Curriculum Vitae

Storm Gloor, MBA

College of Arts and Media
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Denver, CO 80217

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Glendale, CO 80246
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Education

Master of Business Administration (MBA) w/Marketing concentration (2005)
West Texas A&M University, Canyon, TX.

Bachelor of Arts (BA), History (1987)
Hendrix College, Conway, AR.

Professional Experience

Program Director, Music Business Area (8/23-present)
Associate Professor (8/13-present)
Assistant Professor (8/06-8/13)
Department of Music and Entertainment Industry Studies
College of Arts and Media, University of Colorado Denver

Mayor Pro Tem (4/23-present)
City Council (5/15 - present)
Planning Commissioner (8/13-5/15)
City of Glendale, CO

Instructor (8/22-present)
School of Business, University of Colorado Denver

Director of Music Operations (11/90-11/03)
Prior to Director position: Music Marketing Manager, Music Merchandising Manager, District Manager, Store Manager
Hastings Entertainment, retailer of entertainment products (Amarillo, TX)

Account Manager (7/87-11/90)
Acxiom, Inc., database management and direct marketing support (Conway, AR)

Research in Progress

AI and the Future of Arts & Media - funded development of a CU Denver course that will explore copyright, ethics, legalities, societal, and other issues related to the arts in an AI environment, with an emphasis on preparing arts students for careers that will be affected by new technologies. Course expected to be offered fall 2026.

Mapping of Music Venues in the Denver Metropolitan Area - Working in coordination with a professor at the University of Liverpool, eight students and I are gathering data for utilization in a unique mapping platform. Upon completion, Denver will be the first U.S. city to have this analysis available.

Is it Time to Rethink How We Utilize Internships in Preparing Students for Music and Arts Careers? - research that has informed re-engineering of the College of Arts & Media internship program and curriculum. Anticipated submission of research paper to College Music Society Symposium: May 2026.

Teach Like a Rock Star…Literally - Sole author of a book in progress, with approximately thirty percent completion at this time. The work is based on knowledge gained from gathering data from students, best practices of leading teachers, and research of the changing nature of teaching and learning with the rise of artificial intelligence and other factors. Essentially, the work reflects on skills and practices utilized by successful recording artists as compared to effective teaching.

Peer Reviewed Publications

City, Culture and Society, Co-author of "Urban agglomeration and the economic impact of music zones" (June 2026), pp. 1-9.

Journal of Cultural Geography, Co-author of "Music Zones in the United States: A Typological and Geospatial Perspective" (2025), pp. 1-38.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2022) Co-author of "Pandemic Disruptions: Emerging Themes and Stories Among Music Ecosystems" Volume 22, Number 1 (2022), pp. 55-76.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2020) "Amplifying Music: A Gathering of Perspectives on the Resilience of Live Music in Communities during the Early Stages of the COVID-19 Era" Volume 20, Number 1 (2020), pp. 13-42.

Journal of the Music and Entertainment Industry Educators Association (MEIEA)

(2014) “Songs as Branding Platforms? A Historical Analysis of People, Places, and Products in Pop Music Lyrics” Volume 14, Number 1 (2014), pp. 39-60.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2012) “Artists’ Chart Careers: A Study of How They’ve Changed Through the Years” Volume 12, Number 1 (2012), pp. 159-178.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2011) “Just How Long Is Your ‘Fifteen Minutes’? An Empirical Analysis of Artists’ Time on the Popular Charts” Volume 11, Number 1 (2011), pp. 61-82.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2010) Co-author of research paper “Can the Madness Be Monetized? An Exploratory Survey of Music Piracy and Acquisition Behavior” Volume 10, Number 1 (2010), pp. 13-38.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2009) “What is Choruss and Should We Sing Along?” Volume 9, Number 1 (2009), pp. 41-62.

Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2008) “Selling Out Taken to New Levels: The Evolving Relationship Between Brands, Artists, and Record Labels” Volume 8, Number 1 (2008), pp. 29-48.

Research Grants

$5,000 College of Art & Media Thinqstudio Fellow funding to develop the AI and the Future of Arts & Media course (2025)

$1,476 College of Arts & Media Faculty Development Grant to support attendance at the Music & Entertainment Industry Educators conference to present on one research project and co-present on another. (2025)

$1,000 Teaching Innovation Grant from the Division for Teaching Innovation and Program Strategy to research student perspectives of effective teaching at CU Denver (2023)

$11,960 Presidential Initiative on Urban Research Grant for “CAMunity: AStudent-Led Pilot Project to Provide Local Musicians with the Opportunity to Learn and Thrive as Leaders Within Their Community” (2020-2021)

$2,500 MEIEA Research Grant co-recipient, with Gigi Johnson of UCLA, for project entitled "Emerging Community Structures and Systems Challenges as Local and Global Music Communities Transform During and After the Pandemic" (2021-2022)

$2,500 grant as co-recipient with Gigi Johnson from the CU Denver Center for International Business Education for Amplify Music research work and Amplify Music Communities podcast production (2021)

$5,000 UCLA Dean's Opportunity Fund co-recipient with Gigi Johnson of UCLA, for production of Amplify Music Communities recorded podcast series

$1,500 College of Arts & Media Innovation Grant for research and development of a Music Tourism course and curriculum (2019)

