BRANDON K. CHICOTSKY, Ph.D.

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EDUCATION

Academic Degrees — *Completion Date*

Doctor of Philosophy, Communication and Information Sciences — 2017
The University of Alabama, College of Communication and Information Sciences
Dissertation available at BrandPersona.org | Transcript available here.

Master of Science in Management — 2012
New York University, Tandon School of Engineering (Ranked #1 in graduate class)
Transcript available here.

Master of Legal Studies: Real Estate & Construction Law, Policy, and Management
Texas A&M School of Law | Fort Worth, TX | Transcript available here. — 2024
A program combining up-to-date legal education and skills advancement in private equity.

Bachelor of Arts — 2007
The University of Texas at Austin
Student involvement: Ic2 Institute of Entrepreneurship (more here), Student Government (appointed), Texas Student Media Board of Operating Trustees (elected), Texas Union Board of Directors (elected).

ACADEMIC POSITIONS

Full-Time Faculty Appointment (Primary Service) — *Employment Dates*

Associate Professor of Professional Practice in Marketing — Spring 2025 - Present
Texas Christian University, Neeley School of Business, Marketing Department

Assistant Professor of Professional Practice in Marketing — Fall 2019 - Spring 2025
Texas Christian University, Neeley School of Business, Marketing Department

Previous Full-Time Academic Appointments — *Employment Dates*

Visiting Clinical Assistant Professor of Integrated Marketing — Spring 2019 - Fall 2019
New York University, Division of Programs in Business, School of Professional Studies

Lecturer (dual appointment with NYU in 2019) — Spring 2017 - Fall 2019
Johns Hopkins University, Carey Business School

Coordinator of Experiential Learning — Spring 2016 - Spring 2017
The University of Alabama, College of Communication and Information Sciences
Launched ongoing advancement program, Industry Immersion (industry.ua.edu)

Instructor of Record — Fall 2014 - Spring 2017
The University of Alabama, College of Communication and Information Sciences

Service from Former Institutions — *Employment Dates*

Graduate Faculty & Instructor (Dean appointed) — Summer 2017 - Summer 2021
The University of Alabama, College of Communication and Information Sciences

Served as member or co-chair on dissertation and thesis committees; provided course instruction.

Adjunct Faculty, Lecturer of Communication Studies — Summer 2017 – Summer 2021
The University of Alabama, College of Communication and Information Sciences

LECTURING EXPERIENCE | *Teaching Philosophy Available Here*

Graduate Courses — *Sections, Enrollment Size*

New Product Development (MARK 70720), Texas Christian University — 1 section
- In-depth exploration of new product development strategy and management.
- Semester taught: Summer 2021.

Digital Marketing Analytics (MARK 70970), Texas Christian University — 3 sections
- Data and digital platforming curriculum with client simulations and case method.
- Semesters taught: Spring 2020; Winter Intersession 2020 (2 sections: course client Oracle); Winter Intersession 2021: included course client [2 sections (syllabus)].

Social Media and Content Marketing (MARK 70389), Texas Christian University — 3 sections
- Focused on owned, earned, and paid media, along with strategy and data insights.
- Semesters taught: Fall 2019, Fall 2020, Fall 2021 (syllabus; student evaluations).

Social Media and the Brand (INTG 2100), New York University — 2 sections
- Industry-applied seminar covering multi-channel marketing plans, data analytics, campaign strategy, content creation, and business principles with "active" case analyses.
- Semesters taught: Spring 2019; Summer 2019.

Capstone (INTG 4000), New York University — 2 sections
- The final master's course for integrated marketing students, which requires a full business plan involving comprehensive financials and an agile approach for scalable growth.
- Semester taught: Spring 2019.

Business Communication (BU 120), Johns Hopkins University — 9 quarter sections
- Developed an experiential learning curriculum for graduate students in finance and information systems. Incorporated industry executive guests and immersive case studies.
- Semesters taught: Fall I 2017; Fall I 2018; Fall II 2018; Spring I 2019.

Business Leadership & Human Values (BU 131), Johns Hopkins University — 20 quarter sections
- Required for all business master's students. Recruited industry leaders for in-class engagements. Developed and implemented curriculum reform centered on, "innovation ethics."
- Semesters taught: Summer 2017; Summer 2018; Fall II 2018; Spring II 2019 (2 online sections); Summer 2019 (4 sections).

Group Leadership (COM 560), Univ. of Alabama — 8 sections
- Asynchronous online course utilizing multiple platforms for student engagement.
- Leveraged "edu-tech" to generate dialogic curiosity. Compilation available at Barnes & Noble.
- Semesters taught: Summer 2017; Spring 2019; Summer 2019; Fall 2019; Spring 2020; Fall 2020; Spring 2021; Summer 2021.

Undergraduate-Graduate Hybrid Course — *Sections, Enrollment Size*

Org. Models in Media Entrepreneurship (COM 495/595), Univ. of Alabama 5 sections

- Initiated and designed an online course with an emphasis on experiential learning.
- Semesters taught: Summer 2018; Spring 2020, Fall 2020 (2 sections), Spring 2021

Undergraduate Courses *Sections, Enrollment Size*

Marketing Management (MARK 30153), Texas Christian Univ. 13 sections

- A major-prerequisite covering data insights, strategy, and campaign oversight.
- Semesters taught:
  - Spring 2020; Fall 2020 (3 sections); full-scale redesign of the course on behalf of the Department in Fall 2021, which includes media solutions to flip the classroom (150 enrollment);
  - Spring 2022 [includes course clients (2 sections, 150+ students; syllabus)];
  - Fall 2022 (2 sections, each with 90+ students);
  - Spring 2023 (2 sections, each with 100 students); Fall 2023 (3 sections; 400+ students total). Largest enrollment under one professor at TCU: syllabus).
  - Spring 2024 (3 sections, 481 total students). University enrollment record: syllabus.
  - Fall 2024 (3 sections, 461 total students). Largest enrollment at TCU: syllabus. Example of class engagement here. Guest speaker list here.

Marketing Principles (MARK 30653), Texas Christian Univ. *3* sections

- Reworked the minors' introductory marketing course; utilized AI tooling for text integrations and industry-applied project.
- Semester taught: Fall 2025

Marketing Strategy (MARK 40203), Texas Christian Univ. *1* section

- Upper-division, case-driven, and market-applied course.
- Semester taught: Spring 2026

Marketing Syndication in Private EQuity (MARK 40970), Texas Christian Univ. *1* section

- Developed a new upper-division seminar involving marketing principles applied to private capital markets.
- Semester taught: Spring 2026

Digital & Social Media (MARK 40103), Texas Christian Univ. 2 sections

- Adapted from a previous colleague; re-organized course components and added weekly research insights and presentation media. Syllabus here.

Product Innovation & Brand Management (MARK 40243), Texas Christian Univ. 4 sections

- A course synthesizing productization, customer decision mapping, marketing strategy, and marketing insights.
- Semesters taught: Spring 2020; Spring 2021; Spring 2022 [includes course clients (syllabus)]; reworked and taught again in Spring 2026.

Marketing Communications (MARK 40233), Texas Christian Univ. 1 section

- A course covering strategic, organizational, and implementation processes of marketing, as well as customer insights and company-client-agency relationships.
- Semester taught: Fall 2019.

Consultative Selling (MARK 40273), Texas Christian Univ. 1 section

- Co-led an intensive, market-applied curriculum involving live selling.
- The course is required for the Certificate in Consultative Sales. The highly-competitive program is available to all majors and involves over 150 hours of sales training.
- Semester taught: Spring 2021.

Business Communication & Media (COM 395), Univ. of Alabama 2 sections

- Designed a new May-mester course. Directed to provide an engaging, applied curriculum. Syllabus available here.
- Semester taught: May-mester 2020 (two sections).

Investigation & Insights (APR 280), Univ. of Alabama 4 sections
- Secured Nissan as a client-partner, served on the curriculum development committee.
- Oversaw regional research that informed Nissan's marketing decisions.
- Semesters taught: Fall 2015; Spring 2017. Course summary available here.

Intro. to Mass Communications (MC 101), Univ. of Alabama 3 sections (large enrollments: 100+)
- Recruited in-person guest lectures from various industry leaders (e.g., CEO of Equinix) and explored the intersection of technology and mass media.
- Semesters taught: Fall 2014; Spring 2015; Fall 2016.

Public Relations Writing (APR 332), Univ. of Alabama 3 sections
- Assignments included PR strategy before and after public quarterly earnings reports.
- Semesters taught: Spring 2016; Summer 2016. Course summary available here.

Information & Society: Digital Management (CIS 201), Univ. of Alabama 1 section
- New course open to all honors students. Topics included digital information management and societal implications of data breaches on corporate stakeholders.
- Semester taught: Spring 2017.

INVITED ACADEMIC GUEST LECTURES & TALKS

Texas Christian University, Neeley School of Business Fall 2024
Faculty Talk (Nov. 13th): "AI and Transforming Lectures into Actionable Insights".
Generative AI Series for Teaching and Learning. Hosted by Dr. Beata Jones, b.jones@tcu.edu.

Texas Christian University, College of Science & Engineering Fall 2024
Lecture (Oct. 30th): "Venture Funding Marketing Insights for Engineers"
Course (ENGR 40103): Technical Entrepreneurship taught by Professor Ed Ipser: e.a.ipser@tcu.edu.

Texas Christian University, Neeley School of Business Fall 2024
Lecture (Oct. 23rd): "A New AI Marketing Era: Trends in Software"
MBA Marketing Association: Lead organizer, t.maganaleach@tcu.edu.

