

**Michael S. Sherrod**  
Texas Christian University  
Neeley School of Business  
William M. Dickey Entrepreneur in Residence  
Director, Innovative Teachers Guild  
Department of Entrepreneurship & Innovation  
TCU Institute for Entrepreneurship & Innovation  
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A deeply experienced and consistently innovative entrepreneur and senior executive with a record of continuous achievement and results in building and managing a wide range of both startup businesses and large corporate enterprises.

An innovative entrepreneur in residence/instructor of entrepreneurship with experience and understanding of entrepreneurial process in both bootstrapped and funded startups as well as corporate innovation and business building.

## PROFESSIONAL EXPERIENCE

### **Texas Christian University**

William M. Dickey Entrepreneur in Residence/Instructor  
Fort Worth, TX  
August 2011 to Present

William M. Dickey Entrepreneur in Residence. Endowed Position in  
Entrepreneurship/Instructor. 2011-Present

The William M. Dickey Entrepreneurship in Residence works with faculty and students from all university disciplines to help promulgate an environment of creativity and innovation, shared ideas, experiential learning, interdisciplinary teaching, entrepreneurial thinking, and the creation of ethical, value centered students.

**Teaching** (See “Appendix” for Teaching Documentation Detail)

### **Administrative**

Director, Innovative Teachers Guild – 2021 – Present  
Member, MS in Business Analytics Curriculum Development Committee - 2020  
Developed, MS in Business Analytics Capstone Course & Project – 2020 to Present  
BNSF Neeley Leadership Program, Co-Lead of Impact Project 2022 to Present  
Lead, Executive Education Growth Project on behalf of Neeley School of Business  
Director, TCU/Coleman Foundation Entrepreneurship Fellows Program. 2011-2018  
Co-Founder & Director, TCU/TECH Fort Worth Internship Program. 2012-2018  
Co-Founder & Director, TCU/Cowtown Angels Internship Program. 2011- 2019  
Director, CREATE/Shaddock Fund -2019-2021  
Developed Curriculum for “Corporate Entrepreneurship” undergraduate course – 2014  
Developed Curriculum for “Venture Ideas” MBA course – 2016

Faculty Senate - 2017  
Member IP Committee 2018 – to Present  
Chair, IP Committee 2021, 2022, 2023

**Awards:**

Nominated for Wassenich Award – 2012, 2016 & 2018  
Favorite Professor for MBA Graduating Classes of 2017, 2019, 2020, 2021, 2022.  
Neeley Business School’s “Most Innovative Professor” for developing class in  
“Corporate Entrepreneurship.” 2015  
Named one of “400 Most Influential in Fort Worth” Education – 2021  
Named one of “400 Most Influential in Fort Worth” Education – 2022  
Named Honors Laureate – 2015, 2017, 2022  
Awarded “Graduate Teaching Award” by Neeley School – 2022  
Six Senior Honors Certificates

**Executive Education Participant**

Co-Developed recurring Exec Ed programs of “Adaptive Leader Program,” and  
“Advanced Leadership Certificate Program”  
Teach in the Cook Children’s Continuing Program – Inception to Present  
Teach in the Allied Electronics Continuing Program – 2022  
Teach in the Texas Lyceum Continuing Program – Inception to Present  
Teach in the Goodway Group Continuing Program – 2022  
Developed Executive Training Course for Lockheed – 2019-2020

**Program Development:**

-Developed TCU Coleman Entrepreneurship Faculty Fellows from 6 to 44 non-business professors teaching entrepreneurial principles and thinking in their specific disciplines across the university. Secured funding for this program in excess of \$450,000.  
-Member, Dean’s Council on Future of Neeley School of Business 2018 -2019  
-Member, MSBA Curriculum Committee 2019. Helped develop MSBA curriculum and win approval in 3 months.  
-Developed curriculum for MSBA Capstone – Developed experiential learning through the completion of real-world business analytics project for a variety of North Texas companies. Students can decide if they prefer a startup or larger company and can also choose to be part of the Neeley & Associates MBA teams. 2021 & 2022.  
After designing MSBA Capstone I was invited to teach the class. 2021 & 2022  
-Invited to teach the BNSF Neeley Leadership Impact Project. 2021  
-Lead on Neeley School’s Growth Project for Executive Education 2021  
-Director of the Innovative Teachers Guild Certificate Program. 2021 to present

**C0-Developed experiential learning opportunities for TCU students:**

-TCU/TECH Fort Worth Summer Internship Program (EISP) –TCU students intern for start-up companies in the TECH Fort Worth Incubator program. TCU pays the students through grants from The Coleman Foundation. (This program is now administered by the NEC and funded by Career Services).

-Cowtown Angels Scholars Program – TCU students intern with Cowtown Angel investors to assist with due diligence on companies being considered for investment. The students are paid by grants from foundations and alumni. (This program is now Administered through the MBA School)

-Arts and Entrepreneurship Course – An interdisciplinary program taught through the cooperative efforts of dance, art and business professors.