$1,971 University of Colorado Denver Faculty Development Grant Research Grant for "The Effectiveness of Student-Run Record Labels as a Learning Experience" research project (2013)

$1,383 MEIEA (Music and Entertainment Industry Educators Association) Research Grant for "Charting Success in the Music Industry" research project (2012)

$1,462 University of Colorado Denver Faculty Development Grant Research Grant for "Affect or Reflect? Popular Songs and Cultural Shifts: A Lyrical Analysis" research project (2010)

$2,000 MEIEA (Music and Entertainment Industry Educators Assn.) Collaborative Educator and Industry Practitioner Research Grant for "Just How Long Is Your 'Fifteen Minutes'? The Length of Artists' Careers Before the Long Tail and After" research project (2008)

$1,500 MEIEA (Music and Entertainment Industry Educators Assn.) Junior Faculty Research Grant for "Determinant Attributes in the Burn or Buy Decision: An Exploratory Study" research project with Dr. Clyde Rolston, Belmont University (2007)

Peer Reviewed Presentations at Meetings

Upcoming:

College Music Society Annual Conference, Grand Rapids, MI, E-poster presentation: "Is It Time To Rethink Experiential Learning In Preparing Music Students for Their Careers?" (November 2026)

Past:

Music & Entertainment Industry Educators Association conference, Denver, CO, “Youth On Record: How a Non-profit Has Built an Innovative Model to Support the Local Music Industry” (March 2026)

Teaching for Learning (T4L) Conference, Denver, CO, “Teach Like a Rock Star…Literally” (February 2026)

Association of Popular Music Educators (APME) conference, Memphis, TN, "Let’s Teach Like Rock Stars…Literally" (June 2025)

Colorado Municipal League annual meeting, Breckenridge, CO, "How You Can Grow Participation in the Arts In Your Community" (June 2025)

Music & Entertainment Industry Educators Association conference, Washington, DC, co-presenter of “The Economic Impact of Music Zones on Local Businesses in the U.S.: A Venue Concentration, Tourism, Economic, and Business Index Approach” (March 2025)

Music & Entertainment Industry Educators Association Conference, Washington, DC, “We Teach ABOUT Them, So Should We Teach LIKE Them?” (March 2025)

National Association of Music Merchants (NAMM) conference, Anaheim, CA, "Essential Music Industry News Resources" (January 2025)

College Music Society Annual Conference, Washington, DC, "Toward a More Educated Music Community: Findings from a Pilot Program to Engage Local Musicians as a Learning Experience for Students" (November 2024)

Music & Entertainment Industry Educators Association Conference, “Is It Time to Rethink How We Utilize Experiential Learning in Preparing Students for Careers in the Music Industry?" (March 2024)

National Association of Music Merchants (NAMM) conference, Anaheim, CA, "The Geometry of Music Career Planning: Building the Arcs" (January 2024)

International Association for the Study of Popular Music conference, Minneapolis, MN, "Multiplied or Magnified? How Challenges Within the Denver Music Ecosystem During the Pandemic Were Not Entirely New, and the Progress in Addressing Them" (June 2023)

Association of Popular Music Educators (APME) virtual conference, "Another Perspective on Careers in Music and How to Integrate It into Our Teaching" (June 2023)

Music & Entertainment Industry Educators Association Conference, Las Vegas, NV, “Learnings from the Creation of a Free Music Business Program for Local Musicians” (March 2023)

College Music Society (CMS) annual conference, Long Beach, CA, co-presenter of "Supporting Students, Instructors, and Caregivers in the (Not) Normal" as part of Emerging Topics program (September 2022)

National Association of Music Merchants (NAMM) conference, Anaheim, CA, "What's It Like Out There? Insights From College Music Program Recent Graduates" (June 2022)

Association of Popular Music Education Conference, virtual, “Beyond the Walls: Findings from a University's Development of a Free Education Program for Local Musicians” (June 2022)

Colorado Municipal League, Breckenridge, CO, Co-presenter of “Get Back to Where You Once Belonged: Community Revitalization Through the Arts” (June 2022)

Music & Entertainment Industry Educators Association Conference, virtual, “Pandemic Disruption: Rethinking Music, Systems, and Community” (May 2022)

GenNext Believe in Music conference, virtual, Organized and moderated "What Is It Like Out There? Insights From College Music Program Recent Graduates" program (January 2022)

Mallen Conference, virtual, co-presenter of “Pandemic Disruption: Rethinking Music, Video, Streaming, and Community” (November 2021)

Association of Popular Music Education Conference, virtual, sole presenter of “What You Should Know About the Study of Music Cities” (June 2021)

Music and Entertainment Industry Educators Association Annual International conference, co-presenter of “Music-Centric Entertainment Zones in American Cities: An Evaluation and Geospatial Perspective” Conference Proceedings (May 2021).