Texas Christian University, Neeley School of Business Spring 2024
Lecture (Feb. 19th): "The Marketing Shift: Post-Pandemic Industry Trends"
MBA Marketing Association: Lead organizer, katie.matson@tcu.edu. Flyer here.

Texas Christian University, Neeley School of Business Fall 2023
Lecture (Feb. 10th): "Customer Personas for Growth Scale and Entrepreneurship"
Course (ENTR 30303): Entrepreneurial Leadership taught by Professor Anna (Anya) Block: annaablock@gmail.com

The University of Malta, Marketing Department, um.edu.mt Fall 2022
Lecture (Nov. 15th): "Web3 & Market-Making Via Hype Houses"
Addressed to the Master of Science in Marketing cohort with open faculty invitations for the Digital Marketing Channels Unit.
Organizer: Dr. Franco Curmi, Head of the Marketing Department and Senior Lecturer, and Dean Emanual Said from the School of Economics, Management, and Accountancy: franco.curmi@um.edu.mt. Lecture snapshot here.

Marbella International University Centre (Spain), miuc.org — Fall 2022
Lecture (Nov. 14th): "Millions Activated: Influencer Marketing Trends"
Addressed to the undergraduate course, Public Opinion and Persuasion.
Organizer: Dean Beata Froehlich, Ph.D. (beata@miuc.org) on behalf of the course's instructor, Dr. Roberto Muelas Lobato: roberto@miuc.org. Visual substantiation here and here.

International Business School | Barcelona, Spain (ESEI), eseibusinessschool.com — Fall 2022
Faculty talk on curricula and programming (Nov. 11th). Topic: "Marketing & Web3"
Organizer: Carlota Estera, Director of the Marketing Department: carlota.estera@esei.es on behalf of instructor, Professor Gloria Queralt Sans, for the course, Brand Management.

Texas Christian University, John V. Roach Honors College — Fall 2021
Lecture: "'The Cabal is Brutalizing Me!": A Phenomenological Study of American Conspiracy Expression and Media Effects in Online Communities"
Interdisciplinary Works in Progress Series
Organizer: Dr. Mikio Akagi, Assistant Professor of History and Philosophy of Science

Texas Christian University, Neeley School of Business — Summer 2019
Lecture: "Marketing Pedagogy and Explorations of Emerging Technology"
Faculty Seminar.
Organizer: Associate Professor Shannon Shipp (now retired), Marketing Department

Cornell University, SC Johnson College of Business — Spring 2019
Lecture (Feb. 7th): "The Intersection of Technology and Management Communication"
Faculty Seminar.
Organizer: Amy Newman (now retired), Senior Lecturer in Management Communication

Indiana University Kelley School of Business, Dep. of Management & Entrepreneurship — Fall 2018
Lecture (Nov. 15th): "Trends and Pedagogical Reflections for Business Instruction".
Faculty Seminar on Pedagogy, Course Design, and International Business. Organizer: Dr. Roberto Garcia, Young-Jin Kim Distinguished Clinical Professor of Int. Business

New York University, School of Professional Studies, Business Division — Fall 2018
Lecture (Nov. 1st): "Trends Shaping Integrated Marketing Communications". Faculty Seminar on Curriculum Design.
Organizer: Michael Diamond, Academic Director and Clinical Professor

Pennsylvania State University - Erie — Fall 2018
Lecture (Oct. 16th): "On Experiential Learning"
Faculty Seminar on Pedagogy, Course Design, and Industry Engagement.
Organizer: Dr. Qi Dunsworth, Director of the Center for Teaching Initiatives

Rice University, Jones Graduate School of Business, Dep. of Business Communication — Spring 2018
Lecture (Jan. 9th): "Future Placement & International Deal Flow in Venture Capital".
Faculty Seminar on Emerging Markets
Organizer: Janet Moore, Director of Full-Time Communication Program

The University of Vermont, College of Agriculture and Life Sciences — Spring 2018
Lecture (Feb. 5th): "The Crypto Conundrum: Challenges in Marketing Communication"
Faculty Seminar on Innovation Ethics
Organized by the Department of Community Development and Applied Economics

Johns Hopkins University, Carey Business School — Spring 2018
Lecture: "Case Study Method: Apple, Amazon, Facebook, and Google"
Business Residency Forum, Business Communication Master's Session (BU 601)
Organizer: Kathryn Kelley, Global MBA Academic Program Coordinator

The University of Alabama, Department of Advertising and Public Relations Spring 2018
Lecture: "Branding and Marketing for Practitioners: Convergence, Methods, and Client Profiles"
Undergraduate Course: Investigation and Insights (APR 280)
Instructor: Dr. Ethan Stokes, Assistant Professor

St. Mary's University, Department of English and Communication Studies Spring 2018
Business and Professional Communication (CM 2333)
Lecture: "Organizational Ethics and Challenges of Emerging Markets"
Instructor: Dr. Amanda Kennedy, Assistant Professor and Graduate Program Director

New York University, School of Professional Studies 2015, 2016, 2017
Lecture: "Brand Image Marketing in Digital Media."
Master's Seminar in Integrated Marketing.
Instructor: David L. Zion, former lecturer and current sales industry executive

The University of Kentucky, Department of Integrated Strategic Communication Spring 2017
Lecture: "New Market Challenges with Investment Deal Flow"
Undergraduate Course: Account Management (ISC 351)
Instructor: Dr. Beth Barnes, Professor and Director of Undergraduate Studies

University of Puget Sound, Department of Communication Studies Spring 2017
Lecture: "Applied Theories of Organizational Communication for Contemporary Crises"
Undergraduate Course: Advanced Organizational Communication (COM 461)
Instructor: Dr. Renee Houston, Associate Dean for Experiential Learning and Civic Scholarship and Professor of Communication Studies

Bellarmine University, School of Communication Spring 2017
Lecture: "New Media Landscape of Sport Production"
Undergraduate Course: Sport and Media (CNHH 104)
Instructor: Dr. Gary Fogle, Radio, Television, and Film Instructor

Emory & Henry College, Mass Communications Department Spring 2017
Lecture: "The Intersection of Media Narratives and Business"
Undergraduate Course: Writing, Reporting, and Editing (MCOM 202)
Instructor: Dr. Mark Finney, Associate Professor of Mass Communications

The University of Alabama, College of Communication and Information Sciences Spring 2017
Lecture: "Innovative Teaching Methods: Incorporating Effective Technology"
Doctoral Seminar on Pedagogy (CIS 601)
Instructor: Dr. Alexa Chilcutt, Former Director of the Public Speaking Program and Associate Professor of Communication Studies

The University of Alabama, College of Communication and Information Sciences Spring 2017
Lecture: "Perception and Framing: Viral Media's Influence on Personal Branding"
Undergraduate Course: Interpersonal Communication (COM 320)
Instructor: Dr. Darrin Griffin, Associate Professor of Communication Studies

The Univ. of Tennessee-Knoxville, Haslam College of Business, Dep. of Management Summer 2016
Lecture: "Upward Management for Millennials"
Undergraduate Course: Introduction to Business Management (MGT 201).
Instructor: Holly Jean Greene, Lecturer in the Department of Management

The University of Alabama, College of Human Environmental Sciences Spring 2016

Lecture: “Emerging Platforms and Brand Marketing”
Undergraduate Course: Mentoring (HES 225)
Instructor: Dr. Tim Hebson, Dean of Students

The University of Alabama, National Communication Honor Society Fall 2015
Lecture: “Convergence of Public Relations, Marketing, and Business Management”
Invited Guest Speaker to Lambda Pi Eta, National Communication Honor Society

The University of Alabama, College of Communication and Information Sciences Fall 2015
Lecture: “Brand Management and Public Speaking”
Undergraduate Course: Public Speaking Instruction (COM 123)
Instructor: Dr. Alexa S. Chilcutt, Former Director of the Public Speaking Program and Associate Professor of Communication Studies

The University of Alabama, College of Communication and Information Sciences Fall 2015
Lecture: “Effective Teaching Methods and Grading Protocols”
Graduate orientation for Ph.D. students
Organizer: Dr. Shuhua Zhou, Former Graduate Director

The Univ. of Texas at Austin, Stan Richards School of Advertising and Public Relations Spring 2015
Lecture: “Sports Branding and Viral Media Management”
Undergraduate Course: Sports Media: Moody College of Communications
Instructor: Dr. Steve A. Wille, Lecturer of Sports Communication

PEER REVIEWED PUBLICATIONS | *Research Site Available at BrandPersona.org*

Accepted with revisions. **Chicotsky, B.** (2027). Designing client-funded experiential learning in marketing education: A conceptual case and implementation framework. *Journal for Advancing Business Education*

Accepted for publication in *The Sport Journal*, Winter 2026. **Chicotsky, B**. (2026). “From Fans to Followers: Analyzing the Impact of Social Capital on Athlete Brand Equity in a Digital Marketplace.”

Chicotsky, B. (in press). De-risking municipal technology adoption: A practitioner screening checklist reflecting on Web3, metaverse, and blockchain initiatives, 2018–2022. *JeDEM – eJournal of eDemocracy and Open Government.*

Accepted for publication in College & University (AACRAO), Winter 2026. **Chicotsky, B**. (2026). “The Zero-Budget Enrollment Playbook: A Repeatable Framework for Launching Graduate Programs Under Budget Constraints.”