**Research & Creative Activity**

Presentation of Paper	Developing Nurse Entrepreneurs: Opportunity Recognition, Creativity and Innovation	Sigma Theta Tau (Nursing Honors Society) International Meeting	2017	A
Presentation of Research	30 Questions to Improve Your Entrepreneurial Performance	JTaylor Summer Retreat	2019	C
Development of Teaching Materials	Innovative Teachers Guild Teaching Certification Program	TCU Institute for Entrepreneurship & Innovation	2021	In
Other Contributions	MSBA Capstone Corporate Project Partners		2021 - 2022	C
Nape Magazine 2022	Article on Innovation Completed/Published Fall 2022	Neeley School of Business		

**AddLibra Corporation**

Co-Founder & President  
January 2013 – 2021

The AddLibra Corporation created AddLibra.com. AddLibra.com is technology start up that matches content to audiences, provides white label ecommerce and marketplace building to publishing organizations, bookseller websites, the American Booksellers Association, and provides book club services to business entities.

**Umbel.com & Molecula.com**

Austin, TX  
September 2010 to February 2012  
Chairman of the Board

Umbel.com is a start-up focused on measuring an online audiences value through proprietary social and big data analysis. Pilosa is a fast datapipe and Molecula is an ultra-fast, machine learning data analysis tool.

**Black Dove Media, LLC**

Founder & Director  
Fort Worth, TX

October 1999 to Present

Black Dove Media is an experimental publisher and publishing think tank devoted to re-thinking publishing and innovating in the publishing space.

**The Texas Tribune/www.texastribune.org**

Founding Board Member October 2009 - 2019

Founding Publisher – January 2010 – January 2011

Austin, TX

The Texas Tribune is a non-profit, nonpartisan public media organization. Its mission is to promote civic engagement and discourse on public policy, politics, government, and other matters of statewide concern. The Tribune does this in two principal ways: first, through the original journalism that we report, write, compile, record, shoot, etc., and post online at our destination site, [texastribune.org](http://texastribune.org), and on the pages of our media partners. Second, through on-the-record, open-to-the-public events: conversation series featuring elected officials and other newsmakers, conferences on major topics of interest to every Texan, and an annual ideas festival.

Since its first year the Tribune has won numerous state and national journalism awards, including several Edward R Murrow awards, and Online News Association awards for innovative use of video and general excellence, the category that "honors a website that successfully fulfills its editorial mission, effectively serves its audience, maximizes the use of the Web's characteristics and represents the highest journalistic standards."

Highlights 2010:

- Agreed to act as publisher for one year.
  - Established business practices, accounting policies and organizational rules.
  - Developed overall strategic revenue and membership plans.
  - Developed Corporate Underwriting sales program responsible for \$400,000 in new revenue in 2011.
  - Developed IAB compliant corporate underwriting contract, sales, inventory, & reporting criteria and infrastructure.
  - Developed membership program and related benefits.
  - Negotiated deal with New York Times putting Tribune reporting in the Times on Fridays and Sundays. Total deal value to the Tribune in cash and marketing \$600k.
  - Negotiated co-development deal with the Bay Citizen to create a base-line, CMS and open source development framework for other public media sites. The Knight Foundation agreed to fund this effort with a grant of \$2.1 million over three years.
- 
- Established the strategies that helped grow the Tribune website from 0 visits to its current monthly traffic of 300,000 unique visitors and more than 3 million monthly page views. Additionally, drove the activities that resulted in the Tribune

having 12,600+ Facebook fans and almost 10,000 followers on Twitter in its first year of operation.

### **Examiner.com/Clarity Digital Media**

President & CEO

Denver, Colorado

February 2008 to April 2009

Examiner.com is a local and national news and information site with more than 85,000 “Examiners” creating original content in more than 300 cities and towns across the United States and Canada. I created the business model for Examiner.com after being recruited to re-design and re-launch Examiner.com as an entirely new web entity. For three years prior to my arrival the site was run as a standard companion site to three newspapers owned by Clarity Media – one of more than 200 companies owned by The Anschutz Company. The management team and investors of Clarity Media felt more value could be created by repositioning Examiner.com. My job was to bring a new vision, completely revamp the site, the technology infrastructure, the positioning and the scope of Examiner.com. The new site launched on April 14, 2008. By my departure, 14 months later, the site had grown to more than 8.5 million monthly unique visitors and had moved into the top 200 sites in North America. Since my departure the site has continued to grow, passing 17 million monthly UV’s in June of 2009.

#### Highlights 2008:

- Developed an innovative equity participation plan for all Examiner.com employees – a first for any Anschutz Company.
- Redesigned and launched new site with new strategic direction April 14, 2008 – less than 2 months after my arrival.
- Introduced a new, more flexible business model designed for high growth.
- Re-calibrated strategic direction for following areas:
  - o Local search
  - o Local self-serve advertising
  - o National advertising sales
  - o Content, both original and aggregated
  - o Photo sharing and Video
  - o Mobile applications
  - o Social Networking
  - o Recruitment of “Examiners” (writers on the site)
- Introduced more disciplined approach to product development
- Enhanced network security.
- Brought in offshore development team as product development partners to speed product iteration.
- Gained significant incremental investment from site’s investor to further enhance product development.

