

**John S. Nelson, Ph.D.**  
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Lecturer in Business Information Systems at the Neeley School of Business at TCU. Follows a career as a high-performing professional with over twenty-five years of business experience in product strategy, solution development, offering management, product marketing, customer engagement and pre-sales support. Excellent communication skills (written and verbal) with teaching experience throughout industrial career and during graduate school.

## Education

**Ph.D. (1984), University of Minnesota:** Mechanical Engineering (Thermal Sciences Division) with Fluid Mechanics minor; numerous teaching assignments; three fellowships; adviser: Prof. E.M. Sparrow

**M.S.M.E. (1982), University of Minnesota:** Mechanical Engineering

**B.A. *summa cum laude* (1978), Luther College, Decorah, Iowa:** Mathematics and Physics

## Teaching Experience

**Lecturer, Neeley School of Business, TCU (2014-Current):** Teach multiple sections of sophomore-level *Introduction to Business Information Systems* course. Instruction includes lecture, hands-on work with Microsoft Access, Power BI, and SharePoint and individual coaching. Lead instructor for upper-level *Business Applications in Excel* course.

**Sales Support and Marketing, IBM (1989-2013):** As a subject-matter expert, developed and delivered seller education on product and application technologies and made numerous conference presentations over a period of more than 20 years.

**Teaching Associate, University of Minnesota (1981-1983):** Taught junior-level thermodynamics courses for two years (including one accelerated summer school session); delivered lectures, prepared exams, and supervised teaching assistants.

**Teaching Assistant, University of Minnesota (1979-1981):** Assisted with mechanical engineering courses in thermal sciences: led recitation sessions and held office hours.

## Industry Work Experience

**Execution oriented with a strategic focus:** Led development and marketing teams at IBM in partnership with engineering software companies and sales and development groups across the globe. Responsibilities included portfolio and marketing strategies, subject-matter expertise with customers, analysts, partners and sellers, sales education, and software and hardware development.

**Technically proficient:** Launched complex technologies throughout career: system and storage virtualization technologies, advanced system management solutions, high-performance cluster computing, graphical workstations, and mobile technologies. Began career in IBM development in thermal engineering, including collaboration with the IBM Research Division.

**Excellent communicator:** Enjoys public speaking and was recognized by sales teams as a persuasive presenter in person and by phone. Has delivered dozens of conference presentations—from main stage to small group—and has performed on-site and distance seller training. Excels at writing, beginning with thesis work, IBM technical reports, business plans and marketing collateral. Currently engaged in cloud computing and web development as an avocation in support of a non-profit.

### **Industry Career: IBM (1984-2013)**

**Systems Software Offering Management (2010-2013):** Led the launch of a new storage software product; created and managed a world-wide support entitlement program; performed seller education; led offering team around a new WiFi technology; engaged in early mobile-platform portfolio work.

**x86 Server Marketing (2007-2010):** Launched next-generation systems management solution— messaging, web content, customer and seller presentations, analyst input, press input and seller education; delivered seller education and made customer calls on virtualization, energy usage and systems management.

**Workstation Engineering Segment Manager (1997-2007):** Responsible for all mechanical engineering applications for IBM line of technical workstations (\$300M annual revenue): strategy, relationship with software partners, and delivering seller education; presented at events worldwide including main-stage presentations and a conference best-speaker award.

**CAE Segment Manager (1993-1997):** Responsible for strategy and execution of \$70M business for Computer Aided Engineering applications across all IBM Unix systems; marketing and technical relationship manager for a dozen software companies; presentations at numerous software user group meetings. Launched UNIX cluster products for high-performance computing: numerous briefings, benchmarks and sales calls with automotive and aerospace customers; worldwide IBM training and industry events.

**Senior Sales Support (1988-1993):** Staff member at IBM Engineering/Scientific National Support Center, Dallas: technical support, marketing strategy and segmentation in computational mechanics; customer sales calls, benchmarks, and seller and customer education.

**Staff Engineer (1984-1988):** Thermal and mechanical analysis of storage products; thermal recording physics modeling with IBM Research; technical conference presentations.

## Publications

A.A. Fennema, B.I. Finkelstein, J.S. Nelson, E.R. Tellez and D.J. Winarski, "Defocused Erasing for Improved Signal-to-Noise Ratio," *Research Disclosure*, Kenneth Mason Publications, Ltd., May 1992, **337**

J.S. Nelson, "Thermal Model of Magneto-Optic Recording: Development and Implementation of a Superposition Algorithm," IBM Technical Report [proprietary], 1988

J.S. Nelson, "Creeping-Flow Models with Surface-Tension Effects for Photo-Polymer-Stamping Groove-Replication Processes," IBM Technical Report [proprietary], 1988

J.S. Nelson and E.M. Sparrow, "Freezing in the Presence of Rotation," *Journal of Heat Transfer*, 1985: **107**(4), pp. 804-811.

E.M. Sparrow, J.S. Nelson and W.Q. Tao, "Effect of Leeward Orientation, Adiabatic Framing Surfaces, and Eaves on Solar-Collector-Related Heat Transfer Coefficients," *Solar Energy*, 1982: **29**(1), pp. 33-41.