

## CURRICULUM VITAE

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DANIEL W. PULLIN  
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### PROFESSIONAL APPOINTMENTS:

**2019-present**                      **TEXAS CHRISTIAN UNIVERSITY**                      **FORT WORTH, TX**  
**John V. Roach Dean, Neeley School of Business**  
**Professor of Entrepreneurship and Innovation**

Lead the largest school/college at Texas Christian University (TCU) with a focus on leadership and innovation. This is embodied in *The Neeley Promise: The Neeley School of Business unleashes human potential with leadership at the core and innovation in our spirit*. Specific duties include:

- Hold responsibility for the overall impact of the school by setting a vision and using a shared leadership style to:
  - Deliver world-class, global curriculum, with an emphasis on experiential learning.
  - Ensure student success via holistic advising, professional development, and placement services.
  - Recruit, retain, and propel talent in an inclusive environment that celebrates a diversity of people and ideas.
  - Conduct premier research that shapes the global practice of business via the Teacher-Scholar model.
  - Cultivate Centers of Excellence that assure broad economic and social impact by intersecting the academy and industry.
  - Institutionalize innovation at TCU in a changing marketplace via cross-disciplinary collaborations that provide new offerings for new learners.
- Oversee a \$43 million budget supporting academic departments, undergraduate and graduate program offices, external relations, and financial administration.
- Attract, excite, and graduate over 3,500 students at the undergraduate, masters, and executive levels, including a growing portfolio of programs serving students across all TCU colleges.
- Supervise 200 full-time employees, including three associate deans, three assistant deans, six academic division directors, and nine Centers of Excellence.
  - [Institute for Entrepreneurship & Innovation](#)
  - [Luther King Capital Management Center for Financial Studies](#)
  - [Neeley Analytics Initiative](#)
  - [Office of Inclusive Excellence](#)
  - [Ralph Lowe Energy Institute](#)
  - [Real Estate Center](#)
  - [Sales Center](#)
  - [Supply Chain Innovation Center](#)
  - [Tandy Executive Education Center](#)

- Secure fiscal assurance through diversified funding sources to establish the financial parameters of student scholarships, faculty/staff employment offers, salary adjustments, personnel additions, appointments, and reclassifications.
- Develop and teach undergraduate and graduate courses in Entrepreneurship, Innovation, and Business Law combining case-method and experiential learning techniques.
- Lead Neeley Faculty-Staff Meetings, Department Chair Council, Dean’s Advisory Committee, Faculty Evaluation Committee, and Neeley Board of Advisors.
- Represent TCU and the Neeley School with a variety of external constituents, including alumni, parents, industry, and community collaborators, with an emphasis on brand, philanthropy, and economic development.

### **Key College Accomplishments (2019-present):**

#### ***Organizational Success:***

- **Leveraged servant leadership to align the Neeley School with TCU’s *Vision In Action: Lead On Strategic Plan*.** This approach yielded significant advancement both internally and externally as the school’s diverse stakeholders were activated to engage and invest in Neeley’s progress across all constituents.
- **Launched a collective vision for Neeley, “Fulfilling The Promise,”** embodied in a five-year strategic plan (2021-26) to further advance and solidify the school among the top tier in the country. Direct involvement of over 200 stakeholders over an 18-month period yielded five superordinate goals:
  - (1) Grow revenue to realize TCU Neeley’s future
  - (2) Resource world-class faculty to generate business insights that catalyze communities
  - (3) Attract, retain, and propel talent in an inclusive learning environment that celebrates a diversity of people and ideas
  - (4) Ensure student success, satisfaction, and fulfillment, and
  - (5) Build a prominent and differentiated Neeley School brand that motivates audiences to co-invest in the school’s rise.
- **Positioned Neeley to serve and collaborate across TCU in areas of leadership and innovation.** Specific university-wide examples include the growth of the Institute for Entrepreneurship & Innovation, the Neeley Analytics Initiative, Scaled To Succeed: Neeley NIL, the Horned Frog Investment Network, [The Guild Teaching Innovation Program](#), the Ralph Lowe Energy Institute, Innovation Week, TCU Real Estate Center, and the TCU Sales Center.
- **Opened Hays Business Commons** by overseeing complex, interrelated physical and programmatic decisions required to **activate the Hays Business Commons**, including new buildings (Hays, Sumner, Shaddock) and legacy renovations (Tandy). Emphasized collaboration among academic departments to support high-energy common areas for students, faculty, and staff to conduct impactful programming to advance the leadership and innovation priorities of the school.

- **Increased Neeley visibility with external stakeholders:** Promoted student success and faculty research insights in local and national media outlets, participated in multiple public forums with key business and civic organizations, established personal connections with leading DFW media outlets, and empowered other Neeley leaders to do the same. Leveraged personal and TCU network to secure external speakers and mentors such as the Presidents of the Dallas Federal Reserve, HEB, and the Girl Scouts/ Red Cross, and the CEOs of BNSF, The Vitamin Shoppe, and Frost Bank, to name just a few.
- **Made inclusive excellence an unmistakable priority** by opening the [Neeley Office of Inclusive Excellence](#) (OIE), a dedicated office space in a high-profile location in Hays Hall. Illustrative points of progress include:
  - Established Neeley’s first Diversity Committee the first day on the job. Secured 27 faculty/staff volunteers to serve by the end of the day.
  - Secured over \$1 million in commitments to support the office and its programs
  - Launched the OIE website to narrate the school’s progress and engage stakeholders
  - Chartered the TCU chapter of the National Association of Black Accountants (NABA)
  - Received “2019 Chapter of the Year in the Western US” for Neeley’s NABA chapter
  - Launched and doubled the scale of the [“Suit-Up, Lead On”](#) program to provide professional attire to students in need
  - Expanded need-based support for Microsoft Office Certification
  - Launched and doubled the size of Neeley’s summer-bridge [Accounting Careers Awareness Program \(ACAP\)](#) for high school students, converting several participants into TCU students
  - Executed high-impact programs and partnerships including the Graduate Students of Color Mentoring Circles, the Fort Worth Hispanic Chamber scholarship program, and the National Black MBA DFW Alumni Association.
  - Capitalized and launched the [Going the Distance](#) student support fund to provide need-based financial assistance for textbooks, meals, and outstanding academic balances.
  - Funded and opened the [Pullin Family Diversity Library](#) to provide source materials to improve the cultural competence of students, faculty, staff, and external stakeholders.
  - Secured a permanent endowment to launch the [JPMorgan Chase Inclusive Excellence Mentoring](#) program.
  - Executed the [Courageous Conversations Book Study](#) program for faculty and staff. Moving forward, this study will be conducted in partnership with the AddRan College.
  - Secured endowed funds for the [Banos-D’Souza Scholarship](#) for underrepresented students in Entrepreneurship.
  - Added support for a robust set of student/community organizations including: [Amplify Women in Sales](#), [National Association of Black Accountants \(NABA\)](#), [Association of Latino Professionals for America \(ALPFA\)](#), [Graduate Women in Business](#), [Veterans in Business and Entrepreneurship \(VIBE\)](#), and [National Black MBA Association \(NBMBAA\)](#)
  - Launched the [Against All Odds: Stories of Grit and Determination](#) speaker series to connect diverse leaders to Neeley students, faculty, staff, and stakeholders.