- Created and implemented new strategic content management and editorial structure to maximize SEO/SEM and revenue.
- Created revenue base with innovative, proprietary local advertising approach.

**Major Achievements:**

- Changed strategic model from local city orientation to channel orientation. This allowed for vastly enhanced revenue optimization and positioning the company for maximum social networking impact and content segmentation both nationally and locally.
- Developed recruitment strategies, payment model and community products for “Examiners” (knowledgeable local writers).
- From April, 2008 to April 2009 successfully recruited more than 6,500 “Examiners” across 60 American cities. Ultimately we recruited more than 85,000 examiners.
- Introduced an “Examiner” application process and background check – a first in the industry for bloggers on any site.
- Introduced social media products and services to site.
- Developed and implemented Event Strategy that allowed for rapid expansion from 60 cities to 110 cities covered by Examiner.com.
- Developed and implemented Local Universal Search strategy that improved content consumption and session length.
- Developed and implemented game-changing local advertising approach.
- Initiated domestic and international expansion.
- Hit 98% of revenue budget and saved 22% on cost budget in year of launch.

**Ancestry.com**

Vice President Community, Publishing & Content Acquisition

Publisher & General Manager, Ancestry Publishing

([www.ancestry.com](http://www.ancestry.com), [www.ancestry.co.uk](http://www.ancestry.co.uk), [www.ancestry.ca](http://www.ancestry.ca), [www.ancestry.de](http://www.ancestry.de), [www.ancestry.com.au](http://www.ancestry.com.au), [www.ancestry.it](http://www.ancestry.it), [www.genealogy.com](http://www.genealogy.com), [www.rootsweb.com](http://www.rootsweb.com), [www.myfamily.com](http://www.myfamily.com), as well as France, Sweden and China)

Provo, Utah

January 2005 to March 2008

**Highlights 2007:**

*Publishing Business Highlights 2007:*

*Overall Objectives:* Double revenues, broaden product line, expand distribution, and improve editorial and design.

*Ancestry Magazine Group:* Developed comprehensive strategic plan

- Grew paid circulation from 40,000 to 650,000 in 2007.
- Increased revenue 300%.
- Hired National Advertising Representative.

- Developed organizational, financial, operations and product business plans necessary to prepare Ancestry.com site to accept advertising and achieve revenue targets.
- Developed new circulation management capability.
- Re-designed entire graphical look and feel of *Ancestry Magazine*.
- Upgraded editorial product.
- Launched 600,000 circulation digital edition of *Ancestry Magazine*.
- Increased newsstand distribution by from 5,000 copies per issue to 40,000.

Grew Ancestry Book Publishing Group:

- Grew book revenues 140% YOY.
- Increased new books published from 2 in 2006 to 14 in 2007.
- Implemented innovative bookseller affiliate program allowing book retailers to profit on both front end and back end of book sale.
- Digitization of entire book line for use in e-books, electronic library sales, POD, Google and MSN book search.
- Created and introduced best selling “Official Guides” line of books for all TGN websites.
- Selected and hired trade book distributor and increased trade distribution more than 100% YOY.
- Instrumental in conception, design and development of “Your Name In History” series of POD books. The “Your Name In History” series consisted of 300,000 family surnames Ancestry.com had, by pulling from its massive databases, compiled into 100 page books on each family surname. Each book contained statistics on the history of the particular surname e.g. how many served the North or the South in the civil war, in what states the name was most common, from which countries people with that name had immigrated and so on. These books were sold exclusively on Amazon.com and were responsible for more than \$5 million in new revenue in 2008.

*Content Acquisition Highlights 2007:*

- Co-ordination of Military Records release with PR in May set a single day registration record of 175,000. Additionally, similar promotions for immigration and census records produced record registrations and more than \$1,000,000 dollars each in incremental, unplanned revenue.
- Negotiation of National Archives (NARA) agreement for extensive exclusive digitization and use of NARA historical documents for 5 years.
- Negotiation of Council of State Archivist deal for digitization and online placement of State marriage, birth and death records by Ancestry.com.
- Negotiation of four major document digitization and online placement deals with four largest Jewish historical societies in United States.

*Community Highlights 2007:*

- Continued successful implementation of 2005 Community Product Roadmap including upgraded social networking capability, research groups, and new message board system and administrative site for our 30,000 community volunteers.