Music and Entertainment Industry Educators Association International Education Summit, virtual sole presenter of “Music Tourism: What’s in the Mix?” (October 2020)

Museum of Pop Culture Pop Con, virtual, sole presenter of “Youth on Record: How a Major Label Hip Hop Band and Local Musicians Have Empowered and

Amplified the Voices of Underserved and At-Risk Youth in Their Community" (September 2020)

Music and Entertainment Industry Educators Association International Education Summit, Nashville, TN, Sole presenter of "Engaging Students in the Advancement of a Music Economy: A Case Study" (March 2019)

Music Cities Convention, Lafayette, LA, With three selected CU Denver students, presenter of "Music Cities Class, University of Colorado" (October 2019)

Music and Entertainment Industry Educators Association International Education Summit, Los Angeles, CA, "Challenges in Quantifying a Community's Music Scene" (March 2018)

Music Biz 2016, Nashville, TN, Panelist on "Student-run Record Labels: The Farm Teams for Indie and Major Labels" panel (May 2016)

Music and Entertainment Industry Educators Association International Education Summit, Washington, DC, "Student-run Enterprises and the Advancement of Music Cities" (March 2016)

South By Southwest, Austin, TX, organizer and Moderator of "How College Music Business Programs Can Help You" (March 2015)

Future of Music Summit, Washington, DC, panelist on "Indie Missions: Nonprofit Models for Supporting Music" panel (October 2013)

Future of Music Summit, Washington, DC, organizer and moderator of "What They DO Teach You in School?" panel (October 2013)

Music and Entertainment Industry Educators Association International Education Summit, New Orleans, LA, "Student Perspectives on Webcasted Class Sessions" (March 2013)

Edmedia World Conference on Educational Media and Technology, Denver, CO, "The Online/Offline Classroom: Effectively Providing Real-Time Access to Course Sessions" (June 2012)

E-learning Consortium of Colorado Technology Conference, Breckenridge, CO, Sole presenter of "Tech Tools to Better Organize Teaching and Learning" (April 2012)

South By Southwest.edu, Austin, TX, sole presenter of "Effectively Webcasting Classes in Real Time" (March 2012)

South By Southwest.edu, Austin, TX, sole presenter of "Teaching and Learning: There Are Apps for That!" (March 2012)

Music and Entertainment Industry Educators Association International Education Summit, Los Angeles, CA, Sole presenter of "Marketing and Hit Song Lyrics" (March 2012)

Colorado Learning and Teaching with Technology conference, Boulder, CO, co-presenter of "Things I've Learned In My Online Course So Far" (August 2011)

Colorado Learning and Teaching with Technology conference, Boulder, CO Co-presenter of "The Offline Online Classroom: Offering the Same Experience Simultaneously" (August 2011)

Colorado Learning and Teaching with Technology conference, Boulder, CO Sole presenter of "Managing the Classroom: There's an App for That!" (August 2011)

Pearson Cite International conference, Denver, CO, co-presenter of "Things I've Learned in My Online Course So Far" (April 2011)

Music and Entertainment Industry Educators Association International conference, Los Angeles, CA, "Just How Long Is Your 15 Minutes?" (March 2011)

Music and Entertainment Industry Educators Association International conference, Boston, MA Co-presenter of "Determinant Factors in the Burn or Buy Decision" (March 2010)

Colorado Learning and Teaching with Technology conference, Boulder, CO "Utilizing Google Docs for Collaborative Learning" (August 2009)

American Society of Business and Behavioral Sciences conference, Las Vegas, NV, co-presenter of "Determinant Attributes in the Burn or Buy Decision: An Exploratory Study" (February 2007)

Conference Creation and Production

(April 2021) Co-producer of second iteration of Amplify Music 2021: Transforming Music Community Ecosystems virtual conference, with 742 registrations and 360 attendees from 32 countries and featuring over 130 speakers

(April 2020) Co-founder and co-producer of the first entirely virtual music research conference, Amplify Music, which brought together more than 100 speakers from 21 countries and 23 U.S. states, with more than 900 registrants in the program and 200+ participants in our accompanying Slack channels.

Non-Refereed and Invited Presentations and Panels

CU Innovation & Entrepreneurship Showcase, Denver, CO - Table presentation of "The Future of Arts & Entertainment Media in the Age of AI" (September 2025)

Screen X Screen conference, virtual - Moderator of "Enhancing Creation of AI and Digital Tools" panel (February 2025)

The Auditorium Music Conference, Denver, CO - "Ready to Rock: Making the Most of Your Live Shows", panelist for Sonic Guild program (August 2024)

University of Colorado Denver - presenter of "Thinking About Careers and the Arc of Life" for new students through Office of New Student & Family Engagement (August 2024)

Dollops For Donuts podcast, Denver, CO - Featured guest on "The Venues of South Broadway" episode 3, season 2 (July 2024)

Underground Music Showcase, Denver, CO - organized and moderated "Monetizing Music: Building Sustainable Income Streams" panel (July 2024)

Underground Music Showcase, Denver, CO - organized and moderated "The Post-stream Era: Unpacking New Frontiers in Music Delivery" panel (July 2024)

Center for Faculty Development and Advancement, Denver, CO - facilitated and led "RTP: Meet Your Committees" program for tenure track faculty (March 2024)

Center for Faculty Development and Advancement, Denver, CO - co-hosted "Planning Your Last Year Before Tenure" program for tenure track faculty (March 2024)

Americans for the Arts Board of Directors Meeting, Denver, CO - organized and led panel of visual arts students to make suggestions and answer questions to board members (November 2023)

Center for Faculty Development and Advancement, Denver, CO co-presented "Five (or so) Things All New Faculty Should Know" program for new faculty (August 2023)

CU Denver Business School - Presented "Music as a Service" guest lecture for the Service Marketing course (March 2023)