- **Optimized resource acquisition and deployment:** Pursued financial and operational growth while realizing efficiencies by rationalizing Neeley’s cost structure through redeploying existing resources to match priorities. Examples include:
  - Modernized graduate/executive programs to increase financial performance through technological accessibility and increased relevance to non-traditional students and their supporting employers.
  - Partnered with TCU Advancement to secure flexible funding while broadening the donor base. Despite the disruption of COVID-19, received over 8,000 gifts, \$48 million in pledges, and \$30 million in receipts. Specific advancements included:
    - Secured nine new endowed positions, including five Executive in Residences (Anonymous, Anonymous, Hirth, Kinder, Van Drunen), three Professorships (Anonymous, Anonymous, Bloxom), and one Directorship (White).
    - Received support for, among other priorities, [Inclusive Excellence](#), the [Executive in Residence Program](#), and the [Scaled to Succeed NIL program](#).
    - Established the [Neeley Dean’s Council annual giving society](#), to secure more flexible funding to support fast-moving opportunities and needs facing the business school. As of August 1, 2022, over 300 individuals have invested in the Neeley Dean’s Council program.
- **Launched “Project Rise,”** a comprehensive initiative to drive reputational growth and rankings ascension for Neeley through stronger faculty research visibility, a more sophisticated approach to marketing, student recruitment, and elevated career outcomes. Ongoing results are encouraging:
  - **Strengthened rankings:** Since AY18-19, Neeley’s *US News* rankings have improved, with MBA moving from 61 to 57 and Undergraduate moving from 90 to 64. The two-year undergraduate rise of 26 spots is the highest in the nation among business schools that were ranked in the *US News* AY18-19 Top 100. Elsewhere, Neeley’s undergraduate program [cracked the Top 20](#) (#19, *Poets&Quants*) for the first time in school history and was named one of the [Top 10 Business Schools to Watch](#) (*Poets&Quants*) for 2022.
  - **Consolidated/streamlined External Relations:** Reorganized the school’s previously diffuse marketing, communications, events, alumni, advancement, and community/economic development activities under a centralized External Relations unit. Neeley now speaks with “one voice” and has expanded its engagement with and support of the TCU-wide Marketing and Communications group. Key advancements include:
    - Launching the [Grow Your Worth](#) marketing campaign
    - Completing the first [NEELEY.TCU.EDU](#) website redesign in over a decade
    - Opening of the Neeley Digital Production Studio enabling faculty, staff, students, and other stakeholders to reach new audiences by recording/streaming professional-grade talks, vignettes, podcasts, webinars, and other digital engagement opportunities, and
    - Overhauling Neeley’s alumni engagement function by consolidating two staff positions into one Director of Alumni and Constituent Relations. Launched the Alumni Advantage, Neeley Networks, ExecConnect, and Neeley Mentoring Program to better leverage alumni engagement and support.

### ***Student Success:***

- **Solidified Neeley's distinctiveness in placement outcomes** via Neeley's recent momentum in undergraduate placement/starting salaries. Placement has become a true calling card for the school and the overall value of a TCU degree. In 2022, Neeley moved into the Top 10 nationally in average starting salaries out of undergrad (#9, and #1 in Texas) while MBA average salaries topped \$100,000 for the first time in school history.
- **Advanced enrollment growth** through more sophisticated marketing at the graduate level and the execution of multiple high-school summer bridge programs to attract a stronger and more diverse student body. Since the fall of 2019, the school has increased the number of graduate and undergraduate students served by 19% (excluding the hundreds of student-athletes participating in the Neeley NIL program, see below). Likewise, student quality, satisfaction, and outcomes continue to climb across the board.
- **Launched the Scaled to Succeed Neeley Name, Image, and Likeness (NIL) Program in partnership with TCU Athletics** with the support of \$2.8 million in donor commitments. The [Scaled to Succeed Program](#) provides expanded business education opportunities to over 500 student-athletes and offers experiential learning opportunities for business students to work on NIL opportunities alongside faculty and industry advisors. This collaboration increases the value proposition of a TCU education to the student (student-athletes or otherwise) while further connecting the business school across the campus community. As of August 2022, 57% of TCU student-athletes have participated.
- **Modernized the curriculum for the digital transformation occurring in both business and society**, a trend that was only accelerated by the COVID-19 pandemic. Examples include the growth of the [Neeley Analytics Initiative](#) (NAI), strong enrollments and placements in the new [MS Business Analytics Program](#), and the launch of [the FinTech \(Financial Technology\) Certificate](#), which is one of the first 10 such offerings nationally. Elsewhere, Neeley demonstrated thought leadership in the field through the establishment of an [Analytics Research Repository](#), hosting the [Energy Blockchain Symposium](#), and the [NAI: Healthcare Analytics research conference](#). Notably, this effort surfaced material collaboration opportunities with several other schools/colleges at TCU, further positioning the university as a relevant, competitive institution of innovation.
- **Maintained a personal commitment to teaching** by completing three new course preparations ENTR20970 (Entrepreneurship & Innovation), MANA75980 (Innovation), and MANA20153 (Legal Environment of Business). Opened ENTR20970 to undergraduate students of all majors to support the new Entrepreneurship Minor for Non-Business Majors. Modernized the Executive MBA curriculum by offering Innovation as a distinct topic given the unprecedented change in both business and society requiring an organizational transformation for all companies (not just entrepreneurial start-ups). Stepped in to teach the Business Honors Section (Neeley Fellows) of Business Law MANA20153 historically taught by a colleague lost to COVID-19.

### ***Faculty Success:***

- **Advanced a culture of connection, transparency and trust:** Built stronger relationships between faculty and staff across academic departments through structured professional and social events for personnel (and, in some cases, their families) and regular communication from the dean’s office. Made school governance a visible and shared priority, including extensive communication around not only what decisions were made but also the process for making them and the supporting rationale. Examples included multiple internal searches for key academic leaders (Associate Deans, Department Chairs, Center Directors) and enhanced guidance on the faculty evaluation process.
- **Increased research support to advance thought leadership and reputation.** Illustrative examples include increasing research database investment, securing an endowed research support fund, launching a postdoctoral fellows program, hosting multiple academic and industry research conferences, establishing the Dean’s Research Seminar Series, outfitting the Neeley Digital Production Studio, and opening the Neeley Behavioral Research Lab.
- **Chaired the Neeley Research Committee:** Directly addressed the single biggest challenge to Neeley’s culture: reworking an onerous faculty research evaluation process/reward system governed by the Neeley Research Committee. Historically, the process resulted in a discernable “fixed-pie” mentality to resource distribution, often pitting one academic department against another. Using a servant leadership style, the expectations of the committee were reset, multiple interpersonal relationships were strengthened, and a new vision for Neeley Research Excellence emerged that is now aligned with both school and individual department goals. Historically, the role of the Research Committee Chair had been delegated to an Associate Dean, but the risk of continued cultural challenges was too great for the Dean not tackle this obstacle directly.
- **Installed a Neeley Workload Equity Model to optimize human capital deployment.** Examined market realities, conducted curricular reviews, incorporated cultural norms, and articulated productivity aspirations to implement a faculty workload model to improve efficiency and effectiveness. As a result, Neeley leadership codified the pattern and practice of workload distribution among faculty that has contributed to the ascension of the school’s size and stature over the last two decades.

**Dean, Michael F. Price College of Business Fred E. Brown Chair and Professor in Business(2014-19, Interim Dean 2013-14)**

Led a purpose-driven organization focused on ensuring the enduring global competitiveness of Oklahoma and the nation. As the second largest college and largest professional school at the University of Oklahoma (OU), the Michael F. Price College of Business generates valuable insights into the most important business issues of our time and prepares leaders to deploy and improve them in practice.