#### Highlights 2006:

##### *Content Acquisition 2006:*

In January of 2006 Ancestry's CEO added Content Acquisition to my responsibilities in addition to Community and Publishing. The content group needed new strategic focus. This was achieved by developing new processes and relationships to unlock the latent value in the company's massive content collection and to bring new value to the company with strategic content acquisitions. Strategic changes included:

- Creation of a new content strategy coupling high level strategic content partnerships with digitization services resulting in 50% higher return on investment.
- Alignment with Ancestry.com marketing and PR to bring content more bang to major content releases. This single change resulted in average site registrations growing from 5,000 per day to 18,000 per day.
- Acquisition of important ethnic genealogy sites and content.
- Improvement of the content value chain by revamping content process from acquisition through digitization thereby increasing through-put from 3 million images per month to 12 million images per month.
- Centralizing the prioritization and approval of all content purchases for company in North America. Budget - \$14 million.
- Development of strategic, top level relationships with major content sources: National Archives and Records Administration of the United States, Library and Archives of Canada, Council of State Archivists, American Library Association, New York Public Library, New York Historical Society, New England Historical and Genealogy Society, the American Antiquarian Society and many more enabling the company, for the first time, to purchase content 18 months in advance allowing for better planning and coordination with overseas vendors, quality assurance and marketing.

##### *Publishing 2006:*

- Increased books sales 87% in 2006.
- Published *The Source, Third Edition*. A 1,000-page genealogy reference book that is considered the "bible" of genealogy research.
- Conceived and implemented strategy for using Ancestry Magazine print and digital editions as Ancestry.com subscriber acquisition and retention tool.
- Re-designed Ancestry Magazine into lifestyle publication upgrading graphics, editorial, authors and improving staff.
- Re-vamped online newsletters to make more customer and site oriented. Took 7 newsletters and reduced to 3 and expanded circulation to 14 million.



- Launched Blogs, Podcasts, and Wiki's including the very popular Ancestry 24/7 genealogy blog.
- Created the Ancestry Magazine web site.
- Created strategy for leveraging Ancestry Magazine and book backlist through ezines, ebooks, and TGN web sites as well as re-purposing of magazine and book content for online sales and through content feeds to major Internet portals.

*Community 2006:*

- Maintaining and correcting the continuing development of the Community Product Roadmap.

Highlights 2005:

*Community 2005:*

Conceived, developed and implemented The Generations Network Unified Community Strategy across all domestic and international TGN brands including:

- Development of a three year, world wide strategic Community Product Roadmap for community products and services across all TGN brands.
- Implementation of major social networking capability in first 6 months with company.
- Crafting of innovative global community strategy to spur international growth of Ancestry communities across Europe.
- Creation and implementation of employee product training for all TGN employees setting foundation for creation of TGN University – a site for educating both employees and customers on TGN products and services.
- Persuaded management to build company intranet to speed development of employee community and information sharing.
- Creation of interactive Professional Services Desk for high priority subscribers of Ancestry.com. This innovation allowed TGN to better manage external customer messaging and, simultaneously, to receive third party endorsement from experts in genealogy on important professional and community blogs, message boards, and in classes and seminars.

*Publishing 2005:*

At request of CEO assumed management of faltering Ancestry Publishing Company. At the time Ancestry Publishing produced a national magazine with 40K paid circulation as well as more than 88 books on family history and genealogy including *The Source* and *The Redbook* – the most respected genealogy reference books in the United States. Additionally, the company published 7 newsletters with combined circulation of more than 7 million.

**America Online (AOL)**

Dulles, Virginia

-President of America On Line Community, Inc. (an AOL subsidiary for organization and management of AOL Community's 150 person remote staff and 80,000 volunteers in all

50 states and 10 countries.) and Vice President & GM, AOL Worldwide Community Operations & Network Integration.

March 2003 to December 2004

-Vice President, AOL Worldwide Community Programming & Products *and* President of American Online Community, Inc.

April 2002 to March 2003

-Executive Director, Programming Operations & Content Integration, AOL Vertical Markets Group

October 2001 to April 2002

#### Highlights:

- One of 35 AOL senior executives selected by Vice-Chairman Ted Leonsis and CEO Jon Miller to chart AOL's three-year turn-around strategy for 2003 – 2006.

Directly responsible for \$65 million revenue budget and \$20 million expense budget.

Exceeded revenue budget by \$20 million in 2004. Co-responsible for \$600 million in ad sales that required community advertising inventory to be packaged with higher priced content channel inventory.

- Managed 50 AOL employees on site, 150 remote employees of America Online Community, Inc. (ACI) and lead organization responsible for recruitment, training, testing, background checks and coordination of 13,000 member volunteers in community.

- Implemented sound business management practices and rigorous cost controls improving productivity and performance of entire 200 member Community team by more than 200%.

- Upgraded employee management and programming skills, improved training, established defined career tracks and appropriate job titles, upgraded salaries, stock incentives and equipment for entire Community group.

- Increased Reach of Community among AOL's domestic accounts from 58% to 76% in four months. This translated into 3 million additional AOL members using Community products and services for first time through an innovative programming and product integration strategy. These results increased Community ad sales from a CPM of .11 cents to a CPM of \$35.00 in targeted areas.

- Instituted first International Community Summit with AOL Europe in 2002 and developed process for localization of new product development for international markets.

- Conceived, developed and implemented paradigm shifting Community Member Relations Management Strategy that more effectively enabled member communication, increased retention and resulted in more than \$3 million in savings.

- Developed seamless carriage and integration processes for content and advertising package placement across all AOL and Time Warner Brands.