University of Colorado Denver - Co-presented "Academic Integrity, Student Culture, and Generative AI Policy", open to all faculty in response to rising concerns regarding student use of AI, presented in partnership with TIPS and Thinqstudio (March 2023)

Colorado Music Educator Association Conference, Colorado Springs, CO - Panelist, along with two other CAM faculty, for the "Career Paths in the Modern Music Industry" program (January 2023)

Office of Student Transitions and Family Engagement, CU Denver - Presenter of "Pizza with a Prof" lecture (December 2022)

Indie Week Canada, virtual, part of Be Present Everywhere panel and roundtable session (November 2022)

School of Architecture and Planning, University at Buffalo, NY - Presenter of "Introduction to Music Cities" for Libertad Figuereo's City Planning graduate students (October 2022)

Colorado Music Business Organization, Denver, CO - "How to Market Your Album Release - Do's and Don't's" presentation (September 2022)

Fremont County Library System, Lander, WY- "Career Exploration Sessions" virtual program (August 2022)

Youth On Record, Denver, CO - Presented program as an overview of Music Cities strategies and Denver's music ecosystem

Lynx National Arts & Media Summer Camp, Denver, CO - Organized and moderated panel of local musicians for program for students attending the Camp (June 2022)

Indie 101 (Canada), virtual, part of Be Present Everywhere panel and roundtable session (May 2022)

Wisconsin Public Radio, Guest for solo interview on "How Tik Tok and Social Media are Influencing the Music Industry" during the "Central Time" broadcast (April 2022)

Center for Faculty Development, Denver, CO - Facilitator for "Choosing Meaningful Service Commitments" program (Feburary 2022)

Colorado Music Educator Association Conference, virtual - Panelist, along with one other CAM faculty, for the "Career Paths in the Modern Music Industry:

Audio Production, Songwriting, Music Business, Electronic Music, and More" program (January 2022)

Rio Music Market (Brazil) conference, virtual, part of Be Present Everywhere panel and roundtable session (December 2021)

Presidential Initiative Grant presentations, Denver, CO - presented research results as a grant recipient to university leadership, et. al. (November 2021)

Mondo New York, virtual, part of Be Present Everywhere panel and roundtable session (October 2021)

Amplify Music Communities: Northwest Arkansas, moderated panel as part of podcast series (October 2021)

Music Pro Summit, virtual, part of Be Present Everywhere panel and roundtable session (September 2021)

SyncSummit, virtual, part of Be Present Everywhere panel and roundtable session (July 2021)

Amplify Music Communities: Colorado, moderated panel as part of podcast series (May 2021)

Canadian Music Week, virtual, part of Be Present Everywhere panel and roundtable session (May 2021)

Music and Entertainment Industry Educators Association International Education Summit, Virtual co-presenter, organizer, and moderator of “Build Back Better - Student Insight Edition” panel (May 2021)

Indie Weekly (Canada) live virtual program and podcast, featured guest for interview regarding various music industry topics (March 2021)

Music Policy Forum, virtual, panelist for "The State of Music Industry Education" (February 2021)

Rio Music Market, virtual, part of Be Present Everywhere panel and roundtable session (December 2020)

Mondo New York, virtual, part of Be Present Everywhere panel and roundtable session (October 2020)

Center for Faculty Development, CU Denver, "Tenure and Promotion Lunch and Learn", organized and moderated panel of tenured faculty to share tips and insights (October 2019)

College of Arts and Media, Denver, CO (August 2019) Panelist for the “Funding the Work: Colorado Funders and Community Partnerships” program

Innovating Music podcast, virtual, featured guest and interviewed on "Music Cities and Evolving Songs" episode (July 2019)

UCLA Herb Alpert School of Music, Los Angeles, CA, presented remotely organized and moderated “Being a Music City in Other Cities” panel as part of the "Amplify Music in Our L.A." mini-conference (May 2019)

Balanced Breakfast, Denver, CO (April 2019) Featured presenter on music industry current issues and topics

UCLA Herb Alpert School of Music, Los Angeles, CO, presented remotely Organized and moderated “Being a Music City in Other Cities” panel (May 2019)

University of Denver, guest lecturer for the Psychology of Performing Arts class for Dr. Jamie Shapiro (February 2018)

University of Colorado Denver General Recital Class, organized and moderated panel of Music & Entertainment Industry Studies alums for class session

Music and Entertainment Industry Educators Association International Education Summit, Washington, DC, Interviewer of Ralph Peer as Keynote Presentation (March 2016)

San Diego Music Thing, San Diego, CA Panelist on “Music Biz 101” panel (September 2014)

Music and Entertainment Industry Educators Association European Summit, Great Missenden (London), England, UK, sole presenter of “A Deeper Analysis of Artists’ Chart Careers” presentation (June 2014)

Latitude: 2014 Alaska Arts Convergence, Anchorage, AK, Panelist on “But How Will They Find Us? New Frontiers for Publishing and Music” panel (May 2014)

Music and Entertainment Industry Educators Association International Education Summit, Nashville, TN (March 2014) Sole presenter of “Using Technology in the Classroom” presentation

Music and Entertainment Industry Educators Association International Education Summit, Los Angeles, CA (March 2012) Moderator/organizer of “Using Technology in the Classroom To Enhance Music Industry Education” panel

Music and Entertainment Industry Educators Association International

Conference, Long Island, NY (April 2011) Moderator/organizer of "Data and Analytics in the Music Industry" panel

Music and Entertainment Industry Educators Association International Conference, Miami, FL (March, 2009) Sole presenter of "Networking 101: Do's and Don'ts"

Music and Entertainment Industry Educators Association International Conference, Long Island, NY (March 2008) Moderator/organizer of "Managing the Digital Transition" panel.