**Key College Accomplishments (2013-19):*****Organizational Success:***

- Used the power of shared governance to transition the college from a transaction-driven to a purpose-driven organization via adoption of a purpose statement, ***“The Purpose of Price®: The Michael F. Price College of Business ensures the enduring global competitiveness of Oklahoma and the nation.”*** The Purpose connected the college with the interests of the internal and external stakeholders whose support was needed to advance the college’s stature.
- Secured \$90 million in gifts and pledges, including 15 of the 24 seven-figure gifts since the college’s founding in 1928. These gifts, combined with market returns, contributed to college endowment growth of 41% from \$113 million to \$169 million over the same period.
- Honored with a University-best 28 national academic program rankings (six in the Top 10, thirteen in the Top 50, and nine in the Top 100). Achieved highest USNews MBA Ranking in 15 years (#58) and moved the undergraduate program into the USNews Top 50 (#50).
- Grew graduate program enrollment by 50% from 2013-18 (and 18% from 2017-18) by diversifying into specialty programs, embracing digital delivery, aligning programs with industry needs, facilitating degree completion for working professionals, recruiting OU undergraduates to return for graduate studies, and collaborating with sister colleges across the University to deliver high-impact cross-disciplinary certificate and degree options.
- Advanced the college’s MBA and Executive Education programs by opening the Gene Rainbolt Graduate School of Business facility at the University Research Park on the OU Health Sciences Center campus. The initiative was capitalized exclusively with private funding and allowed the addition of a Healthcare MBA track in collaboration with the College of Public Health and a forthcoming Executive MBA in Aerospace & Defense in collaboration with nearby Tinker USAir Force Base and other public-private collaborators in the industry. [Oklahoma University MBA Program](#)



- Launched two digitally delivered specialty masters programs, the Executive MBA in Energy and the Online Master of Accountancy to broaden student reach while generating \$15 million in university revenue. Adding to this portfolio is an Online Master of Science in Finance, which launched in fall 2019. [OU Executive MBA in Energy](#) and [OU Online Master of Accountancy](#) -
- Achieved five-year undergraduate student growth of 16% (3,294 vs. 3,824), while enhancing academic rigor through two upward adjustments to college admissions standards. Based upon admissions standards, the business school is now the most academically aspirational college at OU for undergraduates.
- Earned continuation of accreditation in 2015 from the Association to Advance Collegiate Schools of Business (AACSB) and named one of AACSB's 30 global "Innovations that Inspire".
- Established collaborative graduate programs with ten sister colleges:
  - Weitzenhoffer Family College of Fine Arts (Graduate Certificate in Arts Management & Entrepreneurship)
  - Gaylord College of Journalism (Graduate Certificate in Media Management)
  - Hudson College of Public Health (Certificate in Healthcare Administration)
  - College of Law (accelerated three-year JD/MBA and Graduate Certificate in Business & Transactional Law)
  - Graduate College Norman (Graduate Certificate in Foundation of Business)
  - College of Atmospheric & Geographic Sciences (Accelerated Meteorology/MBA)
  - Gallogly College of Engineering (Accelerated IE/MBA)
  - Mewbourne College of Earth & Energy (Accelerated PE/MBA)
  - College of Pharmacy (Pharm.D/MBA)
  - College of Medicine (MD/MBA)
- Established the academic Division of Entrepreneurship & Economic Development (EED), which provides institution-wide service to position OU as an economic engine for Oklahoma. EED provides and connects OU initiatives in entrepreneurial discovery, education, new venture creation, and promotes a culture of innovation across all OU campuses. In addition to research and teaching entrepreneurship, EED administers OU's Center for Entrepreneurship, Center for Economic and Management Research, Office of Technology Development, Office of Public Private Partnerships, Ronnie K. Irani Center for the Creation of Economic Wealth, and the Innovation Hub. [OU Academic Division of Entrepreneurship & Economic Development](#)



- Executed a comprehensive eight-phase space planning study to renovate historic Adams Hall to accommodate college growth without the need to construct a new college facility. Thoughtful planning and disciplined decision making allowed for better space utilization achieving colocation of faculty by academic division, room for faculty growth to over 130, and undergraduate capacity exceeding 4,000 students by 2023. Renovations were completed in 2021.
- Led cross functional OU steering committee to design, capitalize, open, and operate OU's Tom Love Innovation Hub. The I-Hub is a 20,000ft<sup>2</sup> launch lab for ideas designed to increase innovation and entrepreneurship across OU and in Oklahoma's communities. Generated \$1.3 million in externally funded research and over \$1 million for Oklahoma entrepreneurs participating in federal SBIR/STTR programs. In its first year, over 3,000 OU students, faculty, staff, and community members participated in I-Hub programs and over 6,000 people visited the facility. Features include a Digital Fabrication Lab (e.g. 3D Printing, Laser Cutting, Electronics, Wood Shop, Metal Shop), a Visualization Lab (e.g. virtual reality, augmented reality, 3D modeling), a Code Lab (e.g. computers, peripherals, software development tools), and extensive event, meeting, and co-working spaces. [OU Innovation Hub](#)

***Student Success:***

- Launched comprehensive undergraduate student development program, the Center for Student Success, requiring undergraduates to complete the Price Passport to Student Success based upon non-major specific curricular, co-curricular, and extracurricular experiences rooted in four foundational pillars: Community; Globalization; Leadership; and Work/Life Skills. [OU.Center for Student Success](#)
- Launched the college's Office of Diversity and Inclusion, the first in the Big XII and the sixth nationally in a college of business. Grew the Multicultural Business program from 7 students in 2013 to over 100 in 2019 and scholarships from \$13,000 to \$80,000 per year. All students in the program were on scholarship, program average GPA is 3.41, and retention/graduation rates of program participants reached 95%. [OU Office of Diversity and Inclusion](#)
- Doubled study abroad from 195 students in 2013 to 410 students in 2018, with 43% of Price College seniors studying globally prior to graduation. To ensure broad access to a global education, 100% of students applying for study abroad assistance received financial support due to robust fundraising. [OU Study Abroad](#)
- Enhanced undergraduate placement rates within six months of graduation from 82% in 2013 to 90% by 2016.
- Grew student satisfaction rates from 2015 to 2016 by an average of 10% in categories such as major specific advising, overall advising, and facilities/labs.

**Faculty Success:**

- Increased faculty size by 57% (fall 2013=58 faculty, spring 2019=91 faculty) including faculty recruits trained or employed at Arizona, Berkeley, Brown, BYU, Carnegie Mellon, Duke, NYU (Stern), Michigan, Ohio State, Pennsylvania (Wharton), Rice, Southern California (USC), Stanford, Syracuse, and Washington.
- Received institutional approval in January 2019 for a comprehensive research productivity proposal to double research activity in the college within five years. Key features include moving to market-based teaching loads, adding competitive research and summer support, and growing the PhD program size and stipends.
- Executed Dean's Research Excellence Program 2013-18 to improve the climate for quality research activity. Key outcomes:
  - Centralized and capitalized the data acquisition process, including doubling the college's data budget.
  - Secured \$4.9 million of externally funded research and creative activity, from the Department of State, the National Science Foundation, the Department of Energy, US Small Business Administration, Economic Development Administration, and other public and private sources.
  - Identified funding for summer support for junior faculty to focus on research productivity outside of their 9-month contract.
  - Expanded the PhD program.
  - Hosted international research and industry conferences:
    - Energy Institute Symposiums (2014-18)
    - Crowdfunding Conference (2014)
    - Global Energy Finance Conference (2015, 2017)
    - Babson College Entrepreneurship Research Conference (2017)
  - Achieved research productivity growth (2013-17): 25% growth in top-tier publications (A or A-) and a 94% jump in media mentions.
- Grew levels of campus-wide advocacy for and awareness of the distinctive contributions of Price faculty, twenty of which were honored since 2015 with awards at the annual OU Faculty Tribute.