- Conceived, developed and supervised Network Integration team to maximize return on AOL's investment in products like Alerts & Reminders, Personalization, Expressions, AOL Journals and Search Integration. Results lauded as "phenomenal" by AOL CEO Jon Miller and AOL Vice Chairman Ted Leonsis.

**AOL Local Group** (Mapquest, Moviefone, Digital City), Dulles, Virginia  
January 2001 to October 2001  
Executive Director, Content Integration AOL Local Group

**Highlights:**

- Formed and managed AOL Local Content Integration team to increase local sales through integration of local content from Mapquest, Moviefone and Digital City across AOL, Netscape, CompuServe and Time Warner brands.
- Content integration strategy increased page views 30% to record levels first three months of the year. As a result met 2001 reach and revenue goals 9 months early. Leveraged and worked with all departments and levels of AOL to surpass goals:
  - Goal: 6 million unique visitors per month – Result: 8 million UV's in September of 2001 as reported by Media Metrix
  - Goal: Unduplicated reach goal of 17% - Result: Unduplicated reach of 27% in September of 2001. AOL Local surpassed sales goals for first time.
- Negotiated and successfully implemented the “localization” of AOL Welcome Screen (launched in October 2001 in new AOL 7.0 client) further increasing sales opportunities.
- Negotiated and implemented the “localization” of AOL Channel Mains (launched with AOL 7.0 client).
- Negotiated and successfully implemented new localization and integration carriage plans with Netscape and CompuServe.
- Formulated and implemented AOL Time Warner Localization strategy for AOL Local Group (Digital City, Mapquest & Moviefone).
- Developed and implemented new reporting system for combined brands.

**Digital City Corporate/ AOL**, Vienna, Virginia  
June 2000 to January 2001  
Director Digital City (Corporate) Affiliate Relations  
April 1999 to June 2000  
Director of Business Development

**Highlights:**

- Conceived, developed and built DCI content integration group.
- Developed new reporting system to capture critical data across all AOL brands.
- Developed and successfully implemented “New World” *the* major strategic initiative for DCI in 2000.
- Accomplishments of DCI “New World” Integration team:
  - Negotiated and implemented content integration and threading across AOL, AOL.com, Netscape, CompuServe, AOL-TV and AOL Wireless.
  - Increased average daily page views from 3.4 million per day to 5.3 million per day resulting in direct retention of \$20 million in revenue
  - Increased page views to commerce verticals by more than 100% in 6 months resulting in the retention of more than \$40 million in revenue.

- Codified core competencies and policies for affiliate relations department in dealing with AOL and DCI partners across all AOL brands.
- Developed welcome and launch programs that successfully launched and integrated 8 new business acquisitions in 8 weeks including the very successful launch of MapQuest.
- Responsible for development DCI personals. Improved local page views 300% over course of 1 year.
- Organized and implemented new AOL security program called SecurID within DCI and with DCI partners (ongoing). This program was later adopted by AOL.
- As Director of Business Development negotiated and authored numerous acquisition contracts and business plans to increase DCI reach, page views and revenues including participation in the \$1 billion acquisition of Mapquest.com and DCI's portion of \$5 billion acquisition of Netscape.

**Digital City DFW/AOL, Dallas-Fort Worth, Texas**

July 1996 to April 1999

Co-Founder/General Manager Digital City-Southwest Region

**Highlights:**

- Exceeded FY99 sales goals of \$1.2 million by 125% through aggressive, innovative, customer service oriented sales approach and tight cost control.
- Exceeded page view and unique visitor goals. Digital City Dallas-Fort Worth was # 1 in traffic for the entire DCI Network three years in a row with 17 page views per household. The # 2 city was Houston (also programmed by DCDFW) with 8.9 pvph.
- Media Metrix placed Digital City Dallas-Fort Worth as the number one local site in Dallas-Fort Worth with a 10.8% penetration beating both the online sites of both the Dallas Morning News and the Fort Worth Star-Telegram. DFW was the only site in the DCI Network to be rated number one in its local market. This was accomplished with zero marketing budget and an innovative public relations strategy.
- Successfully lead DCDFW through two major reorganizations (one involving the layoff of more than half DCDFW's staff) within one year while maintaining a stable and productive staff.
- Innovative deal-making – ADVO, Texas Monthly, Travelscape and exclusive Texas Restaurant Association deals accounted for more than 10% of total DCI revenue budget.

*Other things I'm proud of:*

- One of eight "Founders" of DCI. Helped launch and grow DCI's revenues from zero to more than \$100 million annually in 3 years.
- Launched Digital City DFW in record time and under budget.
- Pioneered community programming initiatives with user generated content in chat, online postcards, humor, polls, message boards, graffiti boards and file libraries.
- First in DCI Network to migrate to the Web with most extensive conversion of content to HTML.