Colorado Music Educators Association Conference, Colorado Springs, CO (January 2008) Panelist on "Alternative Careers in Music" panel.

Seminars/Workshops Presented

Center for Excellence in Teaching & Learning, University of Colorado Denver, Denver, CO, presenter of "Teach Like a Rock Star…Literally" workshop (October 2025)

Medical Science Training Program Retreat, Anschutz Medical Campus, Aurora, CO, presenter of workshop on "Personal Branding in the Medical Field" (February 2020)

TL1 Scholars, Anschutz Medical Campus, Aurora, CO (November 2019) Presenter of workshop on "Personal Branding in the Digital Age"

Lynx Camp, Denver, CO (June 2015-2022) Instructed a two-week music business course to high school students attending CU Denver's annual camp.

Denver Youth Music Awards, Denver, CO (April 2019) Conducted music business workshop for local young musicians.

University of Denver, Denver, CO (February 2018) Presenter of "Sports Performance Psychology vs. Music Performance Psychology".

Denver Youth Music Awards, Denver, CO (April 2018) Conducted music business workshop for local young musicians.

T Club Meeting/Anschutz Medical Campus, Aurora, CO (January 2018) Sole presenter of "Personal Branding in the Digital Age" program for student researchers.

Lynx Fest, Denver, CO (October 2017) Sole presenter of "CU In the Music City"

Presentation covering the music industry in Denver and the development of the Music Cities class.

Annual GME Program Coordinator Retreat, Lone Tree, CO (August 2017) Sole Presenter of "Networking in the Digital Age" workshop.

T Club Meeting/Anshutz Medical Campus, Aurora, CO (January 2017) Sole presenter of "Personal Branding in the Digital Age" program for student researchers.

Spokesbuzz Incubator Session, Denver, CO (November, 2015) Along with Devotchka's Shawn King, conducted a workshop on music licensing.

Denver Music Summit, Denver, CO (April, 2015) Co-presenter of "Making Sense of the Music Industry " session

Musicians Boot Camp, Colorado Springs, CO (January, 2015) Co presenter of

San Diego Music Thing, San Diego, CA (September, 2014) Sole presenter of "SDMTU" four-hour seminar covering various music business topics for area college and high school students.

Latitude: 2014 Alaska Arts Convergence, Anchorage, AK (May, 2014) Sole presenter of four-hour seminar covering various music business topics for area independent musicians.

Lynx Leadership Conference, Denver, CO (January, 2014) Presented "Networking and Personal Branding in the Digital Age" seminar for gathering of student leaders on the Auraria campus.

Denver Music Summit, Denver, CO (November, 2013) Sole conductor of seminar consisting of two one-hour sessions: "Effective Marketing For Artists in the Digital Age" and "What You Should Know About the Future of the Music Business"

Music Marketing, Beijing, China (December 2013) Taught month-long course as part of CU Denver's partnership

Sankova Lecture Series, Denver, CO (September, 2013) Presented "Opportunities and Pitfalls in the Music Business" session

Independent Music On Tour Seminar, Seattle, WA (August, 2013) Sole presenter of full-day music business seminar for local independent musicians.

Colorado Convention Center, Denver, CO (May, 2012) Sole presenter of "What You Should Know About the Future of the Music Business" for the Create Denver Expo

University of Colorado Denver, Denver, CO (May, 2012) Sole presenter of "Marketing Your Art" at Creative Careers Festival

Underground Music Showcase, Denver, CO (July, 2011) Sole conductor of seminar consisting of four one-hour sessions: "What You Should Know About the Future of Music and Planning Your Career Around It", "Maintaining Fan Relationships In a Social Media World", "How Do Artists Make Money In the Digital Age?", and "Your Art As Product"

University of Colorado Denver, Denver, CO (May, 2011) Co-presenter of "Things I've Learned In My Online Class So Far" for the CU Online Spring Symposium

Denver Music Summit, Denver, CO (December, 2010) Sole conductor of seminar consisting of four one-hour sessions: "The Industry: Who Does What and How You Can Do It Yourself…or Not", "Your Art As a Product and How To Maximize Its Value", "Your Brand and Marketing It Effectively in the Digital Age", and "What You Should Know About the Future of the Music Business".

University of Colorado Denver, Denver, CO (Nov, 2010) Presenter of "Best Practices of Award-Winning Teachers" for the Center For Faculty Development

University of Colorado Denver, Denver, CO (May, 2010) Co-presenter of "That Was Awesome" for the CU Online Spring Symposium

University of Colorado Denver, Denver, CO (February, 2010) Sole presenter of "Networking in the Digital Age" at University of Colorado Denver Career Fair.

University of Colorado Denver, Denver, CO (December, 2008) Sole presenter of "Job Hunting in the Music Industry" for the Music and Entertainment Industry Student Association.

University of Colorado Denver, Denver, CO (May, 2008) Sole presenter of "Coordinating Student Work and Groups with Google Docs" for the CU Online Spring Symposium

Music and Entertainment Industry Educators Association International Conference, Long Island, NY (March 2008) Moderator/organizer of "Managing the Digital Transition" panel.