**Specific Professional Duties:**

- Set vision for the college and moved ideas to action via a student population of 5,000 at the undergraduate, masters, executive, and doctoral levels.
- Supervised 180 employees including three associate deans, six academic division directors, and five staff directors.
- Secured private and public funding to establish the financial parameters of scholarships and personnel appointments, adjustments, and reclassifications.
- Oversaw a \$37 million budget supporting the operations of all academic divisions, undergraduate and graduate program offices, external relations, and the university's economic development functions.
- Connected a diverse community of internal and external stakeholders through participation in roughly 350 University and college-related events per year.
- Developed and taught undergraduate, masters and executive level courses in entrepreneurship, innovation, negotiations, sales, and strategy.

### **Vice President, University of Oklahoma (2014-2018)**

#### **University Vice President for Strategic Planning & Economic Development (2009-2014)**

Led university-wide strategic planning and economic development efforts by (1) promoting university/private sector activities, (2) coordinating relationships with local, state and national economic/commerce development organizations, (3) commercializing university-generated intellectual property, and (4) creating new companies via collaborations between faculty, students, and alumni.

- **University Strategic Planning:** Led institutional strategic planning efforts including privatization of the operation and management of the University's utilities systems, business planning and start-up of the Stephenson Cancer Center, planning for the Tulsa School of Community Medicine, and securing research-related federal stimulus funding under the American Recovery and Reinvestment Act of 2009.
- **Technology Commercialization:** From 2010-18, the OU intellectual property generated \$22 million in licensing revenue establishing the Office of Technology Development as a profitable operation for OU. University spin-outs such as Selexys, Pure Protein, Hyalose and Caisson contributed significantly to this licensing revenue. Royalties were shared with faculty inventors and reinvested across colleges and departments to encourage innovation and the entrepreneurial pathway from lab to market. [OU Office of Technology Commercialization](#)
- **Economic Development:** In fall 2013, OU was one of only 16 universities designated by the Association of Public and Land-grant Universities (APLU) as an Innovation & Economic Prosperity University. The designation acknowledged OU's leadership of public-private partnerships in Oklahoma and beyond with emphasis on economic development via innovation, entrepreneurship, technology transfer, talent and workforce development, and community development.

#### **Regulator, Office of the Regulator, University Utilities Systems (2010-2014)**

Reviewed and set rates to be charged by the University's private utilities operator. Rates are based upon acceptable regulatory and ratemaking standards consistent with those adopted by the Oklahoma Corporation Commission. Required regular reports from the private operator to ensure open, transparent, safe, and prudent utilities operations. Assisted private operator and University in dispute resolutions.

### **Chairman, University Research Campus Governing Committee (2012-2014)**

Convened and coordinated the senior leadership governing committee to set policy and determine initiatives to grow the size, stature, and impact of the University's Research Campus, a strategic priority of the University of Oklahoma. Breaking ground in 2003, OU's 277-acre Research Campus today features: (1) roughly 1 million square feet of built environment, (2) the home of the National Weather Center, (3) over a dozen private companies, (4) the Tom Love Innovation Hub launch lab and maker space, (5) top university research programs, and (6) over 1,700 jobs supporting university, industry, and government collaboration. In October 2013, the OU Research Campus was named the 2013 Outstanding Research Park by the Association of University Research Parks.

### **Chairman, Ronnie K. Irani Center for the Creation of Economic Wealth (ICCEW) (2010-2014, Executive Director 2006-2010)**

Directed business development activities for intellectual property (IP) linked to university-related research. Launched ICCEW (2006) to commercialize IP (e.g., spin-out companies, licensing agreements) through structured interaction between student interns, research faculty, and private-sector mentors across all three University of Oklahoma campuses. [OU Center for the Creation of Economic Wealth](#)

- Since launch, ICCEW hosted over 600 interdisciplinary student internships, graduated over 300 students from the OK Coders software development bootcamp, conducted over 165 commercialization projects, generated 12 intellectual property disclosures, launched 10 spinout companies, solidified 5 university licensing agreements, and secured over \$14 million in support for Oklahoma innovation.
- In 2010, ICCEW was selected by the Southern Growth Policies Board (SGPB) as Oklahoma's Innovator of the Year. The SGPB was formed in 1971 by the region's thirteen governors and identifies one organization in each state that is improving economic opportunities and quality of life in the region.

**2003-2006**

**HOME INTERIORS & GIFTS, INC.**

**DALLAS, TX**

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**Vice President, Strategy & Business Development;  
General Manager, Fundraising (2005-2006)**

Partnered with company's Chief Executive Officer to develop corporate strategy including opportunity identification/evaluation and constructing execution plans in the context of overall strategic and financial aims. Led operations of the Fundraising Division, maintained profit and loss responsibility, set performance targets for continued growth, and served as the "face" of the division with the company's 80,000 independent contractors. The Division launched in April 2005, generating over \$27 million in revenue in its first year of operations.

**Associate Vice President, Fundraising Development (2004-2005)**

Established new division of Home Interiors (including concept ideation, business plan creation, request and receipt of funding, and pre-launch execution) focusing on candle sales to fundraising organizations via independent contractors.

**Director of Operations, Domistyle (2003-2004)**

Provided operational oversight to the manufacturing and outside sales divisions of Home Interiors (Domistyle). Responsibilities included on-the-ground management of three manufacturing facilities in Monterrey, Mexico, and extensive business development activities including merger and acquisition analysis, intellectual property licensing, and new product development for category launches.

**2000-2001**

**HICKS, MUSE, TATE & FURST, INC.**

**DALLAS, TX**

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**Operations Analyst**

Collaborated with Hicks Muse partners and portfolio company senior management to bolster operations, scrutinize corporate strategy, develop valuation analyses, and focus the corporate agenda for the private equity firm's holdings. Initiatives included corporate growth strategy, market segmentation, product rationalization, sales organization effectiveness, acquisition valuation and diligence, and profit and loss assessment of key business model decisions.

**1998-2000**

**MCKINSEY & COMPANY, INC.**

**DALLAS, TX**

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**Business Analyst**

Served on consulting client service teams. Diagnosed problems, conducted analyses, developed conclusions, and presented recommendations to senior client management in areas such as corporate growth strategy, e-commerce, mergers and acquisitions, and operational effectiveness. Industries served included consumer packaged goods (apparel and food), energy (exploration/production and power), information technology, semiconductors, media, and telecommunications.

## EDUCATION

**2007-2010** **UNIVERSITY OF OKLAHOMA** **NORMAN, OK**

*Juris Doctor, December 2010*

**Graduate Advisor:** Rick Tepker, J.D., University of Oklahoma College of Law  
**Graduation Writing Requirement:** *Garcetti's* Impact on Public Colleges and Universities and Resulting Recommendations for the University of Oklahoma

**Honors:** Dean's List in all eligible semesters

**Oklahoma Bar Association:** Bar #30415

**2001-2003** **HARVARD BUSINESS SCHOOL** **BOSTON, MA**

*Master in Business Administration, June 2003*

**Editor:** *Harbus* newspaper, Arts & Entertainment

**Member:** Venture Capital & Principal Investment, Business of Sports, and Entertainment & Media clubs

**1994-1998** **UNIVERSITY OF OKLAHOMA** **NORMAN, OK**

*Bachelor of Accountancy, summa cum laude, July 1998*

*Bachelor of Business Administration, Finance, summa cum laude, July 1998*

**Select Honors:**

Outstanding Senior, Michael F. Price College of Business; OU Homecoming King; OU Big Man on Campus Award; Outstanding Greek Man; Top 10 Freshman, Sophomore, Junior, and Senior (Pe-et Honorary)

**Select Activities:**

President, Interfraternity Council; Founder and Chairman, OU Dance Marathon; Chair, Student Union Activities Board; Associate, JCPenney Leadership Program, Michael F. Price College of Business