**Nerrv Systems, Fort Worth, Texas**

February 1992 to July 1996  
President & CEO

- Founder Nerrv Systems. Company created to assist publishers of trade, professional and industry magazines in selling print advertising through the application of Web based “bingo” card advertising services.
- Developed a complete outsourcing option for publishing companies reluctant to invest in the hardware, software and personnel required to build and manage a custom Web Site.
- Designed, constructed and managed Web Sites for participating publishers.
- Developed package allowing publishers to outsource advertising sales on their Web Site or train their own sales personnel to sell Web based advertising.
- Developed training program for client sales representatives titled, “How to Sell Internet Advertising and Exceed Quota” as well as a seminar series for prospective advertising clients titled, “How to Market and Sell Your Company on the World Wide Web”.
- Developed proprietary software called – N.E.R.R.V. (Net Reader Response Vehicle) - key component in the Web based bingo card service.

**AMR Information Services, Fort Worth, Texas**

July 1989 to December 1991

Vice President, Marketing & Sales

Meeting Services Network

(AMR was the holding company for both American Airlines and AMR Information Services)

- Oversaw and managed \$20 million revenue budget for AMR Information Services start-up division Meeting Services Network with product line of online travel, software and database services for meeting/convention, travel and tourism industries.
- Conceptualized, developed and implemented marketing and sales plans and monitored achievement of business plan objectives. Managed marketing budget of \$5 million and marketing staff of 55 in successful creation and implementation of business-to-business and business-to-consumer market plans encompassing print, broadcast, online advertising, promotions, telemarketing, direct sales, channel sales, trade shows and direct mail.
- Managed outside vendors as well as inside resources to maximize budget efficiency.
- Negotiated contracts maintained and enhanced business relationships with senior representatives of Fortune 100 companies, major travel companies, strategically important information technology companies, and major conference, resort and hotel chains worldwide.
- Speaker for conventions and industry trade shows on topics relating to the travel/tourism and meeting/convention industries and the effect of technology on the future of these industries.

**Fort Worth Star-Telegram, Fort Worth, Texas**

January 1987 to July 1989

National Advertising Account Manager

General Manager of CapCities *Star-Text* unit. (Only profitable videotext news subscription ever developed in Newspaper industry).

- Managed multimillion-dollar national accounts in the travel, computer and financial services industries.
- Consistently exceeded sales targets.
- Established, maintained, and developed corporate and advertising agency relationships across the U.S.
- Conceptualized, negotiated, and implemented one of first newspaper/cable TV value add advertising packages in newspaper industry.
- Winner of multiple sales achievement awards.
- Only recipient of "STAR" award. Unique sales award created in recognition of being first national sales executive to ever succeed in selling Star-Telegram ad schedule to Southwest Airlines.
- Developed extensive new marketing, sales, and programming for videotext unit of CapCities/ABC at Fort Worth Star-Telegram.
- Sold first online ad in Star-Text to AT&T in 1987.

**Dallas Business Courier**, Dallas, Texas

November 1984 to December 1986

Corporate Vice President and Founding Publisher

Business Journal Corporation

- Built weekly business news publication from scratch in highly competitive Dallas market. Launched paper on time and under budget.
- Grew revenues from zero to \$1 million in less than 12 months. Received four Dallas journalism awards in first year of publication.
- Supervised sale of Dallas Business Courier to Dallas Business Journal in 1986.

**Sherrod Publishing Corporation**, Odessa, Texas

August 1978 to October 1984

President and Publisher

- Founded publishing company with \$10,000 loan and the idea that local people liked to read about local people and local events.
- Grew company from one magazine and one employee (me) to thirty-two employees working at two monthly magazines, a weekly newspaper, a graphics company, and an advertising agency (with offices in Midland and Houston).
- Grew revenues from \$108,000 in our first year to \$3,406,000 five years later.
- Company was sold due to auto accident.

## EDUCATION

### **University of Texas at Dallas**

Arts & Technology Doctoral Program 2012-2014  
GPA 3.97

### **Texas Christian University, Fort Worth, Texas**

Neeley School of Business  
Executive MBA, 2010  
Award: Team with highest collective GPA

### **The University of Missouri at Columbia, Columbia, Missouri**

Master of Arts degree, 1976. Concentration in Journalism/Publishing. Thesis topic: “The Marketing of Suburban Community Newspapers”.

### **The University of Notre Dame, Notre Dame, Indiana**

Bachelor of Arts degree, 1974. Student in three-year, interdisciplinary General Program of Liberal Studies with concentrated study in Philosophy, History, Theology and Political Science.

## BOARD AFFILIATIONS

Dallas Entrepreneurship Center - Member, Board of Directors. 2013 – 2019

Urban Libraries Council – Member, Board of Directors, 2012 to 2019

Chair, Board of Directors 2016, 2017, 2018

Chairman, Board of Trustees – The Kinsey Institute for Sex, Gender and Reproduction. 2009-2017.

-Chair, Strategic Communications Task Force 2013-2015

-Chair, Communications and Technology Committee, The Kinsey Institute 2007-2008.

-The Kinsey Institute, Member, Board of Trustees 2006 – Present.

Board Member – Board of Directors, TexasTribune.org 2009 – 2019.