Chicotsky, B. & Jenkins, S.. A toolkit, not a verdict: Redesigning student evaluations of teaching as instruments for assessment and learning. *Intersection: A Journal at the Intersection of Assessment and Learning, 7*(2). *Article HERE.*

Chicotsky, B. (2023). Web 3.0 & Marketing: The New Frontier. *Journal of Applied Marketing Analytics* (Henry Stewart Publications). 9(2), 182 – 194.

Chicotsky, B., & Heiss, S. (2019). Slogan-like summary activity: synthesizing and communication course concepts. *Syllabus Journal, 8(*2).

Chicotsky, B. & Qiao, F. (2018). Laughing and yelling through yaks: a content analysis of Yik Yak, exploring humor topics, types, styles and user motives in the anonymous social media environment. *The Journal of Social Media in Society, 7(*1), 211-232.

Stokes, E., & **Chicotsky, B**., & Billings, A. (2018). The political pulpit: framing and political partisanship in sermon rhetoric before and after the 2008 election. *Church, Communication, & Culture (Taylor & Francis)*, *3*(1) 36-52.

Qiao, F., & **Chicotsky, B**., Billings, A.C. (2016). Loving "Mapple Store" but hating "Sprawl-Mart": a case study of parodies in 'The Simpsons.' *KOME Journal*, *4*, 69-83.

PUBLISHED SCHOLARLY BOOK CHAPTERS | *Amazon Page Available Here*

Yanaros, T. & **Chicotsky, B.** (2026). "*The Cabal is Brutalizing Me!": A Phenomenological Study of American Conspiracy Expression and Media Effects in Online Communities.* In Cockerham, J. (Ed). Citizen Participation in the 21st Century: Multidisciplinary Insights. Wilmington, DE: Vernon Press. Video available HERE. Book available HERE.

Chicotsky, B. & Corbit, K. (2024). *An Audience Threshold in the Millions: Exploring Influencer Marketing Activations Online.* In S. Dutta, P.K. Dutta, P. Bhattacharya, Á. Rocha, and R. Singh (Eds.). Advances in Data Analytics for Influencer Marketing: An Interdisciplinary Approach. Book Series: Information Systems Engineering and Management. NY, NY: Springer Publishers. ISBN 978-3-031-65726-9

Chicotsky, B. (2018). *Entrepreneurship as a Student Experience and State of Mind.* In M.G. Strawser (Ed.). Transformative Student Experiences in Higher Education: Meeting the Needs of the 21st Century Student and Modern Workplace. Lanham, MD: Lexington Books.

Chicotsky, B., & Qiao, F. (2016). Athletes as the new investment vehicle: advancing the meaning of brand personas in sports media. In A.C. Billings and K.A. Brown (Eds.) *Evolution of the Modern Sports Fan*. Lanham: MD: Lexington Books.

PEER REVIEWED CONFERENCE PRESENTATIONS

Chicotsky, B (2024). U.S. & International City Case Studies: Web3, Metaverse, Blockchain & Crypto Initiatives. Original case analyses that inform the study HERE. Presentation deck HERE. *United States Association for Small Business and Entrepreneurship (USASBE) national conference, Forging the Future*, Jan. 14th, 2024.

Lukehart, L. & **Chicotsky, B** (2024). Advancing Brand Loyalty Theory Through a Conceptual Analysis Regarding "Shipping Packaging" and "Secondary Packaging." *United States Association for Small Business and Entrepreneurship (USASBE) national conference, Forging the Future*, Jan. 14th, 2024. Research that informed the presentation available HERE.

Chicotsky, B., Qiao, F. (2023). The Dynamic Brand Persona: Unifying Brand Equity and Social Engagement. Competitive paper presentation for the in-person component of the *Asia Pacific Marketing Academy Annual Conference (APMA 2023)* hosted at the School of Business, Sun Yat-sen University in Guangzhou, China. Presented on Sept. 23rd, 2023, by co-author, Dr. Fei Qiao, Assistant Professor of Advertising, School of Journalism and Communication at Guangdong University of Foreign Studies, China.

Chicotsky, B. (2023). An Audience Threshold in the Millions: Exploring Influencer Marketing Activations Online. Competitive paper presentation for the in-person component of the *American Marketing Association's Summer Academic Conference* in San Francisco on Aug. 4th – 6th, 2023.

Yaneros, T. & **Chicotsky, B**. (2022). "The Cabal is Brutalizing Me!": A Phenomenological Study of American Conspiracy Expression and Media Effects in Online Communities Including QAnon. Presented at the *108th Annual National Communication Association Conference* (Nov. 19th, 2022 in New Orleans, LA). Conference abstract. Presentation here. Registration here. Visual substantiation.

Chicotsky, B., Jenkins, S., & Giesemann, C. (2022). A Case Study of Agile Teaming in Academia. Presented at the *HighEdWeb 2022 Annual Conference* (Oct. 11th, 2022 in Little Rock, AR). Host organization here. Acceptance notice. Conference site. Abstract. Visual substantiation here and here.

Chicotsky, B. (2022). Situated Learning in a Marketing Management Class. *2022 Marketing Educators' Association Conference (MarketingEducators.org)* | April 21 - 23, 2022 in Seattle, WA. Abstract available here. Presentation deck available here.

Chicotsky, B. & Hartley, S. (2021). Innovative Programming for Student Engagement and Professional Development. *Original Lilly Conference on College Teaching: Evidence-Based Teaching and Learning* | November 20, 2021 in Miami University, Oxford, OH. Abstract available here. Presentation deck available here.

Chicotsky, B., & Qiao, F. (2021). The brand persona: operationalizing a synthesis of brand equity and social capital. Presented at the *American Marketing Association Winter Academic Conference*. February 19th – 21st, 2021. Submission available here. Program available here. Previously accepted for presentation at the *National Business and Economics Society Annual Conference* in Puerto Vallarta, Mexico; March 11-14, 2020 but not attended due to COVID-19 hindrances.

Chicotsky, B. (2021). Reflections on Instructing Future Professional Athletes from the College Classroom. *Virginia Tech 2021 Conference on Higher Education Pedagogy*. February 4th – 5th, 2021. Poster presentation. Poster available here. Program available here.

Chicotsky, B., & Qiao, F. (2021). Condition branding gets a dose of resistance: a backlash of consumer sentiment. Accepted for presentation by the *International Academic Forum: 6th Annual International Conference on Education (later presented as the subsequent annual conference held in Hawaii due to COVID-19) | January 6th – 10th, 2021 (iafor.org)* View proposal here. View initial acceptance letter here; view subsequent letter here. View program here. View certificate of presentation here.

Chicotsky, B. (2020). Distinction of Services in the Role of Professor of Professional Practice. Presented at the *13th Annual International Conference of Education, Research and Innovation* | November 9-11, 2020. Proceedings record available here. Abstract available here.

Chicotsky, B., Jenkins, S., & Giesemann, C. (2020). Strategic Enrollment Management During COVID. Presented at the *American Association of Collegiate Registrars and Admissions Officers (AACRAO) SEM 2020 Conference: Crises as Catalysts for Transformation*. October 28th, 2020. Presentation here. Summary here.

Chicotsky, B., Qiao, F., Billings, A., & Allaway, A. (2019). Perceived promotional value and popularity in social media: a brand analysis of sports personas. Presented at the *105th Annual National Communication Association Conference* (Nov. 15th, 2019 in Baltimore, MD). Program.

Chicotsky, B. & Stokes, E. (2019). Defining brand similarities in startup ecosystems: pathways to increase investment deal flow. Presented at the *National Business and Economics Society Conference*; March 6th, San Juan, Puerto Rico.

Klaren, A., & **Chicotsky, B.** (November 2018). Technological integration and technologized talk: playing with artificial intelligence in an age of risk. *National Communication Association; 104th Annual Convention; Salt Lake City, UT*.

Chicotsky, B., & Qiao, F. (February 2016). Athletes as the new investment vehicle: advancing the meaning of brand personas in sports media. Presented at the *4th Annual Sports Symposium* hosted by the Alabama Program in Sports Communication; Tuscaloosa, AL.

Qiao, F., **Chicotsky, B**., & Billings, A. (October 2015). Loving "Mapple Store" but hating "Sprawl-Mart": a case study of parodies in 'The Simpsons.' Presented at the *Marketing Edge Research Summit; Boston, MA*.

Stokes, E. & **Chicotsky, B**. (November 2015). The political pulpit: framing and political partisanship in sermon rhetoric before and after the 2008 election. Presented at the *National Communication Association Conference; Las Vegas, NV*.

PEER REVIEWED, SCHOLARLY SERVICE

Reviewer (Fall 2020), *International Academic Forum (iafor.org)* | A nonprofit research organization based in Japan that is "international, intercultural, [and] interdisciplinary."

Reviewer (Winter 2019), *Business Ethics Quarterly* (e.d., Arnold, D.G.). Cambridge University Press.

INVITED (NON-PEER REVIEWED) PRESENTATIONS & INVITED ATTENDANCE

Chicotsky, B. (May 12th, 2026), Facilitated a workshop at Purpose Factory (PurposeFactory.co) on M&A market forces, including roll-ups, cost of capital, loan structures, and how today's banking system supports acquisition financing. Contact: don@purposefactory.co, Social post and image here.

