wal-Mart Stores, Inc. 1992
- Employee of the Month – Cardinal Steel Supply 2000
- SIFE- Sam M. Walton Fellow- 2006
- Stephens College “Ten Ideals” Recognition – 2006, 2007, 2008
- *Distinguished Teaching Award – Stephens College 2007*
- *Century Candle Award – Stephens College 2008*
- Honorary Coach, Women’s Gymnastics – University of Missouri 2008
- Honorary Coach, Men’s Baseball – University of Missouri 2011
- 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
- Faculty Mentor, Honors Convocation- MU SP2009, SP2010, FA2010, SP2012, FA2013, SP2014
- 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
- **Association for Educational Communications and Technology (AECT)**  
*Design Showcase Award* - for project entitled “Thinking Like Experts: Supporting episodic memory reuse when resolving an ill-structured sales management hiring decision.” (Tawfik, A. & Keene, C.W.)