Umbel.com - Chair, Board of Directors, 2010-2011.

Craigslist Foundation - Board Member, 2009-2011.

Black Dove Press, LLC – Board Chair 1997 – to Present

## ACTIVITIES

**Author** – Co-author of *“Bad Baby Names. The worst true names parents saddled their kids with and now you can too.”* A collection of the most outrageous, funny, and plain odd names appearing in the United States Census from 1790 to 1930. Published by Ancestry Publishing and released in March of 2008. Achieved number one sales status on Amazon.com in the categories of Parenting and Humor. Appeared on the *Today Show*, interviewed in New York Times and dozens of newspaper, radio and TV interviews around the world.

**Speaker** – Often invited to speak on technology, social media, leadership and future of media issues by publishers, corporations, economic development groups, universities, and private investors.

**Business Advisor** - Advisor to 15 start-up companies across the United States and Europe.

**Faculty - Stanford Professional Publishing Courses** – 2006/2007. Taught course on creating community on publishing web sites as well as advise participants on latest best practices in traditional and online publishing.

**Instructor of Journalism** – 1976-77 – Odessa College. Taught one year of Journalism and Newspaper Editing and Reporting while getting Sherrod Publishing off the ground. Oversight of College Newspaper.

**Small Business Speaker & Instructor** – 1984 / 1989 - Creator, speaker and trainer of seminar entitled, *“How to Advertise and Promote Your Small Business”*. This seminar has been delivered to more than 1,000 small business owners in the Dallas-Fort Worth area under the auspices of the Fort Worth Chamber of Commerce and Tarrant County Junior College.

**Board Member** – 1983 / 1993 – Served on the boards of the following organizations: Women’s Center of Tarrant County; YMCA Camp Carter; Fort Worth Mayor’s Council on Hiring the Handicapped.

**Order of the Arrow & Eagle Scout** – 1962- 1968 - Troop 89, Odessa, Texas

**Scout Leader** – 1985 / 1990 – Cub Scout Den Leader.

**Marathoner** – 2001 / 2005 – Enjoyed running and completing marathons in Baltimore, New York, and Washington D.C., Dallas, Chicago, Hawaii, and London.

## PERSONAL

Married for forty-six years to the former Melissa McIntire. We have two wonderful sons, Colin and Nicholas. Our five dogs round out the family. Additionally, we feed all birds, squirrels, stray dogs, cats and any other species that wanders into our zip code. As a





Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Cross
ENTR 40333 REG 080	Corporate Entrepreneurship	3	16	LEC	REG	1	N/A	N/A
ENTR 70513 REG 080	Venture Ideas	3	10	LEC	REG	1	N/A	N/A

### **C**Spring 2021

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
BUFI 70970 081	Special Problems: Capstone	3	48	LEC	REG	1	N/A	N/A
ENTR 40333 074	Corporate Entrepreneurship	3	11	LEC	REG	1	N/A	N/A
ENTR 70970 080	Special Problems in Entrepreneurship: Raising Entrepreneurial Capitl	3	4	DIR	REG	1	N/A	N/A

### **D**Winter 2021

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
ENTR 70970 002	Special Problems in Entrepreneurship: Corporate Entrepreneurship	2	16	DIR	MIN	1	N/A	N/A

### **E**Fall 2020

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Cross
ENTR 40333 REG 080	Corporate Entrepreneurship	3	13	LEC	REG	1	N/A	N/A
ENTR 70513 REG 080	Venture Ideas	3	15	LEC	REG	1	N/A	N/A
MALA 60970 REG 081	Special Problems: Corporate Entrepreneurship	3	14	LEC	REG	1	N/A	N/A

### Summer 2020

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Cross
ENTR 70970 MIN 079	Special Problems in Entrepreneurship: Corporate Entrepreneurship	2	15	DIR	MIN	1	N/A	N/A

### Spring 2020

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
ENTR 40333 074	Corporate Entrepreneurship	3	28	LEC	REG	1	N/A	N/A
ENTR 70970 079	Special Problems in Entrepreneurship: New Venture Development	3	1	DIR	REG	1	N/A	N/A
ENTR 70970 080	Special Problems in Entrepreneurship: Raising	3	9	DIR	REG	1	N/A	N/A

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
	Entrepreneurial Capital							

**Fall 2019**

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
ENTR 40333 074	Corporate Entrepreneurship	3	16	LEC	REG	1	N/A	N/A
ENTR 70513 080	Venture Ideas	3	10	LEC	REG	1	N/A	N/A
ENTR 70970 079	Special Problems in Entrepreneurship: New Venture Development	2	1	DIR	8W2	1	N/A	N/A
ENTR 70970 080	Special Problems in Entrepreneurship: Entrepreneurial Capital	3	16	DIR	REG	1	N/A	N/A

**Summer 2019**

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Cros
MANA 70970 MIN 079	Special Problems in Management: Corporate Entrepreneurship	2	10	DIR	MIN	1	N/A	N/A