Chicotsky, B. (April 22nd, 2026), Entrepreneurship Through Acquisition (ETA) Accelerator hosted by the Tarrant County College (TCCD) - part of a 3-day intensive workshop preparing participants to seek and purchase cash-flowing small businesses. Contact: Dean of Lifestyle and Community Learning, Richard Chance, richard.chance@tccd.edu

Chicotsky, B. (March 31st, 2026), Bipartisan Policy Center - Private Intergovernmental Roundtable Participant (by invitation of U.S. Senator Ted Cruz's Office). Participated in bipartisan policy discussions on federal–state–local governance capacity affecting Texas; alongside representatives from the Bush Institute (SMU), Federal Reserve Bank of Dallas, Dallas Regional Chamber, Texas 2036, county and federal offices, and congressional staff.

Chicotsky, B. (December 2nd, 2024), *TCU Management Club: Q&A Panel.* The club's largest event of the year, led by its student president, Sarai Morales. The panel featured a mix of industry and academic perspectives. Social posts 1 & 2.

Chicotsky, B. (April 12th, 2023), *Blockchain Basics and Credit Union Cases: An Overview and Action Plan.* Annual Meeting and Council Forum, hosted by Cornerstone League. Grapevine, TX. Invitation to provide subject matter expertise on blockchain applications for credit unions. Full study available here; presentation here. Organizer: Amber Bailey, abailey@cornerstoneleague.coop.

Slaughter, K. & **Chicotsky, B.** (November 18th, 2022), *Texas Blockchain Summit* hosted in Austin, TX. Invited talk on "Technology & Marketing: Meltdowns & Millions." Conceptual overview: (1) engineering principles and culture-making around investing; and (2) bite-size purchases and tokenization. Conference site here. Event visual here.

Chicotsky, B. (November 16th, 2022; AIBC Grandmaster Stage), *How to Become an Influencer Marketer in 2023*. *Panel Moderator alongside Kevin Mcoin and Davinci Jeremie.* Hosted by the Asia Investment & Banking Conference in Malta (aibc.world/europe) and SiGMA Group (sigma.world/europe). Industry conference focused on web3, decentralized finance, and futurism. Visual substantiation here and here.

Chicotsky, D. & **Chicotsky, B.** (November 8th, 2022), *Real Estate Early Career Investing*. A talk covering investment advice hosted by the TCU Real Estate Club. Contact: erik.schmitz@tcu.edu.

Chicotsky, B. (November 4th, 2022), *How to Teach the Impact of Customer Personas*. Stukent Digital Summit: The Psychology of Buyers & Sellers. Hosted by Stukent (edu-tech publisher with simulation products). Industry conference attended by professors. Conference site. Deck here. Applied and referenced for future use by Dr. Miao Guo, Assistant Professor in the Department of Digital Media & Design at the University of Connecticut: miao.guo@uconn.edu.

Chicotsky, B. (September 1st, 2022), *Pendulum Swings Through Private Equity*. Hosted by the Fort Worth Breakfast Club, the city's longest-standing business breakfast gathering. A presentation focused on career insights and marketing-related phenomena.

Chicotsky, B. (June 16th, 2022), *Using Course Clients as Pedagogical Tool*. Industry conference focused on pedagogy, and business topics to advance curricula. Presentation focused on implementation plan for course clients. Stukent ProfCon 2022. Presentation here. Conference site.

Chicotsky, B. (June 9th, 2022), *Crypto Marketing 101;* **Chicotsky, B.** (June 10th, 2022), *Hiring Top Talent*. Industry conference presentations, "NEAR at Consensus" at the annual Consensus Conference held by CoinDesk (conference site here). NEAR site | NEAR blog | Hacker House links

Chicotsky, B. (January 28th, 2022), *Marketing Use Cases of Artificial Intelligence*. Industry conference presentation, "AI and Business Panel" with the Chief Data Scientist at PwC, Winnie Cheng, at the *17th IEEE International Conference on Semantic Computing (ieee-icsc.org*).

Chicotsky, B. (November 20th, 2021), *Venture Investment Trends that Detail the Future of Virtual Reality*. Industry conference presentation at the *5th Annual Virtual Reality Day (VirtualRealityDay.org*). Presentation deck available here. Listing here.

Chicotsky, B. (May 20th, 2021), *Accelerating Technology in Marketing: Platforming, Data, and Rapid Delivery*. Invited by the Director of Graduate Recruitment & Admission, as recommended by student ambassadors who were charged with identifying inspirational professors for the "Sneak Preview" event for TCU Neeley Graduate Programs attended by incoming graduates.

Chicotsky, B.; Hall, Z.; & Smith, C. K. (September 2nd, 2020), *Your Personal Brand*, an interactive workshop session on online professional positioning, which serves as the opening promotional calendar event for the *TCU Center for Career and Professional Development*. More available here.

Chicotsky, B. (July 28th, 2020). Invited panelist with *House of Genius (Austin, TX Chapter)*, which brings together entrepreneurs for "disruptive thinking, supportive input, and creative new ideas." Facilitated by Kevin Verde, Head of Strategic Services Division at Onix Networking and former CIO of the 235-location chain, Jason's Deli. More at *HouseOfGenius.org*.

Chicotsky, B. (July 15th, 2020), Topic: "July Industry Expert Webinar Series." Featured faculty coach for *Paragon One (ParagonOne.com)* and international student attendees (with a large contingency from China). Invited by Cody A. Rapp, Director of Coaching Operations.

Chicotsky, B. (March 10th, 2020), Topic: "From Sales Enablement to Corporate Enablement: Building Lifelong Learning Organizations." Joined by the CEO of Siemens USA, Barbara Humpton. Invited attendee and commentator at the *Customer Relationship Management Virtual Conference Panel Discussion Series from the Johns Hopkins University Carey Business School*.

Chicotsky, B. (July 18th, 2019), *America's Venture "Capitol" Conference*, hosted at American University College of Law in Washington, D.C. on July 18th, 2019.

Chicotsky, B. (April 27th, 2019), Pan-Asian Career Association of the Johns Hopkins Carey Business School. Invited panelist on marketing phenomena for the U.S.-China Forum.
Organizer: Overseen by the JHU Carey Campus Labs and Engagement Office.

Chicotsky, B. (April 12th, 2019), Strategies for Cross-Vertical Management Communication. Presentation to the Home Care Group, Johns Hopkins Medicine in Baltimore, MD.
Organizer: Sagar Vegesna, Pharmacy Operations Coordinator.

Chicotsky, B. (October 2016), Millennials at work: digitally consumed and connected. Presentation at the *62nd Annual Human Resources Management Conference; Birmingham, AL*.

Chicotsky, B. (February 2016). Reflections on Millennial attention-seeking and attention-span: livestreaming and mobile applications to enhance the learning experience. Presentation at the *Center for Instructional Technology at the University of Alabama*.

Chicotsky, B. (March 2015). Futurist event series hosted by Dean Mark Nelson of the College of Communication and Information Sciences at the University of Alabama. Lead panelist: Professor Robert G. Picard (Oxford University).

ACADEMIC-INDUSTRY CONFERENCE LEADERSHIP

North American Blockchain Summit | *northamericanblockchainsummit.com* Nov. 15th – 17th, 2023

- Helped procure a national summit in Fort Worth, TX with TCU as a sponsor in collaboration with the summit host, the *Texas Blockchain Council*, and civic stakeholders.
- Facilitated syndicated TV segments with U.S. Senator Ted Cruz. Pic here.
- Hosted on-campus executive workshop as part of the summit at TCU. Speaker lineup here.

North Texas Bitcoin Mining Summit | *neeley.tcu.edu/btcmining* April 19th, 2023

- Procured $10,000 planning funds from the Texas Blockchain Council (lobbying firm) and $10,000 internal matching funds. Served as logistics lead for an executive gathering including private equity, civic representatives, and technologists. The event procured three full-value Bitcoins, a miner, and node on behalf of TCU's fin-tech student organization. More here.
    - Co-organizer: Dr. Kelly Slaughter: kelly.slaughter@tcu.edu

United States Association for Small Business and Entrepreneurship (USASBE.org) Feb. 23rd, 2019

- Served as marketing and logistics lead for a conference on entrepreneurship and civic engagement. Hosted at the Johns Hopkins University Carey Business School.
    - Co-organizer: Dr. Supriya Munshaw: smunsha1@jhmi.edu

ACADEMIC AWARDS, GRANTS, NOMINATIONS, & RECOGNITIONS

Clark Society Endowed Faculty Award (Nominee), *Texas Christian University* 2023
Nominated by the student body and awarded by Donor Relations

- Nominations recognize excellence in teaching and creative activity, along with engagement with students.

Maryrose Short Teaching Excellence Award, *Texas Christian University* 2022
Represented the TCU Neeley School of Business as the school's nominee
Award Issued by the Office of the Provost at TCU

- Nominations from colleges and schools are submitted to academic deans who then select the top three to submit to the provost for final selection. Recognized for exemplary pedagogical impact.
    - Award's site listing.

Michael R. Ferrari Award for Distinguished University Service and Leadership 2022
University-wide nomination
Award Issued by the Office of the Chancellor at TCU

- Recognized for "extraordinary situational leadership accomplishments".
    - Award's site listing. Nomination letter here.