## COMMUNITY ENGAGEMENT, BOARD SERVICE, AND ADVISORY GROUPS

- Valliance Bank, Board of Directors (2022-present)
- City of Fort Worth, Entrepreneurship & Innovation Committee (2022-present)
- Jewel Charity, Member (2022-present)
- University of Houston, Bauer College Academic Advisory Board (2022-present)
- Fort Worth Chamber of Commerce Board of Directors (ex-officio) (2021-present)
- Dallas Regional Chamber Board of Advisors (2021-present)
- Seattle Study Club, Board of Directors (2021-present)
- TCU Stakeholder Advisory Committee, Member (2021-present)
- Real Men Wear Pink of North Texas, Men Fighting Breast Cancer, Team Lead (2020)
- TCU Neeley Board of Advisors (2019-present)
- LKCM Center for Financial Studies, Board of Advisors (2019-present)
- Ralph Lowe Energy Institute Advisory Board (2019-present)
- William C. Conner Foundation (EIF) Trustee (2019-present)
- Young Presidents Organization (YPO), Oklahoma City Chapter, Strategic Alliance Partner, OU Price College of Business (2015-19)
- Engage Learning, Board of Advisors (2017-19)
- Norman, Oklahoma, Comprehensive Plan Steering Committee (2016-19)
- The Rotary Club of Oklahoma City, Club 29, Member (2015-19)
- OU Camp Crimson, Namesake (2015)
- Center City Master Plan Visioning Committee, City of Norman, Oklahoma, Executive Committee (2014-19)
- OKC Innovation District Task Force, Oklahoma Health Center Foundation (2017-19)
- OU Office of University Community Strategic Planning Committee (2016-19)
- OU David L. Boren Award for Outstanding Global Engagement Selection Committee (2015)
- The Oklahoma Business Roundtable, Member (2013-19)
- OU Honorary Degree Selection Committee (2013-16)
- OU Presidential Professorship Committee (2013-14)
- Sigma Phi Epsilon Fraternity, Faculty Fellow (2012-14)
- Mewbourne Family Supporting Organization Board of Directors-OU College of Earth & Energy (2011-19)
- OU Michael F. Price College Energy Institute Advisory Board (2011-19)



- Norman Economic Development Coalition (NEDC) Board of Directors (2011-19)
  - NEDC Entrepreneurship Council, Chairman
- Start Up 405 Incubator Advisory Board, Chairman
- Oklahoma Academy for State Goals (Executive Committee) (2011-13)
- OU United Way Campaign, Co-Chair, raised \$235,000 (2011)
- The Downtown Club of Oklahoma City, Member (2011-16)
- University Hospital Trust Joint Governing Committee, OU Health Sciences Center (2011-13)
- Federal Bureau of Investigation (FBI) Citizens' Academy, Graduate (2011)
- Oklahoma Center for the Advancement of Science and Technology, Board Member (OCAST) (2009-14)
- Southwest Nanotechnologies (SWeNT) Board of Directors (2009-14)
- OU Jeannine Rainbolt College of Education K20 Center for Educational and Community Renewal (2008-19)
- OU JCPenney Leadership Center Alumni Advisory Board (2008-13)
- "100 Ideas for Oklahoma," Oklahoma Speaker of the House Advisory Board (2006-07)
- OU Club of Dallas Board of Directors, President-elect (1999-2001; 2003-06)

### PROFESSIONAL HONORS

- FW Inc. Magazine named one of the 400 most influential leaders in Greater Fort Worth in *The 400-2022 Issue*, Summer 2022. [FW Inc. Magazine- Summer 2022](#)
- D CEO Magazine named one of the 500 most influential business leaders in North Texas in the *2021 Dallas 500* edition.
- FW Inc. Magazine named one of the 400 most influential leaders in Greater Fort Worth in *The 400-2021 Issue*, Summer 2021. [FW Inc. Magazine- Summer 2021](#)
- D CEO Magazine named one of the 500 most influential business leaders in North Texas in the *2020 Dallas 500* edition.
- FW Inc. Magazine named one of the 400 most influential leaders in Greater Fort Worth in *The 400 Issue*, July/August 2020. [FW Inc. Magazine- July/August 2020](#)
- D CEO Magazine named one of the 500 most influential business leaders in North Texas in the 2019 Dallas 500 edition.
- Director's Award, OU Tom Love Division of Entrepreneurship & Economic Development, for outstanding individual who has gone above and beyond in service the division, 2019. [OU Academic Division of Entrepreneurship & Economic Development](#)
- Phi Kappa Phi, multidisciplinary collegiate honor society, inducted 2016.

- Phi Beta Delta, international scholar and professional society, inducted 2015. [Phi Beta Delta Honor Society](#)
- OU Apex Award for Academic Integrity, Office of Academic Integrity, 2015-16. [OU Academic Integrity](#)
- Journal Record 2018 Innovation in Business and Industry Award (OU Price College of Business - Tom Love Innovation Hub)
- Journal Record 2018 Innovation in Business and Industry Award (OU Price College of Business - Gene Rainbolt Graduate School of Business)
- 2012 Outstanding Faculty Award for service to the OU Greek community
- Journal Record 2010 Innovator of the Year Award (OU-Sooner Launch Pad) [Journal Record Innovator of the Year](#)
- Journal Record 2009 Innovator of the Year Award (OU-Center for the Creation of Economic Wealth)
- 2009 Donald W. Reynolds Governor's Cup Oklahoma Business Plan Competition Faculty Advisor (1<sup>st</sup> Place Undergraduate Team, 2<sup>nd</sup> Place Graduate Team)
- 2009 Donald W. Reynolds Tri-State (Arkansas, Nevada, Oklahoma) Business Plan Competition Faculty Advisor (2<sup>nd</sup> Place Undergraduate Team)
- OKC Business 2009 "40 Under 40" Award
- 2009 OU Foundation Alumni Teaching Award
- 2008 OU Foundation Alumni Teaching Award
- 2007 OU Foundation Alumni Teaching Award

## GRANTS, CONTRACTS, AND EXTERNAL FUNDING

### **US Department of State, Bureau of Educational and Cultural Affairs**

- Co-PI Daniel Pullin, 5% research credit (lead PI: Joe Foote)
- Title, "Open Competition for Professional Fellows Program–Bangladesh/Nepal"
- Total funding \$328,230, start date 9/30/13, end date 6/30/15

### **US Department of State, Bureau of Educational and Cultural Affairs**

- Co-PI Daniel Pullin, 15% research credit (lead PI: Joe Foote)
- Title, "Professional Exchange for Bangladeshi Young Entrepreneurs"
- Total funding \$427,090, start date 9/30/11, end date 8/31/13

## SERVICE TO THE PROFESSION & ONGOING SKILL DEVELOPMENT

- Association to Advance Collegiate Schools of Business (AACSB), Continuous Improvement Review Committee (2019-2022). AACSB is the leading business school accreditation organization that provides quality assurance, business education intelligence, and professional development to over 1,700-member organizations and 800 accredited business schools worldwide.
- AACSB Peer Review Accreditation Teams
  - University of Melbourne (2016)
  - University of Missouri (2017)
  - University of Louisville (2018)
  - Chapman University (2019)
  - Susquehanna University (2020)
  - Bellarmine University (2021)
  - Eastern Michigan University (2021)
  - Winona State University (2021)
  - University of Arkansas (2021)
  - Niagara University (2022)
  - Lehigh University (2022)
  - Instituto Tecnológico Autónomo de México (ITAM) (2022)
- TCU Koehler Center Hybrid E-Certificate training, Summer 2020.
- Ernst & Young, LLP, “Campus Diversity & Inclusiveness Roundtable,” Invited Participant New York City, New York, January 2016.
- Association to Advance Collegiate Schools of Business (AACSB), “Accreditation Volunteer Training Workshop,” Miami, Florida, January 2016.
- Association to Advance Collegiate Schools of Business (AACSB), “Accreditation Seminar,” San Francisco, California, February 2014.
- Association to Advance Collegiate Schools of Business (AACSB), “New Deans Seminar,” Boston, Massachusetts, June 2013.
- Oklahoma Bar Association, “Intellectual Property Law: What You Don’t Know Can Hurt You,” Oklahoma City, Oklahoma, December 2012.
- University of Oklahoma, Michael F. Price College of Business, “Executive Energy Management Program,” Norman, Oklahoma, February 2011.