**Spring 2019**

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 40333 074	Corporate Entrepreneurship	3	28	LEC	REG	1	N/A	N/A
MANA 40333 080	Corporate Entrepreneurship	3	25	LEC	REG	1	N/A	N/A

### **K** Fall 2018

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course
MALA 60970 082	Special Problems: Opportunity Recognition for MLAs	3	10	DIR	REG	1	N/A
MANA 40143 074	New Venture Development	3	25	LEC	REG	1	N/A
MANA 40970 079	Special Problems in Management: New Venture Development	3	1	DIR	REG	1	N/A
MANA 70513 080	Venture Ideas	3	23	LEC	REG	1	N/A
MANA 70970 079	Special Problems in Management: Study in New Venture Development	3	2	DIR	REG	1	N/A

### **L** Summer 2018

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Cros
MANA 70970 MIN 005	Special Problems in Management: Corporate Entrepreneurship	2	7	DIR	MIN	1	N/A	N/A

### **M** Spring 2018

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 40030 675	Senior Honors Research Paper	3	1	RES	REG	1	N/A	N/A
MANA 40333 074	Corporate Entrepreneurship	3	24	LEC	REG	1	N/A	N/A
MANA 40970 080	Special Problems in Management: Venture Deals	3	9	DIR	REG	1	N/A	N/A

### **F**Fall 2017

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 40333 074	Corporate Entrepreneurship	3	11	LEC		1	N/A	N/A
MANA 40970 080	Special Problems in Management: Entrep Venture Deals	3	9	DIR		1	N/A	N/A

### **S**ummer 2017

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 70970 001	Special Problems in Management: Corporate Entrepreneurship	1.5	8	DIR		1	N/A	N/A

### **S**pring 2017

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 40030 675	Senior Honors Research Paper	3	1	RES		1	N/A	N/A
MANA 40333 074	Corporate Entrepreneurship	3	28	LEC		1	N/A	N/A
MANA 40970 070	Special Problems in Management: Due Dilligence	3	25	DIR		1	N/A	N/A

### **Q**Fall 2016

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 40333 074	Corporate Entrepreneurship	3	38	LEC		1	N/A	N/A
MANA 40970 080	Special Problems in Management: Due Dilligence	3	12	DIR		1	N/A	N/A

### **R**Spring 2016

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 30533 070	Entrepreneurial Opportunity Recognition	3	28	LEC		1	N/A	N/A
MANA 40030 677	Senior Honors Research Paper	3	1	RES		1	N/A	N/A
MANA 40970 074	Special Problems in Management:	3	24	DIR		1	N/A	N/A

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
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Due Dilligence

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**S**Fall 2015

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
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MANA 40143 080	New Venture Development	3	31	LEC		1	N/A	N/A
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MANA 40970 074	Special Problems in Management: Corporate Entrepreneurship	3	28	DIR		1	N/A	N/A
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MANA 70970 081	Special Problems in Management: Corporate Entrepreneurship	1.5	10	DIR		1	N/A	N/A
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**S**Spring 2015

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
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MANA 30533 070	Entrepreneurial Opportunity Recognition	3	20	LEC		1	N/A	N/A
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MANA 40030 675	Senior Honors Research Paper	3	1	RES		1	N/A	N/A
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MANA 40970 070	Special Problems in Management: Corporate Entrepreneurship	3	34	DIR		1	N/A	N/A
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Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
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### **U**Fall 2014

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course
ARST 40970 783	Special Problems: Launchpad:Entrepreneurshp Arts	3	14	DIR		3	Team Taught
MANA 40123 074	Managing the Emerging Venture	3	31	LEC		1	N/A
MANA 40163 080	Ventures in Transition	3	29	LEC		1	N/A

### **V**Spring 2014

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course
ARST 40970 783	Special Problems: Launchpad:Entrepreneurshp Arts	3	17	DIR		2	Team Taught
MANA 30533 070	Entrepreneurial Opportunity Recognition	3	23	LEC		1	N/A
MANA 40123 074	Managing the Emerging Venture	3	27	LEC		1	N/A

### **W**Fall 2013

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course
ARST 40970 783	Special Problems: Launchpad:Entrepreneurshp Arts	3	7	DIR		3	Team Taught

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course
MANA 40123 074	Managing the Emerging Venture	3	29	LEC		1	N/A
MANA 40163 080	Ventures in Transition	3	30	LEC		1	N/A

### Spring 2013

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 30533 070	Entrepreneurial Opportunity Recognition	3	24	LEC		1	N/A	N/A
MANA 40123 074	Managing the Emerging Venture	3	29	LEC		1	N/A	N/A

### Fall 2012

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 30533 015	Entrepreneurial Opportunity Recognition	3	28	LEC		1	N/A	N/A
MANA 30533 035	Entrepreneurial Opportunity Recognition	3	29	LEC		1	N/A	N/A

### Spring 2012

Course	Course Title	Credit Hours	Enrollment	Instruction Mode	Session	# Instructors	Team Taught Course	Crosslisted
MANA 30533 060	Entrepreneurial Opportunity	3	18	LEC		1	N/A	N/A