University of Colorado Denver, Denver, CO (November, 2007) Sole presenter of "Keeping Up with the Music Business" for the Music and Entertainment Industry Student Association

Non-Refereed Publications

CU Online Handbook (2011) Author of "Experimenting with Google Docs for Group Projects" research chapter.

MEIEA (Music and Entertainment Industry Educators Assn.) e-zine (Fall 2009) Author of article, "Needle In a Haystack? Searching For Music Industry Jobs".

Music Fest magazine (Spring 2009) Author of article, "Support Your Music" a music business article for a semi-annual magazine marketed to attendees of the annual Music Fest festival and music enthusiasts, with a circulation of 100,000+.

MEIEA (Music and Entertainment Industry Educators Assn.) e-zine (Spring 2009) Author of article, "Keeping Up with the Music Business, One Byte At A Time, Part Two".

Music Fest magazine (Winter 2008) Author of article, "A Measure of Success" a music business article for an annual magazine marketed to attendees of the annual Music Fest festival and music enthusiasts, with a circulation of 100,000+.

MEIEA (Music and Entertainment Industry Educators Assn.) e-zine (Fall 2008) Author of article, "Keeping Up with the Music Business, One Byte At A Time, Part One".

Music Fest magazine (Winter 2007) Author of article, "Still Spinning" a music business article for an annual magazine marketed to attendees of the annual Music Fest festival and music enthusiasts, with a circulation of 100,000+.

Music Fest magazine (Winter 2006) Author of article, "The More Things Change…" a music business article for an annual magazine marketed to attendees of the annual Music Fest festival and music enthusiasts, with a circulation of 100,000+.

Refereed Book Reviews

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *The Beatles and Their Solo Years: A Trip Down Memory Lane* by Tom Fontaine (Independently Published, 2018) and *Playlisting. The Billion Dollar Business: A Complete Guide to Getting Your Music Playlisted on Spotify, Apple Music, and More* by Lee Parsons (Ditto Music, 2017)
Volume 19, Number 1 (2019), pp. 172-173. (December, 2019)

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *Dreaming the Beatles: The Love Story of One Band and the Whole World* by Rob Sheffield (Harper Collins, 2017), *In Their Lives: Great Writers on Great Beatles Songs* edited by Andrew Blauner (Blue Rider Press, 2017), and *Visualizing the Beatles: A Complete Graphic History of the World's Favorite Band* by John Pring and Rob Thomas (Harper Collins, 2018)
Volume 18, Number 1 (2018), pp. 210-213. (December, 2018)

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *Ralph Peer and the Making of Popular Roots Music* by Barry Mazor (Chicago Review Press., 2015)
Volume 16, Number 1 (2016), pp. 162-166. (December, 2016)

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *Music Business: The Secret To Successfully Making It In the Music Industry* by Robert King (Amazon Digital Services., 2015)
Volume 15, Number 1 (2015), pp. 216-218. (December, 2015)

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *Artist in Control: Success in the New Music Business* by Kara Pound (Artist In Control., 2013)
Volume 14, Number 1 (2014), pp. 299-301. (December, 2014)

Journal of the Music and Entertainment Industry Educators Association (MEIEA) Author of book review of *Futurehit.DNA: How The Digital Revolution Is Changing Top Ten Songs* by Jay Frank (Futurehit, Inc., 2009)
Volume 11, Number 1 (2011), pp. 266-268. (December, 2011)

MEIEA e-zine Author of book review of *Dirty Little Secrets of the Record Business: Why So Much Music You Hear Sucks* by Hank Bordowitz (Chicago Review Press, 2007) (October, 2007)

Other Indicators of Scholarly and Creative Activity

Textbook Contributions

Record Label Marketing, third edition, Amy Macy, Clyde Rolston (Focal Press, 2015). Technical reviewer, pre-publication.

Record Label Marketing, second edition, Tom Hutchison, Amy Macy, Paul Allen (Focal Press, 2009). Technical reviewer, pre-publication.

Understanding the Music Business, Dick Weismann (Prentice Hall, 2009). Contributed two drafted chapters for use as needed: "Music in the Digital Age" and "Marketing of Recordings and Artists".

Audio Sampling, Sam Mcguire and Roy Pritts (Focal Press, 2008). Contributed "Sampling: Pay $ Now Or Pay $$$$ Later" inset.

Recognitions and Honors

- Recipient of CU Denver's Excellence in Leadership and Service Award (2025)
- CU Denver Pandemic Research and Creative Award (2021)
- College of Arts and Media Excellence in Leadership and Service Award (2021)
- Recipient of CU Denver's Excellence in Teaching Award (2018)
- Selected for participation in the Engaged Faculty Institute (2012)
- College of Arts and Media Excellence in Teaching Award (2010)
- Independent Music Awards' Vox Populi Award (College Record Label) "Put Your Ear to the Ground" CD release, CAM Records (2008)
- Selected for the PTLC (President's Teaching and Learning Collaborative) (2008)
- Independent Music Awards' Vox Populi Award (College Record Label) "From These Words" CD release, CAM Records (2009)

