

Daniel Pullin - John V. Roach Dean Neeley School of Business at Texas Christian University



Daniel Pullin is the John V. Roach Dean of the Neeley School of Business at TCU and a teaching dean, serving also as Professor of Entrepreneurship and Innovation.

Since joining TCU in 2019, Dean Pullin has utilized combined experience in higher education across multiple roles alongside an early foundation in world-renowned business organizations and private industry to serve as a steward for the Neeley School. He holds the Neeley Promise as the guiding truth: *The Neeley*

School of Business unleashes human potential with leadership at the core and innovation in our spirit.

Under Pullin's leadership, TCU Neeley has driven dynamic faculty and staff growth and curriculum innovation; earned increased national visibility and rankings; realized development success; built community and civic engagement; and an unmistakable focus has been placed on inclusive excellence.

To accelerate and focus the business school's initiatives, Pullin led a detailed strategic planning process aligned with TCU's *Vision In Action: Lead On Strategic Plan*, including more than 200 students, faculty, staff, business partners and external resources over an 18-month period. [Neeley's Fulfilling the Promise Strategic Plan](#) launched with five goals categorized as Revenue, Research, Inclusive Excellence, Student Success and Brand Elevation.

Pullin's direction has led to significant growth. Neeley has celebrated an increase in staff and faculty, showcasing three new endowed professorships, five executives-in-residence, and one program directorship. More than 3,000 undergraduate business students enrolled for the first time in the 2022-2023



academic year. Graduate degree programs have strengthened and new graduate certificate and degree programs have been launched under Pullin's oversight, including the MS in Business Analytics and the Online Professional MBA Program.

Pullin serves as a vocal advocate providing students with innovative, experiential learning. The Horned Frog Investment Network (HFIN) is one example, bringing together business founders, investors and students to present, evaluate and close deals to elevate entrepreneurship in Fort Worth, Tarrant County and throughout all of North Texas. Elsewhere, Pullin and his team collaborated with TCU Athletics to form a cross-campus partnership to best support students, with name, image and likeness policy changes, resulting in Neeley NIL workshops and credited curriculum to educate student athletes on the business of brand management, contract management, business formation, taxation and more. As of August 2022, approximately 57% of TCU student-athletes have participated. Neeley's robust curriculum offerings provide advanced academic opportunities through the Finance Technology certificate (FinTech) and innovative energy sustainability topics like Environmental, Social and Governance (ESG), among others.

The national prominence and influence of TCU Neeley undergraduate and graduate programs has risen under Pullin's leadership, with multiple notable recognitions. For the first time in history, Neeley placed in the Top 20 for undergraduate business schools at #19 and is named among the "Top 10 Undergraduate Business Schools to Watch," by *Poets & Quants* in 2022. This was a rise of 19 places in the rankings year over year. Neeley is also ranked #9 in the U.S. and #1 in Texas for undergraduate starting salaries (*Poets & Quants*); named the #1 Energy MBA in Texas (*Oil and Gas Investor Magazine*); and named a Top 20 program for Supply Chain in undergraduate and graduate programs (*Gartner*).

Early in his tenure, Pullin created the Neeley School's Office of Inclusive Excellence making Neeley only the second business school in the Big 12 Conference to dedicate a space and staff to prioritize diversity, equity and inclusion (DEI) initiatives. Pullin also created the first DEI program for a Big 12 Conference business school in a prior role. The Office establishment and subsequent programming have positively influenced enrollment and hiring



practices, while launching impactful academic scholarships, mentoring opportunities, needs-based gifts, high school bridge programs and more.

In advancing the school's development goals, Pullin established Neeley's first giving society, the Dean's Council, in 2021. Under Pullin's leadership, Neeley has secured nearly \$50 million in pledges and more than 8,000 gifts for TCU Neeley since 2019 despite the disruption of COVID-19.

Among his service roles, Pullin is the ex officio board member for TCU for the Fort Worth Chamber of Commerce; serves on the City of Fort Worth Committee for Entrepreneurship & Innovation supporting and advising Mayor Mattie Parker; and is on the Advisory Board Committee for the Dallas Regional Chamber.

Pullin has won awards for teaching, innovation in business and academic integrity, and was honored as one of Fort Worth, Inc.'s 400 Most Influential People in Fort Worth and D CEO magazine's 500 Most Influential Business Leaders in North Texas.

Prior to joining TCU Neeley School of Business, Pullin was the Dean of the Price College of Business at the University of Oklahoma (OU), where he also served as university vice president. Before transitioning to higher ed, Pullin worked for global consultancy McKinsey & Company and the private equity firm Hicks Muse Tate & Furst and its portfolio companies.

Pullin earned his undergraduate degrees from the University of Oklahoma and MBA from Harvard Business School before returning to OU to earn a Juris Doctor.

Contact Information:

Daniel Pullin
John V. Roach Dean of the Neeley School of Business
Texas Christian University
Fort Worth, Texas
817-257-7526
d.pullin@tcu.edu | www.neeley.tcu.edu