## INVITED PRESENTATIONS

1. The Seattle Study Club Rising Stars Keynote and Workshop. Soaring to New Heights [“Soaring to New Heights”](#) and Wealth Accumulation [“Wealth Accumulation”](#) September 17, 2022.
2. Graduate Management Admission Council Leadership Conference 2022: “An Inclusive Approach to Strategic Planning,” Session Speaker, Baltimore, MD, June 14, 2022.
3. Dallas Young President’s Organization (YPO), Lonestar Chapter: “Attracting, Retaining, and Propelling Talent for the Future,” Dallas, TX, November 4, 2021.
4. The Capital Chart Room. “Bigger than Business Podcast-Workforce trends and drivers with Daniel Pullin” August 31 2021 [Workforce Trends and Drivers with Daniel Pullin](#)
5. Podcast Series “We Got This” In this podcast series, be inspired by stories of resilience, adaptability, and transformation related to the global events that continue to shape the GME landscape. A Conversation with Global Deans “Remember the difference between a boss and a leader; a boss says ‘Go!’ a leader says, ‘Let’s Go!’” (E.M. Kelly) Gain a new perspective and appreciation for what it means to be the top leader in academia during chaos and uncertainty.
6. Podcast Series “Deal Architect: New Normal—A Repeat Conversation with Daniel Pullin of TCU” November 3, 2020. [New Normal: A repeat conversation with Daniel Pullin of TCU](#)
7. Rutgers Business School, Newark and New Brunswick. “Innovations and Graduate Business Education Conference (IUGBE). “The Student Experience Forever Changed”, panelist, October 13, 2021.
8. Texas Council of Business Deans Annual Conference. Welcome and Keynote. October 3, 2021. [TCU Neeley School of Business Hosts Council of Texas Business Deans Conference](#)
9. Fort Worth Chamber of Commerce. “State of Education and the Rapidly Changing Needs of Business,” panelist moderator. Fort Worth, Texas, September 15, 2021. [Pandemic Has Been a “Wake-Up Call,” Fort Worth ISD Superintendent Says](#)
10. Podcast Series “Deal Architect: New Normal--Acrobatics and big changes in Higher Education during the COVID-19 crisis.” May 20, 2020. [New Normal: Conversation with Dean Daniel Pullin of TCU](#)
11. Dallas Business Journal Publisher’s Dinner Panel, “The Workforce of the Future – Evolving Talent Models and Organizational Culture,” panelist, Dallas, Texas, March 2020.
12. Fort Worth Business Owners Summit, “Workforce Trends and Drivers,” Fort Worth, Texas, March 2020.
13. Graduate Management Admission Council (GMAC) Leadership Symposium, “Pulling it all together: The Enduring Value of the Business Manager’s Degree” Keynote Speaker, San Francisco, California, December 2019.
14. Tandy Executive Speaker Series, "What happens when two great minds come together on one stage at TCU?" Dean Daniel Pullin interviewed by Skip Hollandsworth, Executive Editor of Texas Monthly, Fort Worth, Texas, November 2019.

15. National Association of Corporate Directors, "Signature Series: Bending the Healthcare Cost Curve", Fort Worth, Texas, October 2019.
16. Dallas Business Network, "Vision for the TCU Neeley School of Business," Dallas, Texas, September 2019.
17. Graduate Management Admission Council (GMAC) Leadership Conference, Leadership Learning Team Leader, Invited Facilitator, Ft. Lauderdale, Florida, January 2019.
18. Oklahoma IT Symposium, Keynote Speaker, Edmond, Oklahoma, August 2018.
19. Conference of Federal Lab Consortium, "Building OKC's Entrepreneurial Ecosystem," Invited Panelist, OKC, August 2018.
20. OK State Chamber: Age of Agility Summit, "Preparing for the Future of Work," Invited Panelist, OKC, August 2018.
21. Financial Executives International, OKC/Central Oklahoma Chapter, "Fulfilling the Purpose of Price: From Purpose to Progress," Invited Presenter, Oklahoma City, Oklahoma, April 2018.
22. Oklahoma State Regents for Higher Education Committee-of-the-Whole Meeting, Invited Speaker, Oklahoma City, Oklahoma, April 2018.
23. University of Oklahoma Health Sciences Center Biomedical Engineering Symposium, "Innovation, Entrepreneurship, and the University of Oklahoma," Invited Presenter, Oklahoma City, Oklahoma, March 2018.
24. University of Oklahoma Presidential Dinner in Houston, "OU Excellence, OU Access, and OU Family," Keynote, Houston, Texas, November 2017.
25. OKC Inclusion and Diversity Consortium, "Celebrating a Diversity of People, Programs, and Ideas," Keynote, Oklahoma City, Oklahoma, November 2017.
26. Oklahoma State Regents for Higher Education Legislative Forum, "Business and Education Panel," Invited Panelist, Oklahoma City, Oklahoma, November 2017
27. University of Oklahoma Energy Finance and Commodities Research Conference, University of Oklahoma, "Opening Address," Norman, Oklahoma, September 2017.
28. Babson College Entrepreneurship Research Conference, "Opening Address: A Vision for Entrepreneurship," Norman, Oklahoma, June 2017.
29. Graduate Management Admission Council (GMAC) Annual Conference, "Planting Seeds: Working Your Undergraduate Base for Future Enrollment," Invited Panelist, San Francisco, California, June 2017.
30. Washington Elementary School Promotion (Graduation), "Promotion Address," Norman, Oklahoma May 2017.
31. Norman Economic Development Coalition, Sooner Centurion Economic Summit, Invited Presenter, Norman, Oklahoma, February 2017.
32. Graduate Management Admission Council (GMAC) Leadership Conference, "Fulfilling the Purpose of Price: From Performance to Purpose to Progress," Invited Speaker, San Francisco, California, January 2017.
33. Association of Public and Land-grant Universities (APLU) Annual Meeting, "Organizing for Economic Engagement," Invited Panelist, Austin, Texas, November 2016.