Honors Laureate Mentor Spring 2021, Spring 2022 & Spring 2024
Awarded by the *John V. Roach Honors College at TCU*

- Awarded to faculty with a noteworthy impact on an honor student's academic career and life.
    - 2021 student attribution, John Shipp; 2022 student attribution: Lauren Lukehart; 2024 student attribution, Christina Severs.
    - Prior reference (2021 - 2022): Colby Birdsell, Coordinator. C.birdsell@tcu.edu
    - 2024 reference: Beata Jones, Coordinator. b.jones@tcu.edu

Fall 2021 Advisory Council Invite & Recognition Nov. 12th, 2021
Texas Unions, Division of Student Affairs | The University of Texas at Austin

- Advisory Council invitation and reception: provided input for a multi-million-dollar eSports program and Dobie Mall integration (large-scale real estate campus integration).
    - Reference: Mulugeta Ferede, Executive Director, University Unions. mferede@utexas.edu

Favorite Professor Award, *Graduate Programs at TCU Neeley School of Business* Spring 2021
- Voted by the graduating student cohort of full-time MBA and MSBA programs.
    - Reference: Olivia Williams, Director of Graduate Academic Programs. o.williams@tcu.edu

Dean's Faculty Teaching and Learning Innovation Scholar Grant*, New York University (SPS)* 2020
- Pedagogy focused on experiential learning exercises involving industry site visits. Funds were not issued due to a departure to join the TCU faculty. Summary.

Teaching Innovation Award (Grant)*, Johns Hopkins University* 2018 - 2019
- View the "edu-tech" pilot results here, and the *Harvard Publishing* simulation pilot results here.

Carey Service and Mentorship Award Nominee, *Johns Hopkins University* 2018 - 2019
- Acknowledges a faculty member who demonstrates extraordinary support, mentorship, and education to students outside the classroom.

Top Paper Award, *Southern States Communication Association Conference; Austin, TX.* 2017
Chicotsky, B. & Qiao, F. (2018). Laughing and yelling through yaks: a content analysis of Yik Yak, exploring humor topics, types, styles and user motives in the anonymous social media environment. Conference program here.

Inspiring Alumni Nominee, *New York University* 2012
Dep. of Tech. Management and Innovation, Formerly "NYU-Poly" prior to Tandon School.
- Recognized for a marketing campaign with 1.1 million organic views and international coverage.

INDUSTRY ACKNOWLEDGMENTS

Professor of the Month, *Stukent (Education Technology Platform)* Fall 2021
- Acknowledged for pedagogy leveraging marketing simulation exercises and in-class workshops with digital textbook content. Neeley post; Stukent acknowledgment; and associated syllabus.

NON-PEER REVIEWED BOOK PUBLICATION

Chicotsky, B. (2023). *Sales Millionaires: Industry Insights and Life Lessons from Those Who Made It*. Publisher: Kendall Hunt Publishing (and Innovation Ink for popular press). Available HERE.

NON-PEER REVIEWED WORKS & POPULAR PRESS PUBLISHINGS

Market Report, *TCU Sales Center* Spring - Fall 2020
Utilized in a marketing campaign during the COVID lockdown to increase enrollees.
- Enrollment increases were achieved with both revenue-generating bootcamps and virtual/campus certificates. Led research, ghostwriting, and designing. Oversaw graduate assistant resources. Market report available here.

Market Report, *Neeley Analytics Initiative at TCU Neeley* Spring 2020
Distributed widely for the launch of the Master of Science in Business Analytics

- Served a lead researcher, ghostwriter, and designer. Oversaw graduate assistant resources. Market report available here.

Contributing Writer, *Carey The Torch* 2017 - 2018
Former business blog of Johns Hopkins University, Carey Business School
- Provided industry insight for master's students and the Carey Business School.

Chicotsky, B. (2017). *Next Generation Discourse: Group Leadership.* Baltimore, MD: Packback.
- Book in partnership with Packback.co ("edu-tech" platform with artificial intelligence coaching). Held at Barnes & Noble, Amazon, Google Play, and iTunes.

Contributing Writer, *Seeking Alpha,* seekingalpha.com/author/brandon-chicotsky 2017
- Provided premium content on financial markets, investing, and equities analysis.

Contributing Writer, *Texas Enterprise* 2011 - 2015
The former business blog of The University of Texas at Austin
- Provided business insight on technology and venture capital. Available at bchicotsky.com/blog.
- Articles prior to 2015 are no longer listed. Confirm contributions with David Wenger, Director of Comm., UT-Austin McCombs Schools of Business: david.wenger@mccombs.utexas.edu.

NON-PEER REVIEWED POPULAR PRESS CONTRIBUTIONS

Hall, Z. & McClendon (2020). *Virtual-Visual Playbooks: Executing Your Sales Strategy*. Sales Education Foundation Annual Magazine, *1(*14).
- Provided editing and writing as part of a strategic industry partnership with DSG Consulting and the TCU Sales Center. Article available here.

Miller, E. (2017). *Chronologically Gift: Aging with Gusto*. Pasadena, CA. Best Seller Publishing.
- Project management for popular press publication and oversaw all editing processes.

Stephany, A. (2015). *The business of sharing: making it in the new sharing economy*. New York, NY. Palgrave Macmillan.
- Cited for contributions pertaining to brand marketing and viral media insights.

Miller, E. (2015). *Don't Tell Me I Can't Do It!*. Austin, TX. Emerald Book Company.
- Project management for popular press publication and oversaw all editing processes.

STAFF & INVITED PROGRAMMING CONTRIBUTIONS

Co-Founder, *TCU Sales Center* Fall 2019 - Fall 2022
Texas Christian University, Neeley School of Business
- Led marketing for all events and launched online channels (e.g., LinkedIn). Media example.
- Built followership, donorship, and elevated students' professional brand. Media example.
    - 2022 placement stats for graduates: 100% placement; 3.1 job offer average; $85,000+ average salary acquired. 2022 - 2023 program had 296 students in the program.

Executive Mentor Sessions, *TCU Sales Center | Amplify Women in Sales* Fall 2021- Spring 2022
Texas Christian University
- Served as lead organizer. Widely publicized business community engagements.
- Speakers included Celia Swanson (May 2021), Walmart's first-ever female executive; multiple executives from Paycom, Gartner, and DSG Consulting (corporate partners); Brittany Bacon, Director of Global Content Strategy at Zendesk (April 2021); Tom Serres, General Partner of Warburg Serres and Animal Ventures (media feature here); and Tiffani Bova, Head of Growth at Salesforce (media recap here).

TCU Neeley Five-Year Strategic Planning led by Dean Daniel Pullin Summer 2021
All department chairs and centers' directors set the five-year strategic plan for the school
- Led a student team for videography and photography production. Example available here.

TCU Accounting Career Awareness Program (ACAP) Summer 2021
Office of Inclusive Excellence, TCU Neeley School of Business
- Provided videography, photography, text-drip marketing, and tech support. Example media here.

Personal Selling Essentials (Four-Week Boot Camp for Non-Sales Professionals) Summer 2020
TCU Sales Center | Executive Education, Neeley School of Business
- Instructor on professional branding July 20th - August 14th, 2020.
- Led marketing efforts to support recruitment; helped generate over $25,000. Example here.

Experiential Marketing Series: Branding Support Spring 2019 - Fall 2020
Marketing Department, TCU Neeley School of Business
- Built branding assets for executive campus engagements for marketing majors. Example.

Academic Community of Practice (ACP), Leader Summer 2019
New York University, Department of Integrated Marketing & Communications (SPS)
- Oversaw curriculum review and faculty hiring for the Integrated Marketing master's program.

Managing Editor, *Actionable Insights* Spring 2019 - Fall 2019
New York University, Dep. of Integrated Marketing & Communications (SPS)
- Provided "translations" of academic literature for industry practitioners.

Coordinator of Experiential Learning, External Relations Spring 2016 - Spring 2017
The Univ. of Alabama, College of Communication and Information Sciences
- Launched ongoing program, Industry Immersion; generated over $200,000 in first year.
- Secured a "starter" $100,000 endowment and managed scholarships.
- Led 14 trips for 137 students to 163 companies; developed curriculum on business principles.

SERVICE TO ACADEMIA

Member, Student Organizations Committee Fall 2026 - Present
Texas Christian University
- University oversight and faculty shared governance committee for student organizations. Three year term.

Member, Search Committee - Research hire focus Fall 2024
Marketing Department, TCU Neeley School of Business
- Tasked with vetting candidates, initial interviews, and on-campus engagements for the role of assistant professor (research). Expected completion of hire in early 2025.

Member, Search Committee - PPP / Clinical focus Spring 2024
Marketing Department, TCU Neeley School of Business
- Tasked with vetting candidates, initial interviews, and on-campus engagements for the role of assistant professor of professional practice. Resulted in a successful hire.

Chair, Search Committee Spring 2023
Marketing Department, TCU Neeley School of Business
- Tasked with leading the hiring processes and reporting for an opening for the role of assistant professor of professional practice. Resulted in a successful hire.

Undergraduate Electives Committee — Spring 2023
Marketing Department, TCU Neeley School of Business
- Tasked with reviewing and advancing course listings for the marketing major's market readiness and strategic-forward positioning. Conducted evaluation components 1, 2, and 3.

Pedagogy in Practice Presentation — Spring 2023
Koehler Center for Instruction & Engagement, TCU
- Title: *Course Clients as a Pedagogical Tool for Market-Applied Learning*. A two-hour workshop for faculty peers accompanied by an article and video for the center's insights publication. Summary available here.

Instructional Design Support: Facilitation of Final Project, *TCU Neeley* — Fall 2022
- Drafted and launched project; coached students; and supported grading for the course, *Marketing Analytics*, for a new instructor of marketing, Dr. Susan Cadwallader: s.cadwallader@tcu.edu

Dean's Office: Media Support, *TCU Neeley School of Business* — Summer 2021
- Provided production support and oversight for a student-led media showcase, available here.