Courses Taught

- The Business of Taylor Swift
- Music and Media Marketing
- Principles of Marketing
- The Beatles, Popular Music, and Society (for the Pre-Collegiate Summer Bridge program, the Lynx Summer Academy, and The First Year Experience program)
- Music Business: Why Denver Sees It as a Sound Investment (for the University of Denver Enrichment Program)
- CAM Internships
- Introduction to Music Cities
- CAM Records Label Operations
- The Beatles
- Career Planning and Networking in the Music Industry
- Current Issues in the Music Business
- Internships - College of Arts and Media

- Introduction to the Music Business
- Music Business I
- Music Business II
- Music and Entertainment in the Digital Age
- Music and Entertainment Marketing
- Artist Management

University Service

Leadership:
- Program Director, Music Business area (2022-present)
- Faculty Fellow, Center for Faculty Development (2013-2025)
- Instructor for CU Denver Summer Bridge Program (2020-2022, 2024)
- Leader of mentor circles as part of the Mentor Circle Collective (2022-2025)
- Co-leader of the university's Faculty Caregivers Group (2021-2022)
- Faculty sponsor for the Music Industry Student Association (MISA) (2021-present)
- Faculty Mentor through the university's Mentor Program (2016-2021)
- Faculty sponsor/mentor for students attending a2ru Emerging Creatives Student Summit (2016-2019)
- Faculty Sponsor for student EUReCA Fellowship awardee Npaujnpaim Lee (2019)
- Faculty, Lynx Music Business Summer Camp (2017-2020)
- Area Head, Music Business Area (2008-2010)
- Faculty Sponsor, MEISA student association (2006-2008)

Committees:
- Learning Resource Center Advisory Board (2025-present)
- Provost and Executive Vice Chancellor for Academic Affairs search committee (2025)
- Digital Accessibility committee (2025)
- Vice Chancellor's Advisory Committee for Reappointment, Tenure, and Promotion (2024-present)
- Academic internship policy committee (2024-present)
- Academic Innovation Advisory Council (2023-2025)
- Co-leader of CFDA Tenure Preparation Community of Practice (2023-2025)
- Advisory Council member for the Center for International Business Education and Research (CIBER) (2022-present)
- MEIS Merit Revision committee (2023-2024)
- Leadership and Service Award selection committee (2022-2023)
- Mentored student Helen Gover in her pursuit of creating, funding, and producing a Native American music festival (2023)
- Faculty Mentoring Award selection committee (2022)
- University Learning, Educational Technology, Teaching, and Scholarship (LETTS) Committee (2019-2025)

- Presidential Initiative Grant proposal review committee (2021)
- Strategic Plan Vision Team, CU Denver (2020-2021)
- Contributed featured content in video segment for Chancellor Marks' virtual State of the Campus Address (2020)
- Primary Unit Promotion Review Committee for clinical track colleague (2020)
- Search committee for Associate Dean for Academic & Faculty Affairs for CAM (2020)
- CU Denver Teaching Awards selection committee (2019-2020)
- UROP Grant Application Review committee (2019-2020)
- Primary Unit Post Tenure Review committee (2019)
- MEIS Events committee (2019)
- CU Denver Mentoring Award selection committee (2019)
- Accompanied and mentored four students as attendees of the a2ru national conference (2019)
- Search Committee, Clinical Full-Time Professor, Music and Entertainment Industry Studies (2018)
- Primary Unit Committee (2017)
- Chancellor's Student Success Steering Committee (2017)
- Dean's Advisory Committee – College of Arts and Media (2015-2017)
- Wellness Center Planning Committee (2015)
- Dept. Chair Search Committee - Music and Entertainment Industry Studies (2016)
- Academic Policies Committee – College of Arts and Media (2013-2015)
- CU Denver Brand Committee (2013)
- College of Arts and Media Events Committee (2009-2012, 2019)
- Teaching Awards Selection Committee (2011-2012)
- CU Denver Online Faculty Advisory Committee (2008-2014)
- Area Head of Music Business area of Music and Entertainment Industry Studies department (2008-2010)
- Music and Entertainment Industry Studies Admissions Committee (2007-2010)
- CAM 10-year Anniversary Event Committee (2008-2009)
- CU Denver Brand Steering Committee (2008)
- College of Arts and Media Budget Committee (2006-2008)

Other:
- Speaker for the "mock classroom" segment of New Student Orientation (2024)
- Emcee for the Accessibility Operations Team's Spring Fling event featuring Wheelchair Sports Camp (2024)
- Panel participant for the Grammy Pre-Party program for the Office of Undergraduate Admissions (2024)
- Peer teaching observation and reporting for Dan Hodges (2024)
- Authored letter of recommendation for student Lucy Lassman for a Music Forward scholarship (2024)
- Co-presenter of "Five New Things All New Faculty Should Know" program for the Center for Faculty Development and Advancement (2023, 2024)