34. The Downtown Club of Oklahoma City, "Graduate and Executive Education in OKC," Invited Speaker, Oklahoma City, Oklahoma, September 2016.
35. Association of University Research Parks (AURP) International Annual Meeting, "Welcome Address," Norman, Oklahoma September 2016.
36. Velma-Alma High School, "Commencement Address," Velma-Alma, Oklahoma, May 2016.
37. Oklahoma City Public Schools Native American Senior Honor Banquet, Keynote, April 2016.
38. Urban League of Greater Oklahoma City, 2015 Equal Opportunity Day Luncheon, "Entrepreneurship, Jobs, and Justice," Invited Presenter, Oklahoma City Oklahoma, October 2015.
39. University of Oklahoma Global Energy Finance Conference, University of Oklahoma, "Opening Address," Norman, Oklahoma, September 2015.
40. Association to Advance Collegiate Schools of Business (AACSB), Annual Accreditation Conference, "Leveraging Faculty and Professional Staff to Advance Business Education and the Progression of Students," Invited Panelist, Chicago, Illinois, September 2015.
41. Lions Club of Norman, "The Purpose of Price," Invited Speaker, Norman, Oklahoma, October 2014.
42. State Regents for Higher Education, Governor Mary Fallin's 2014 STEM Summit: A Business and Educator Forum to Advance Science, Technology, Engineering, and Mathematics (STEM) in Oklahoma, Invited Panelist, Oklahoma City, Oklahoma, October 2014.
43. Rotary Club of Oklahoma City, Club 29, "The Purpose of Price," Invited Speaker, Oklahoma City, Oklahoma, September 2014.
44. Young Presidents Organization, Oklahoma City Chapter President's Retreat, "Risk Management: A Conversation with YPO," Invited Speaker, August 2014.
45. University of Oklahoma, TEDxOU. "Welcome Address," Norman, Oklahoma, January 2014.
46. University of Oklahoma, International WaTER Conference 2013, "Welcome to the University of Oklahoma International WaTER Conference and Water Prize Ceremony," Norman, Oklahoma, September 2013.
47. Oklahoma General Counsels Forum, "Generating Impact at the University of Oklahoma," Invited Presenter, Oklahoma City, Oklahoma, June 2013.
48. Norman Economic Development Coalition, Sooner Centurion Economic Summit. Invited Presenter, Norman, Oklahoma, May 2013.
49. Google Oklahoma and the Search Engine Marketing Professional Organization of Oklahoma (SEMPO), "Business and Technology Roundtable with Congressman Tom Cole and OU President David Boren," Moderator, Norman, Oklahoma, February 2013.
50. BRAC University Business School, MBA Cohort Convocation, "Leadership and Management," Keynote, Dhaka, Bangladesh, January 2013.
51. University of Oklahoma, TEDxOU. "Welcome Address." Norman, Oklahoma, January 2013. <http://TEDxOU 2013 - Daniel Pullin Intro>
52. Greater Oklahoma City Chamber Board Retreat, "A Changing Economic Environment,"

- Invited Panelist, Quartz Mountain, Oklahoma, November 2012.
53. The Oklahoma Academy for State Goals, Annual Town Hall Conference, "TEDxOU Welcome Address," Norman, Oklahoma, October 2012.
  54. University of Oklahoma, "The Now and the Next: Prepare Yourself for a Drastically Different Work Environment by Learning from the Young Leaders Who are Creating It," Welcome Address, Panelist, Norman, Oklahoma, October 2012. [OU Center for the Creation of Economic Wealth](#)
  55. Oklahoma State Regents for Higher Education, Economic Development Council, Invited Presenter "Integration of Corporate Engagement, Tech Transfer, and Business Incubation," Oklahoma City, Oklahoma, September 2012. [Economic Development Council- Integration of Corporate Engagement](#)
  56. University of Oklahoma, Michael F. Price College of Business, Steed School of Accounting Scholarship Annual Dinner, "The Accounting Profession and American Competitiveness," Keynote, Norman, Oklahoma, September 2012.
  57. Norman Chamber of Commerce, 35 South Project Speaker Series, "OU Economic Development," Oklahoma City, Oklahoma, June 2012.
  58. University of Oklahoma, Second Annual Social Entrepreneurship Symposium, Welcome Address, Norman, Oklahoma, April 2012.
  59. Norman Economic Development Coalition, Sooner Centurion Economic Summit, Invited Presenter, Norman, Oklahoma, April 2012.
  60. Association of University Technology Managers, Annual Meeting, "Oklahoma City in 2013," Invited Presenter, Anaheim, California, March 2012.
  61. University of Oklahoma, TEDxOU. "Welcome Address," Norman, Oklahoma, January 2012. [Daniel Pullin - TEDxOU Intro](#)
  62. University of Oklahoma, Price College of Business Adams Society Gala, Welcome Address, Norman, Oklahoma, October 2011.
  63. OU Club of New York City, "OU Economic Development," Invited Presenter, New York City, New York, May 2011.
  64. Norman Economic Development Coalition, Sooner Centurion Economic Summit, Norman, Oklahoma, Invited Presenter, March 2011.
  65. Big XII Internal Audit Conference, "Technology Transfer," Norman, Oklahoma, May 2010.
  66. University of Oklahoma, College of Engineering Centennial Celebration, "Engineering and Economic Value Creation," Invited Panelist, Norman, Oklahoma, April 2010.
  67. National Council on Entrepreneurial Technology Transfer (NCET2). *University Panel on Mentoring Startups. University Startups Conference 2010: An International Conference.* Washington, D.C. November 2009.
  68. Oklahoma Venture Forum, "OU Technology Development," Invited Presenter, Oklahoma City, Oklahoma, June 2009.
  69. Society of Research Administrators, Southern Section Annual Meeting, "An Interdisciplinary Environment for Researchers, Entrepreneurs, and Student Collaboration in Moving University Technology to the Marketplace," Oklahoma City, Oklahoma, May 2009.



## MEDIA COVERAGE

1. Dallas Innovates. “The Last Word: TCU Chancellor Victor Boschini Jr. on Ringing the NYSE Closing Bell Today.” September 16, 2022. [The Last Word](#)
2. Fort Worth Magazine. “TCU Seizes its Moment on Wall Street.” September 16, 2022. [TCU Seizes its Moment](#)
3. Fort Worth Magazine. “TCU to Ring the New York Stock Exchange Bell on Friday.” September 15, 2022. [TCU to Ring the New York Stock Exchange Bell](#)
4. KPRC-TV Houston. “The Great Resignation Transforms into the Great Negotiation.” August 2, 2022. [The Great Resignation Transforms into the Great Negotiation](#)
5. KTBC-TV Austin. “The Great Resignation has become the Great Negotiation. Because the economy has cooled and demand for labor has softened, employees no longer hold the advantage.” July 27, 2022. [The Great Resignation has become the Great Negotiation](#)
6. FWR Fort Worth Report. “New TCU network aims to build investment community in Fort Worth, June 28, 2022. [New TCU network aims to build investment community in Fort Worth](#)
7. Fox 7-TV Austin. “Burnout and America’s great resignation: how employers can help” May 18, 2022. [Burnout and America's great resignation: how employers can help](#)
8. Fort Worth Inc. TCU’s Business School Lending Hand to Athletes Navigating NIL. Spring 2022. [Ft Worth Inc.- Business School Lending Hand to Athletes Navigating NIL](#)
9. Poets & Quants for Undergrads. 10 Undergraduate Business Schools to Watch in 2022. February 26, 2022. [Poets & Quants for Undergrads - 10 Business Schools to Watch in 2022](#)
10. Dallas Innovates “TCU Neeley School of Business wins major GCEC Award for third straight year. October 26, 2021. [TCU Neeley School of Business Wins Major GCEC Award for Third Straight Year](#)
11. Fort Worth Business Press “Sparkyard receives \$450,000 grant to support Fort Worth startups, entrepreneurs” March 9, 2021. [Sparkyard receives \\$450,000 grant to support Fort Worth startups, entrepreneurs](#)
12. ESRI, Wanted: Business Analysts with Location Analytics Skills, September 22, 2020. [Wanted: Business Analysts with Location Analytics Skillsbusiness-analyst-skills-gap/](#)
13. TCU 360 “Neeley School of Business appoints director of inclusive excellence”, September 15, 2020. [Neeley School of Business appoints director for inclusive excellence](#)
14. Fort Worth Business Press, “TCU Neeley appoints director for inclusive excellence, September 9, 2020.
15. Fort Worth Business Press, “Neeley School Partners with Hispanic Chamber for MBA scholarships”, June 5, 2020 [Neeley School partners with Hispanic Chamber for MBA scholarships](#)
16. Fort Worth Business Press, “Business owners summit Fort Worth on cusp of adding several new companies”, March 3, 2020.
17. Fort Worth Business Press, “TCU Neeley School makes investment for the next