Executive Education: Branding Support, *TCU Neeley School of Business* — Fall 2020 - Spring 2021
- Provided ongoing pro bono graphic design support for the Advanced Leadership Certificate. Brochure available here. Reference: Kalyn McKittrick, Director of Marketing & Engagement.

Founder and Advisory Board Member, *Policy General* — Fall 2017 - Spring 2024
- A comprehensive search engine and citable archive of university policy.
- Future contributions include a content aggregator that connects laymen's press to relevant policy; data insights on policy trends; a curated job board; conferencing, and policy consulting services.

External Relations Committee, *TCU Neeley School of Business* — Fall 2019 - Fall 2020
- Chaired by the Dean, the committee aims to align the School's strategic external engagements, including advancement, programming, and marketing.

Marketing Lead for the MS in Business Analytics, *Texas Christian University* — Spring 2020
- Led marketing efforts for a new graduate program launch as part of the Neeley Analytics Initiative; coordinated digital marketing campaign. Created all digital assets (example available here), coordinated various departmental personnel, and oversaw engagement analytics.
- Resulted in 50+ enrollments and generated over $2.6 million in prospective tuition revenue.
- The success of the campaign helped establish the Neeley Analytics Initiative (research center).

Faculty Rep. for MBA Admissions Interviews, *TCU Neeley School of Business* — Fall 2019
- Administer on-site interviews of MBA candidates under the guidance of the Graduate Recruitment and Admissions Office.

Search Committee for Finance Visiting Clinical Faculty, *New York University (SPS)* — Summer 2019
- Contributed to interview process and candidate search for a new full-time finance professorship.

Task Force Group on Student Success, *Office of the Dean, NYU* — Summer 2019 - Fall 2019
- Faculty and staff convene to advance strategic priorities for the School of Professional Studies.

Evaluation of Student Learning Objectives and Program Goals — Spring 2019 - Summer 2019
- Led a department assessment under the NYU Office of Academic Affairs. Report available here.

Academic Ethics Board*, Student Services Office, Johns Hopkins University* Fall 2018 - Spring 2019
- Invited by the Vice Dean for Faculty and Research to provide board reviews, appeal considerations, and judgments on ethics violations at the Business School.

Faculty Mentor, *Career Development Office, Johns Hopkins University* Fall 2018
- Provide advising for dedicated professional staff of the School's "Social Impact Network."

Advertising Consulting, *The Chronicle of Higher Education* Fall 2017
- Facilitated opportunities for academics to post open faculty lines and contribute content.

Faculty Volunteer, Mock Networking Event for Master of Finance Students Fall 2017
Career Development Office at the Carey Business School, Johns Hopkins University
- Provided coaching for the following professional categories: image, pitch, and engagement.

Authored and Submitted Grant; *Scripps Howard Foundation* Fall 2016
The University of Alabama, College of Communication and Information Sciences
- Researched and submitted the application as Coordinator of Experiential Learning. Efforts from this generative pursuit provided necessary materials to secure an endowment later in the year.

Ph.D. Task Force Implementation Recruitment Subcommittee Spring - Fall 2016
The University of Alabama, College of Communication and Information Sciences
- Contributed to college's recruitment plan and budget projection (pro forma).

Participant, Selection Committee for Communication Specialist Spring 2016
The University of Alabama, College of Communication and Information Sciences
- Interviewed candidates for the communication specialist role and provided scoring.

Lecturer, Osher Lifelong Learning Institute and Continuing Education Fall 2015
The University of Alabama
- Proposed, developed, and taught a new course: *The Business of Celebrity in Social Media*. Twenty continuing studies students and senior students (age 65+).

STUDENT MENTORSHIP PROGRAMMING

Senior Honors Thesis - Reader, *TCU Neeley, Business Information Systems* Fall 2025 - Spring 2026
- Serve as the outside-department member for honors student thesis. Quan C. (2026). "Implementation of Blockchain Tech to Reduce Supply Chain Costs in E-Commerce."

Christian Academic Series - "Deep Dives with Theologians" Fall 2025 - Spring 2026
- Live podcast recording with theologians, leaning into classic academic and expository approaches to address generational concerns. Snapshot here.

Mentor, *Powerful Purses, Inc. (powerfulpurses.com)* Fall 2025 - Spring 2026
- Invited to mentor alongside former General Counsel of Tarrant County College, Carol Bracken, to support birthmothers through college scholarships and mentorship to advance women's education and career opportunities. Lead contact: Barbara Fife: barbfife@sbcglobal.net.

Invited Speaker, *The Christian Talk (TCT) at TCU* Spring 2025 - Fall 2025
- A student ministry group with active programming and a focus on international student impact. Social outreach available here.

Founding Advisor, *Horned Frog Investment Club* Spring 2025 - Fall 2025

- Capital markets trading student group, offering education on investment strategy utilizing mock portfolio management and Bloomberg Terminal access.

Co-Advisor, *American Marketing Association: TCU Collegiate Chapter* Fall 2023 - Fall 2024

- AMA is the discipline's premier association. The collegiate chapter focuses on industry-applied programming and career-building on behalf of students. Program example here. Follow-on service as Advisor Emeritus (2025).

Senior Thesis Committee Member, *TCU Neeley, Marketing Department* Spring 2024 - Fall 2024

- Serve as the outside-department member for honors student thesis. Peacock, L. (2024). "How a High-Interest Rate Environment Influences Commercial Real Estate Default Rates" Student: Layne Peacock (Finance & Real Estate).

Senior Honors Thesis Committee Chair, *TCU Neeley, Marketing Department* Fall 2023 - Spring 2024

- Serve as the lead advisor for the student's study design, research execution, and administration of their thesis, as well as organizing the review committee. Severs, C. (2023). "Value of Human Interaction in Sales with the Uprise in AI." Student: Chrissy Severs (Marketing).

Senior Honors Thesis Advisor, *TCU Neeley* Fall 2023 - Spring 2024
Information Systems & Supply Chain Management Department

- Serve as advisor focused on marketing and business applications for student's minimum viable prototype with an associated white paper titled "Decentralized Application for Automated Investing." Student: Caroline Mitchem. Chair, Dr. Kelly Slaughter.

Senior Honors Thesis Committee Chair, *TCU Neeley, Marketing Department* Summer 2021 - Spring 2022

- Served as the lead advisor for the student's study design, research execution, and administration of their thesis, as well as organizing the review committee. Lukehart, L. (2022). A Conceptual Analysis of "Shipping Packaging" and "Secondary Packaging": Operationalizing Brand Loyalty Theory to Measure Brand Effects. Repository; full paper. Student: Lauren Lukehart (Marketing).

Faculty Group Leader, Neeley Exploration Team (NET), *Texas Christian University* Fall 2020

- Campus networking group to support first-year students, which includes an alum. The initiative is overseen by Dr. Hettie Richardson, Associate Dean of Undergraduate Programs at Neeley.

Faculty Coach, *Paragon One (Paragonone.com)* Spring 2019 - Summer 2020

- Provide skills development for students through company projects and mentor-led externships.

Program Advisor (Non-University Affiliated), *Industry Hub* 2015 - 2018

- A boutique agency offering travel programs that connect students with startup founders.

Advisor and Director, *MC 101 Brand Team (Student Organization)* 2016 - 2017
The University of Alabama

- Guided students in strategic marketing planning and implementation of digital media campaigns.

Advisor and Director, *Alabama Media (Student Organization)* 2014 - 2015
The University of Alabama

- Taught research methods for industry insights as extracurricular learning opportunities.

PROFESSIONAL & ACADEMIC MEMBERSHIPS

American Marketing Association (AMA)
Membership Active: Spring 2018 – Spring 2020; Fall 2023 - Current
- A professional association for marketers and academics with over 250 collegiate chapters.

International Business Brokers Association (IBBA)
Membership Active: Fall 2024 - Current
- A professional association business brokers offering upskilling, certifications, and conferencing.

Texas Association of Business Brokers (TABB)
Membership Active: Fall 2024 - Current
- A state-wide association of business brokers offering upskilling, certifications, and conferencing.

National Communication Association (NCA)
Membership Active: Fall 2022 – 2023 (registration here); Fall 2018 – Spring 2020
- NCA advances communication scholarship through inquires of all forms, modes, and media.

Association for Business Communication (ABC)
Membership Active: Fall 2018 – Spring 2022
- An interdisciplinary organization advancing business comm. research, education, and practice.

National Business and Economics Society (NBES)
Membership Active: Summer 2018 – Summer 2020
- A multidisciplinary professional organization promoting theoretical and applied research.

United States Association for Small Business and Entrepreneurship (USASBE)
Membership Active: Spring 2018 – Spring 2020
- USASBE advances entrepreneurship education through "teaching, scholarship, and practice."

International Council for Small Business (ICSB)
Membership Active: Spring 2018 – Spring 2020
- ICSB brings together researchers, policy makers, and practitioners to share knowledge.

ACADEMIC DEVELOPMENT CERTIFICATE

Certificate of Entrepreneurship Essentials 2018
Harvard Business School Online

PROFESSIONAL DEVELOPMENT

Selection Committee Training | TCU Human Resources Spring 2023
- A synchronous, participatory training. Hiring guidance for Search Committee Chairs. Lead contact, Pam Hartwell, Talent Acquisition Manager: pam.hartwell@tcu.edu

Hybrid Certification | TCU Koehler Center for Instruction, Innovation, & Engagement Fall 2022
- Completed the "Ramping Up Rapidly" program covering the TCU Online Skills (D2L). Issuer contact: KoehlerCenter@tcu.edu.