- Mentored student Tessa Barker through her research of MEIS alumni career outcomes and their opinions of the usefulness of our curriculum, as well as suggestions for improving our program (2022)
- Presenter for General Recital class in the College of Arts & Media (2023)
- Attended Faculty Meet and Greet and met with prospective students as part of the March 10th MEIS Open House (2023)
- Authored recommendation letter for student Helen Gover's scholarship application for the Native Forward Scholars Fund (2023)
- Invited participant and contributor in the Research and Creative Work Staff - Themes and Recommendations symposium (2022)
- Peer teaching observation and reporting for Andy Guerrero (2022)
- Jurist for doctoral thesis review for Recording Arts student Katarina Seibert (2022-2023)
- Assisted CAM Advising team as an academic advisor for students at the request of the Assistant Dean during a challenging hiring period (2022)
- Volunteer assistant for production of Family Day event for CU Denver (2022)
- Interviewed all candidates for Assistant Director position for the CU Denver Center for Faculty Development & Advancement (2022)
- Chair of Music Business area tenure track position search committee (2022)
- Table greeter for Family Day Brunch for CU Denver Office of Student Transitions and Family Engagement (2022)
- Authored letter of recommendation for nomination of CAM alum Brody Miller (fka Rachel Miller) to the Recording Academy, leading to their eventual induction (2021)
- Leader of MEIS breakout room for virtual New Student Convocation program (2020)
- Selected for providing opening video content of encouragement for CU Denver students adjusting to remote learning during the early stages of the pandemic (2020)
- Authored letter of recommendation for student William Card for New York University graduate school (2020)
- Authored letter of recommendation for student Katelynn Eckles for the Tiffany Green scholarship (2019)
- Teaching observation and report for colleague Andy Guerrero (2019)
- Authored letter of recommendation for student Ellie Gold for a Music Forward scholarship (2019)
- Authored letter of recommendation for student Jaylyn Martinez for a Music Forward scholarship (2019)
- Faculty sponsor and mentor for EUReCA Fellow student Diana Lee (2019)
- Presenter in Strategic Planning and Management class in the School of Public Affairs (2018)
- Tivoli Renovation Committee (2018)

North Classroom Renovation Committee (2016)

Assisted with selection of campus Excellence in Teaching awards (2010, 2011, 2019, 2020)

Assisted with selection of campus Excellence in Service awards (2021, 2022)

Met with HLC representatives during UCD's accreditation (2011)
Guest speaker at New Student Convocation (2009)
Moderator for regional MEISA meeting, hosted by UCD's MEISA branch
Judge for Digital Visions student awards, (2008, 2009)

External Service

Committees:
- Council for the Music Business Industry for the College Music Society (2022 - present)
- Colorado Municipal League Policy Committee (2024 - present)
- Accelerate Colorado Small Business & Economic Development Committee (2023-2025)
- Denver Music Advisory Board (2020-present)
- Jurist, Wyoming Arts Council Fellowships (2022)
- Stakeholder committee for hiring of Executive Director for Levitt Pavilion (2022)
- Association for Popular Music Education Member Resources and Benefits committee (2021-2022)
- Denver Music Advancement Grant review committee (2021-2022)
- Sociable City Vision Innovation Team for the Responsible Hospitality Institute (2020-2022)
- Music Ally Advisory Board (2017-2019)

Other:
-Interviewer of music industry luminary Troy Carter for the Get Loud Music Summit (2025)
-Organizer and moderator of the "Monetizing Your Music: Building a Sustainable Income" panel for the Impact Days portion of the Underground Music Showcase (2024)
-Organizer and moderator of the "The Post-stream Era: Unpacking New Frontiers in Music Delivery" panel for the Impact Days portion of the Underground Music Showcase (2024)
-Reviewer, Journal of the Music and Entertainment Industry Educators Association (MEIEA) (2015-2020, 2023-2024)
- Dossier review and letter for Associate Professor of Music and Performing Arts Marcus Thomas, candidate for promotion to full professor, the Hartt School, University of Hartford, West Hartford, CT (2024)
- Letter of recommendation for nomination of Lou Hazel, aka Chris Frisina to the Recording Academy, leading to their eventual induction (2024)
- Letter of recommendation for promotion for Christopher Reali, Ramapo College (2023)
- Reviewer for the College Music Society's Symposium academic journal (2023)

- Met with Outreach Director for U.S. congresswoman Diana DeGette as part of a team advocating for musicians' rights as part of Grammy District Advocacy Day (2023)
- Reviewer for Gen Next program proposals for the National Association of Music Merchants (NAMM) and the College of Music Society (2023)
- South By Southwest artist mentor (2022)
- Media interview for Science News and quoted in article based on Justin Berg's research into "one hit wonders" (2022)
- Grammy U Faculty Advocate (2022)
- Media interview broadcasted on Fox31regarding Spotify and recording artist India Arie (2022)
- Dossier review and letter for promotion to tenure for Christopher Reali, Ramapo College (2022)
-Nominating committee for Westword Music Awards (2015-2020)
- Media interview with Jon Solomon for the Westword about the CAMunity project (2021)
- Media interview for Colorado Public Radio on the pandemic's effect on local concerts (2020)
- Co-organizer of Canada Meets Colorado Musical Trade Mission event in partnership with Denver Arts & Venues (2017)

Professional Organizations

-NARAS (National Academy of Recording Arts and Sciences), better known as "The Grammys" 2010-present
-President, MEIEA (Music and Entertainment Industry Educators Association), 2017-2019. Vice President 2013-2017. Board Member, 2007-2013 (elected in 2007, re-elected twice)
-College Music Society (2017-present)
-Association for Popular Music Education (APME) (2017-present)
-Member of the Denver Music Task Force, organized in coordination with Denver Arts and Venues and the Western States Arts Federation (2007-2009)
-Music Biz.org/NARM (National Association of Recording Merchandisers),1997-2000