- generation”, February 10, 2020.
18. Fort Worth Inc, “The new TCU Neeley School of Business dean sees an opportunity to create a “business school for the 21<sup>st</sup> century”, January/February 2020.
  19. Fort Worth Business Press, “TCU Neely School ranks No. 15 for best undergraduate entrepreneurial studies”, November 13, 2019.
  20. Fort Worth Business Press, “New Neeley School Dean Looks Forward: A Conversation with Daniel Pullin,” September 15, 2019. [New Neeley School dean looks forward: A conversation with Daniel Pullin](#)
  21. OU Daily, “OU MBA Programs Rank Among Top 35 Public University MBA Programs, Mar 14, 2019.
  22. The Norman Transcript, “Norman Innovation Challenge Showcases Student Startups,” December 16, 2018.
  23. The Oklahoman, “OU Preparing MBA Program for Aerospace Defense Contractors,” December 12, 2018.
  24. The Tulsa World, “Business FYI: GH2 Architects named to Rising Giant List,” September 2, 2018.
  25. OU Daily, “OU’s College of Business ranks first in Big 12 CPA exam pass rates,” August 30, 2018 [OU's College of Business ranks first in Big 12 CPA exam pass rates](#)
  26. The Journal Record, “OU Tops Big 12 CPA Pass Rate,” August 28, 2018. [OU Tops Big 12 CPA pass rate](#)
  27. The Oklahoman, “OU Researcher, Business School Dean Connect at BioScience Networking Event,” August 14, 2018. [OU researcher, business school dean connect at BioScience Networking event](#)
  28. OU Daily, “Dean of Price Business College comments on Oklahoma City’s top ranking in places to start a business,” June 19, 2018. The Oklahoman, “Oklahoma Leaders Address Education-to-Employment Pipeline Challenges,” September 1, 2018. [Oklahoma leaders address education-to-employment pipeline challenges](#)
  29. OU Daily, “Dean of Price Business College comments on Oklahoma City’s top ranking in places to start a business,” June 19, 2018.
  30. The Oklahoman, “BIO in Boston,” June 6, 2018.
  31. News9.com, “Love Family Donates \$5 Million to OU Entrepreneurship Programs,” May 4, 2018. [Love Family Donates \\$5 million to OU Entrepreneurship Programs](#)
  32. GovTech.com, “University Center Supplies Tools, Support Needed to Achieve Innovations,” April 30, 2018.
  33. The Oklahoman, “Innovation Hub a center of creativity on University of Oklahoma Campus,” April 29, 2018.
  34. The Norman Transcript, “OU Business Students Win Top Honors,” April 26, 2018. [OU business students win top honors](#)
  35. Millennial Highway Podcast, “Started at Harvard Now We’re Here-Dean Daniel Pullin,” March 6, 2018.
  36. The Oklahoman, “Oklahoma Universities Teaching Business Skills to Health Care

- Professionals," January 21, 2018.
37. The Norman Transcript, "Noble Students Participate in Engage Learning," September 30, 2017.
  38. The Oklahoman, "University of Oklahoma Facility Named Gene Rainbolt Graduate School of Business in Honor of Family's Significant Gift," September 15, 2017.
  39. Sooner Magazine, "Innovation Hub," Winter 2017. [OU Innovation Hub](#)
  40. The Oklahoman, "Online Education Grows to Meet Students' Needs, Goals," April 9, 2017.
  41. KOCO-TV News 9, "Oklahoma Brothers Helped Produce, Finance Acclaimed 'La La Land,'" February 27, 2017. [Oklahoma Brothers Helped Produce, Finance Acclaimed "La La Land" finance-acclaimed-la-la-land](#)
  42. The Journal Record, "Panelists: State Economy Needs More Industrial Diversity," February 9, 2017. [Panelists: State economy needs more industrial diversity](#)
  43. The Oklahoman, "Oklahoma Oilman's Donation to Support OU Business School Program." November 15, 2016.
  44. Red Dirt Report, "Oklahoma Millennial Entrepreneurs Seek to Save Lives, Money," October 17, 2016.
  45. The Oklahoman, "OU Business School Earns High Marks," September 14, 2016.
  46. KGOU Race Matters Radio Program, "One Year Later: A Look Back at the University of Oklahoma SAE Incident," March 7, 2016.
  47. Oklahoma Daily, "Our View: Comparing Response of OU, Missouri, to Racially-charged Incidents," November 12, 2015. [Our view: comparing responses of OU, Missouri to racially-charged incidents](#)
  48. The Oklahoman, "Entrepreneurship Programs at University of Oklahoma, Oklahoma State Win High Marks," November 11, 2015.
  49. Oklahoma Daily, "Price College Looking for New Director of Diversity," July 31, 2015.
  50. The Oklahoman, "OU to Offer Hub for Innovation," April 26, 2015.
  51. Oklahoma Daily, "Dean of Price college of Business Follows Up after Meeting with Unheard," March 24, 2015.
  52. Red Dirt Report, "OU Gives Students a Voice at Diversity Town Hall Meeting," March 12, 2015.
  53. Oklahoma Daily, "Price Town Hall Meeting Inspires Conversation Throughout University Community," March 12, 2015.
  54. The Oklahoman, "University of Oklahoma President Calls for Investigation into Fraternity Officers," March 12, 2015.
  55. National Public Radio (KGOU Affiliate), "Students Air Issues of Race, Diversity at University of Oklahoma Forum," March 11, 2015.
  56. Oklahoma Daily, "Unheard Silent Sit-In 'Awkward' Yet Fulfilling," February 4, 2015. [Unheard silent sit-in "awkward" yet fulfilling](#)

57. The Lantern, "Questions Remain after Ohio State Announced Plan to Privatize Energy," November 2, 2014. [Questions remain after Ohio State announced plan to privatize energy](#)
58. The Oklahoman, "University of Oklahoma Celebrates Price College of Business's New Professional MBA Program," October 9, 2014.
59. The Journal Record, "Putting Lessons into Practice: State Business Schools Bring Tech, Collaboration into Classroom," October 7, 2014. [Putting lessons into practice](#)
60. The Journal Record, "Pullin Named Dean of OU Price College of Business", March 27, 2014.
61. Career Bliss, "How to Manage as a Young Boss," December 16, 2013.
62. The Oklahoman, "CCEW Broadens Scope on Campus," March 26, 2013. [CCEW Broadens Scope on OU campus](#)
63. The Daily Star, Dhaka, Bangladesh, "Young Entrepreneurs from US Meet Yunus," January 8, 2013.
64. Oklahoma Magazine, "Student Innovators: University Programs Give Students Private Sector Experience," November 2012.
65. The Oklahoman, "University of Oklahoma's Research Campus Sees Booming Growth," November 11, 2012.
66. Direct Selling News, "Direct Selling, the Economy & Entrepreneurship," November 1, 2012.
67. Oklahoma Center for the Advancement of Science and Technology, *Oklahoma Innovations Radio Show*, October 15-16, 2011.
68. Sooner Magazine, "The Fine Art of Creating Wealth," Winter 2010.
69. Oklahoma Today, "Prairie Modern." November/December 2009. P.69-71
70. The Journal Record, "University of Oklahoma, i2e Partner in Commercializing Technology," September 15, 2009.
71. The Oklahoman, "OU, i2e Join Forces to Take Tech to Market," September 2, 2009.
72. The Journal Record, "Interns Apply Perspectives," August 18, 2009.
73. Dallas Business Journal, "Startup Draws Eye of VC Firm," Nov 26, 2006. [Startup draws eye of VC firm](#)