Innovative Teachers Guild | Texas Christian University Fall 2022 - Spring 2023
- A working group of interdisciplinary representatives dedicated to analyzing, piloting, and reporting on experiential learning and entrepreneurial thinking. Led by Michael Sherrod, William M. Dickey Entrepreneur in Residence: m.s.sherrod@tcu.edu.

Organizing Modules and Content to Structure Learning | TCU Koehler Center Fall 2021
- A webinar focused on instructional design, engagement exercise implementation, and utilizing a learning management system.

Hiring and Selection Committee Virtual Training | TCU Human Resources Fall 2020
- Training focused on eliminating missteps in selection processes held by the TCU Human Resources office.

Working with the Media (Workshop) | TCU Office of Communications Fall 2020
- Training on value offerings for media and what reporters seek from scholars; review of how to respond to media inquiries; and overview of tools to connect with general audiences.

Hybrid Course Certification | TCU Koehler Center Summer 2020
- An extensive training focused on instructional design, effective pedagogy in the COVID era, and research-substantiated insights regarding the learning process.

Pedagogy Review and Lecture Observation | TCU Koehler Center Spring 2020
- A multi-step analysis, review, and audit of instructional design and lectureship. Review the self-reflection following the observation report here.

Supporting Students During COVID-19 Spring 2020
- An extensive instructional webinar covering critical topics concerning students' wellness. Certificate available here.

Workshop: Teaching Effectiveness Using Critical Thinking, TCU Neeley Summer 2019
- A five-hour faculty training from Dr. Pete Facione focused on critical thinking in a pedagogical context and applying high-impact instructional exercises.

Skills for Collaboration, Johns Hopkins University Fall 2018
- A training module pertaining to workplace liabilities involving equal protections, hiring practices, and organizational policies. Office of Institutional Equity.

Developing the Next Generation, Johns Hopkins University Summer 2018
- A SkillSoft professional development module regarding generational insights involving technology, social media, and learning behaviors.

Communicating with a Cross-Cultural Audience, Johns Hopkins University Spring 2018
- A SkillSoft professional development module about how cultural differences affect communication and how to avoid pitfalls with cross-cultural audiences.

Faculty Searches, Johns Hopkins University Spring 2018
- A training focused on intentional and responsible hiring; offered by the Office of Institutional Equity; directed by Provost Caroline Laguerre-Brown.

Managing Challenging Students Workshop, Johns Hopkins University Spring 2018
- A workshop offered by the Student Assistance Program (JHSAP.org) to address various scenarios of potential professor-student exchanges and processes for reporting.

Managing Workplace Personnel, Johns Hopkins University Fall 2017
- A six-hour immersive professional development training offered by the Talent Management and Organizational Development Department.

Identifying, Managing, and Referring Distressed Students, Johns Hopkins University Fall 2017
- A training offered by the Assistance Program (JHSAP.org) to address health and wellness concerns that staff and faculty experience with students.

Navigating Currents of Teaching, Johns Hopkins University Fall 2017
Hosted by Dr. Peter Ariev, Associate Director of Teaching Development
- A teaching engagement workshop aimed at exploring various instructional techniques to meet potential needs of students.

Personnel: 21st Century Higher Education, Johns Hopkins University Fall 2017
- A professional development seminar offered by the Talent Management and Organizational Development Department.

EXTRACURRICULAR CONTRIBUTIONS & INDUSTRY ENGAGEMENT

Board Member, Fort Worth Air Power Council (fwapc.org) Fall 2025 - Present
- Supporting military service members and families in North Texas through advocacy, community engagement, and volunteer initiatives.

Jobe and Helen Richards Foundation (Philanthropic Fund Management) Fall 2019 - Present
- Chicotsky Family serves as lifetime Trustees: asset management and charitable giving.

M&A Volunteer Advisor, Beyond the Brotherhood (beyondthebrotherhood.org) Fall 2025
- Advising Navy SEALs transitioning into the marketplace as acquisition entrepreneurs.

Spectra Advisory, Partner Spring 2023 - Present
- Offering consultation and mediation for stateside banking and venture funds to access credit lines and investment capital from international institutions. Operationalized under KNlaw.com.

Faculty Liaison, *Southwest CUNA Management School* (*scms.coop*) Summer 2021 - Present
- Provide instruction and curricula advising to the leadership training institute in service of regional credit unions and rising executives. Represent TCU. Overview of instruction here.
    - Reference: Janine McBee, Director. jmcbee@scms.coop

Training Lead, *Intuitive Surgical* | NYSE: INSRG *(intuitive.com/en-us)* Spring 2025
- Organized and executed a six-hour training immersion for the strategic sourcing team of a $275+ billion market cap company. Agenda here. Reference: Allison Sylveus, Supply Chain Training Program Manager: Allison.Silveus@intusurg.com

Fort Bitcoin, New Energy Markets Spring 2024
- Hosted the city's Bitcoin and energy technology meetup at TCU with three panel sessions featuring carbon credit policy experts, energy wildcatters, and Bitcoin miners. More here.

Stukent, Product Development Advisor (education technology) Summer 2022
- In-house consulting for the firm's product team work-flow, processes, and execution. Worked directly with the CEO to provide assessment, recommendations, and ideas to improve the product suite. Reference: Stuart Draper, Founder and CEO of Stukent: stu@stukent.com

Ascent House, Boutique Marketing Agency Directorship Summer - Fall 2022
- Offering "pop-up" hype houses for web3 clientele, which are one-night private events with social media influencers amounting to a 30 million+ online audience. Partnership includes London Lazerson (9+ million TikTok followers).

City of Fort Worth Bitcoin Mining Project, Debrief Committee Fall 2022
- Invited committee of technologists focused on advancing and expanding the city's Bitcoin mining project (the first municipality in America to mine BTC). Led by Carlo Capua, Chief of Strategy and Innovation for the Mayor's Office: carlo.capua@fortworthtexas.gov

- Service included an in-depth market study of civic engagement in web3, available here.

NEAR Hacker House, Marketing Advisor Summer 2022

- NEAR is a web3 protocol (layer 1 solution) which attracts software developers for collaborative ecosystem-building (e.g., middleware and applications leveraging the NEAR protocol blockchain). As an in-house marketing advisor and investor, I helped ensure projects utilizing NEAR are allocating capital optimally for growth. NEAR site | NEAR blog | Hacker House links

Warburg Serres Tomorrow Fund, Investor Relations Representative Spring 2022

- Engaged in capital fundraising and served as the fund's representative alongside its principal at the 64th Annual Grammy Awards in association with the event's lead sponsor, Binance.
  - About the fund (private equity and venture capital): WarburgSerres.com
  - Reference: General Partner, Tom Serres, tom@animalventures.co

Product Advising Focus Group, *Stukent (stukent.com), edu-tech platform* Summer 2021

- Invited as a professor representative for two product categories: business simulations and media-integrated digital textbooks.
  - Reference: Brady Adams, Chief Product Officer: brady.adams@stukent.com

Brand Consulting, *Society for Consumer Psychology (myscp.org)* Winter 2020 - Spring 2021

- Website redesign with features to support membership programming, conferencing, and dissemination of the *Journal of Consumer Psychology*.

Turner Construction Co. Fall 2019

- Brand strategy consulting for aspiring Project Managers for "large-scale" and "high-scale" deals.

ViaX: Research Education Platform Spring 2019 - Fall 2019

- Providing research methods instruction for international students. More available here.

Warnock Foundation (WarnockFoundation.org), Diamond Challenge Competition Spring 2019

- Judged startup and social innovation pitches to determine a $100,000 capital award.

LXDX, Derivatives Exchange for Cryptocurrency Trading Spring 2018 - Spring 2019

- Sourced marketing personnel, also provided "user-generation" and integrated brand strategy. The company has since been acquired (exit event).
  - Reference: Will Roman, Co-Founder and COO. will@chisos.com

Packback (packback.co), Education Technology Platform Fall 2018

- Participated in panels at Penn State University (Nov., 2018) and The University of Alabama (October, 2018) to share platform insights with academic colleagues.

PROFESSIONAL EXPERIENCE

Positions Held *Employment Dates*

Managing Principal at a family-led business brokerage, *God Bless Retirement* Spring 2024 - Present

- A member of the International Business Brokerage Association and Texas Association of Business Brokers.
- Host industry gatherings for professionals in service of capital. Previous events here.

Chicotsky Real Estate Group, *Briggs Freeman Sotheby's Intl. Realty, Chicotsky.com* 2017 - Present

- Researcher and financial modeling analyst. Inform capital allocations and investments.

Worthian, General Purpose PAC, *Worthian.com* Spring 2026 - Present

- A mission to develop pro-business policy and formulate long-term capital in Fort Worth.
    - Event example: Economic Briefing.

Early-Stage Angel Investor and Advisor, *Angel List, wellfound.co/u/chicotsky* Spring 2021 - Spring 2024

- Marketing advisorship to startup founders accompanied by early-stage investments.

Principal & Owner, *Jennie Properties, LLC* Fall 2019 - Spring 2024

- Real estate prospecting, investments, refurbishments, and development.

Growth Strategy Consultant, *Packback, Packback.co* 2017 - 2022

- Provide business development strategy to founders and work directly with the development team.

Marketing Advisor, NovuGens, *NovuGens.com* Spring 2019 - Spring 2021

- Provided strategic branding and positioning insight to acquire international enterprise clients.

Chief Marketing Officer, *Worksheet Capital* 2017 - 2018

- Managed a terminal contract with boutique private equity fund to provide insights on cryptographic trading assets. Oversaw branding, information flow, and client engagements.

Chief Marketing Officer, *Simply International* 2013 - 2014
**The company is now filed and branded as Inn Cahoots, InnCahoots.com*

- Managed hiring, rebranding, and marketing practices; reached first $1 mil yearly revenue goal.
- Provided housing and other logistics partnerships with universities for international visitors.

Assistant Area Director, *American Israel Public Affairs Committee*, *AIPAC.org* 2008 - 2010

- Lobby agency focused on aid appropriations to strategic allies of the U.S.
- Raised over $250,000 during my tenure, drafted policy briefs, and organized Congressional trips.

Managing Associate, *Texas Ventures* (*TxV Inc. Foundation)* 2007 - 2011

- A startup fundraising coalition. Led investor relations. Portfolio startups included Rally.org.

MEDIA MENTIONS

April 2026. Fort Worth Report. Provided commentary on the "Where I Live" series. Coverage here.

February 2026. Keycrew Journal. Featured interview and market commentary: "How Capital's Return to Commercial Real Estate Has Changed Valuation Standards." Coverage here.

February 2026. Keycrew Journal. Featured interview and market commentary: "Capital Markets Shift Creates New Opportunities for Senior Housing Exits." Coverage here.

January 2026. New York Weekly. Featured market commentary: "This City's Business-Civic Ecosystem May Be the Answer for Metros in Decline." Coverage here.

November 2025. MSN.com feature titled, "*Entrepreneurs Leading the Way in Innovation and Growth*." Coverage HERE.

October 2025. Vocal Media (Interview) on services offered in business brokering outlining how disciplined succession design converts private operating income into transferable enterprise value. Coverage HERE.

October 2025. AP News coverage on "Aging Defense Supply Chain Spurs New Conversations on Capital and Ownership." Syndicate listings include: *KXAN (Austin), KRON4 (SF Bay Area), WGN (Chicago), WXIN Fox59 (Indianapolis). View the full list HERE.*

October 2025. AP News coverage on lower market fail rates. Syndicate listings include: *WPIX (New York City), KLAS 8 News Now (Las Vegas), WJW Fox 8 (Cleveland), WCMH NBC 4 (Columbus), WPRI CBS 12 (Providence), WTNH ABC 8 (Connecticut), KTVX ABC 4 (Salt Lake City), KTXL Fox 40 (Sacramento), KFOR NBC 4 (Oklahoma City).*

September. An influencer marketing study (Springer Publishers) gained AP News coverage and national reach, including: *WGN (Chicago), KRON4 (San Francisco Bay Area), KXAN (Austin), KOIN (Portland), KDVR (Denver), WFLA (Tampa), WXIN/FOX59 (Indianapolis), KRQE (Albuquerque), KTVI/FOX2 (St. Louis).*

September 2025. *The National Law Review*. Coverage involving strategic partnerships with community banks to support business successions. Story available here.

September 2025. *BizWeekly*. Coverage involving M&A services provided to special forces military and Navy SEALs. Story available here.

September 2025. *Yahoo! Finance*. News coverage for M&A services regarding a data consortium deal. Story available here. Picked up by AP News, and effectively went viral, covered in over 300 publications including Business Insider. See full list here.

August 2025. *Barchart*. Awarded the Best M&A Advisory Firm in Fort Worth for 2025. Story available here.

August 2025. *USA News*. Featured for redefining lower mid-market business brokering through God Bless Retirement's (M&A brokerage) innovative, family-led, client first model. Story available here.

May 2025. *Dallas Morning News*. Informed a story and provided a quote on a leader mortgage company's brand evolution and recent rebranding amidst an M&A event. Story available here.

February 2025. *The Business Press (Fort Worth Business)*. Coverage of M&A work involving lower mid-market clients. Story available here.

February 2025. *Alcon Career Center, TCU Neeley*. Acknowledgement for student impact. Feature available here.

November 2024. *Fox News - Austin*. Commentary on influencer marketing and its influence on the recent election, as informed by peer-reviewed work on the topic. Media segment available here. News coverage here.

July 2024. *Fort Worth Report*. Commentary on the impact of Fort Worth's cryptocurrency mining program on the city's tech-hub energy and economic growth. Available here.

March 2024. *Shoutout DFW*. An online magazine-style publication focused on profile features of rising professionals in business and the arts. Available here.

February 2024. *Debutify Podcast*. Marketing podcast focused on industry showcases and upskilling. Blog here, media here.

January 2024. *Sell or Die* with Jeffrey Gitomer (Podcast). A leading sales podcast feature in promotion of the TCU Sales Center and my popular press book, Sales Millionaires. Show available here.

November 2023. *VoyageDallas*. An online magazine-style publication focused on profile features of rising professionals in the DFW metroplex. Available here.

November 2023. Invited participant in "Academy 2.0" which features scholars from the U.S. and world-wide to offer digestible insights about previous research. Available here.

September 2023. Featured guest on Debutify, a premier e-commerce podcast that focuses on retention marketing, lifetime value for brand customers, and other operational marketing concepts.

2023 - 2024, The American Dream (DreamTV), an Emmy-nominated, 5x Telly Award syndicated TV show. Chicotsky Real Estate Group was chosen as the voice of Fort Worth real estate and culture.Episodes: 1; 2; 3, 4, 5, 6.

May 2023. Practical Ecommerce (podcast with over 50,000 listenership). Commentary on optimizing hiring channels with colleges and evaluating business school quality. Listen here.

March 2023. The Austral Group (promotional content on social channels). Commentary on how middle-marketing firms as course clients offer dynamic challenges for students to solve. View here.

January 2023. Wallet Hub. Offered commentary on Berkshire Hathaway's investment in Geico and its marketing relevance to retail traders. Commentary available here.

September 2022. Fort Worth Star-Telegram. Spoke on behalf of the TCU Neeley School of Business to commemorate the ceremonial ringing of the NYSE closing bell. Video and story available here.

June 2022. TCU 360. Helped the university's writer construct a showcase article of the TCU Sales Center, which included direct quotes. Article available here.

March 2022. Poets and Quants. "Most Disruptive Business School Startups". Cited as a founder's favorite professor and course offering. Article here.

October 2021. ABC News (DFW-WFAA). Television commentary regarding global outages for Facebook, Instagram, WhatsApp, and associated applications. TCU coverage. Main segment here.

May 2021. CBS News (DFW). Television commentary on behalf of TCU acknowledging graduates' marketplace reading during COVID-19. The video segment and coverage is available here.

February 2021. *TCU News*. Commentary and Q&A on Super Bowl marketing expenditures published in TCU's official news outlet. The segment is available here.

February 2021. *Wallet Hub*. Commentary and Q&A published in popular press regarding insurance and customer business decision-making. The article is available here.

August 2020. *CBS Morning News (DFW)*. Television commentary on behalf of TCU discussing policies and accommodations regarding COVID-19. A video segment and coverage is available here.

October 2019. *Texas Jewish Post* (4,200 household distribution). Profile feature on joining the faculty at the TCU Neeley School of business. The article is available here.

June 2018. *Outsell Inc.* (Two podcast segments). Commentary on education technology and innovative pedagogy. Listen to both media segments here or at bchicotsky.com at the "in the news" section.

May 2018. *Baltimore Sun* (news publication). Commentary on brand implications regarding restaurant closures. The article is available here or at bchicotsky.com at the "in the news" section.

Feb. 2018. *Baltimore Sun* (news publication). Commentary on automation and convenience delivery systems. The article is available here or at bchicotsky.com at the "in the news" section.

Feb. 2018. *Platform Magazine* (Public Relations Online Press). Profile featured for experiential learning programs. The article is available here or at bchicotsky.com at the "in the news" section.

Nov. 2017. *Forbes* (news publication). A reference to a 2017 online master's seminar involving "edu-tech" software. The article is available here or at bchicotsky.com at the "in the news" section.

Oct. 2017. *Baltimore Sun* (news publication). Commentary on online delivery systems' impact on restaurant closures. The article is here or available at bchicotsky.com at the "in the news" section.

July 2017. *Baltimore Sun* (news publication). Commentary on brand ambassadors and targeted marketing. The article is here or available at bchicotsky.com at the "in the news" section.

July 2017. *CBS*, Washington, D.C. area broadcast (television), Commentary on real estate investment trusts and the retail sector. The news segment is here or at bchicotsky.com, "in the news" section.

May 2015. Coverage of a successful international campaign to finance my Ph.D. through digital currency is available at BitcoinPhD.com.

May 2012. Master's Capstone Project included an international viral media campaign, which reached coverage in 35 countries in over 10 languages. View media segments at HowToBuildFame.com.
View more coverage of previous media endeavors at: BChicotsky.com/former-rumblings.

Public Social Sites

BChicotsky.com | University Listing | Brokerage | Google Scholar | Amazon Listings | BrandPersona.org (Dissertation)

Social Media Accounts

linkedin.com/in/chicotsky (12k+ followers, 10k+ connections) | linkedin.com/company/godblessretirement | x.com/chicotsky (4.3k+ followers) | facebook.com/bchicotsky (3.5k+ followers) | instagram.com/bchicotsky

Initiated & Previously Managed University Social Media Accounts

LinkedIn: TCU Sales Center | YouTube Playlist: TCU Sales Center