

BRANDON K. CHICOTSKY, Ph.D.

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[University Profile](#) | [Online Profile](#) | [Chapter Listings](#)

ACADEMIC POSITIONS

Full-Time Faculty Appointment (Primary Service) Employment Dates

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

Brand & Communications Lead, TCU Sales Center Fall 2019 - Present
Texas Christian University. Learn more at: neeley.tcu.edu/salescenter

Previous Full-Time Academic Appointments Employment Dates

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

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

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

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

Active Service from Former Institutions Employment Dates

Graduate Faculty and Instructor (Affiliate Member; appointed by the Dean) Current
The University of Alabama, College of Communication and Information Sciences
Serve as member or co-chair on dissertation and thesis committees; provide course instruction.

Adjunct Faculty, Lecturer of Communication Studies Current
The University of Alabama, College of Communication and Information Sciences

EDUCATION

Academic Degrees Completion Date

Doctor of Philosophy, Communication and Information Sciences 2017
The University of Alabama, College of Communication and Information Sciences

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

Bachelor of Arts 2007
The University of Texas at Austin

LECTURING EXPERIENCE | *Teaching Philosophy* [Available Here](#)

Graduate Courses Sections, Enrollment Size

New Product Development (MARK 70720), Texas Christian University 1 section

- In-depth exploration of new product development strategy and management.
- Forthcoming: Summer 2021

Digital Marketing Analytics (MARK 70970), Texas Christian University 3 sections

- Data and digital platforming curriculum with client simulations and case method.
- Semester taught: Spring 2020; Winter Intersession 2020 (2 sections: course client Oracle).

Social Media and Content Marketing (MARK 70389), Texas Christian University 1 section

- Focused on owned, earned, and paid media, along with social media dissemination.
- Semester taught: Fall 2019
- Current instruction: Fall 2020 (1 section).

Social Media and the Brand (INTG 2100), New York University 2 sections

- Industry-applied seminar covering multi-channel marketing plans, data analytics, campaign strategy, content creation, and business principles with “active” case analyses.
- Semesters taught: Spring 2019; Summer 2019.

Capstone (INTG 4000), New York University 2 sections

- The final master’s course for integrated marketing students, which requires a full business plan involving comprehensive financials and a marketing plan for scalable growth.
- Semester taught: Spring 2019.

Business Communication (BU 120), Johns Hopkins University 9 quarter sections

- Developed an experiential learning curriculum for graduate students in finance and information systems. Incorporated industry executive guests and immersive case studies.
- Semesters taught: Fall I 2017; Fall I 2018; Fall II 2018; Spring I 2019.

Business Leadership & Human Values (BU 131), Johns Hopkins University 20 quarter sections

- Required for all business master’s students. Recruited industry leaders for in-class engagements. Developed and implemented curriculum reform centered on, “innovation ethics.”
- Semesters taught: Summer 2017; Summer 2018; Fall II 2018; Spring II 2019 (2 online sections); Summer 2019 (4 sections).

Group Leadership (COM 560), Univ. of Alabama 5 sections

- Asynchronous online course utilizing multiple platforms for student engagement.
- Leveraged “edu-tech” to generate dialogic curiosity. Compilation available at [Barnes & Noble](#).
- Semesters taught: Summer 2017; Spring 2019; Summer 2019; Fall 2019; Spring 2020.
- Current instruction: Fall 2020 (1 section).

Undergraduate-Graduate Hybrid Course Sections, Enrollment Size

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

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

Undergraduate Courses Sections, Enrollment Size

Product Innovation & Brand Mngmt. (MARK 40243), Texas Christian Univ. 2 sections

- A course synthesizing productization, customer decision mapping, marketing strategy, and marketing insights.
- Semester taught: Spring 2020, Spring 2021.
- Forthcoming: Summer 2021.

Marketing Management (MARK 30153), Texas Christian Univ. 4 sections

- A major-prerequisite covering data insights, strategy implementation, and campaign oversight.
- Semester taught: Spring 2020; Fall 2020 (3 sections).
- Forthcoming: Fall 2021 (175-person section)

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

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

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

- Part of the Certificate in Consultative Sales [curriculum](#), which is open to all majors and in association with the TCU Sales Center.
- Semester taught: Spring 2021.

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

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

Investigation & Insights (APR 280), Univ. of Alabama 4 sections

- Secured Nissan as a client-partner, served on curriculum development committee.
- Oversaw regional research that informed Nissan’s marketing decisions.
- Semesters taught: Fall 2015; Spring 2017. More information available at [APR280.com](#).

Intro. to Mass Communications (MC 101), Univ. of Alabama 3 sections (large enrollments: 100+)

- Recruited in-person guest lectures from various industry leaders

(e.g., CEO of Equinix) and explored the intersection of technology and mass media.

- Semesters taught: Fall 2014; Spring 2015; Fall 2016.

Public Relations Writing (APR 332), Univ. of Alabama 3 sections

- Assignments included PR strategy after public quarterly earnings reports.
- Semesters taught: Spring 2016; Summer 2016. More information available at APR332.com.

Information & Society: Digital Management (CIS 201), Univ. of Alabama 1 section

- New course open to all honors students. Topics included digital information management and societal implications of data breaches on corporate stakeholders.
- Semester taught: Spring 2017.

INVITED ACADEMIC GUEST LECTURES

Texas Christian University, Neeley School of Business Summer 2019

Lecture: “Marketing Pedagogy and Explorations of Emerging Technology”

Faculty Seminar. More at TCUmarketing.com.

Organizer: Associate Professor Shannon Shipp, Marketing Department

Cornell University, SC Johnson College of Business Spring 2019

Lecture: “The Intersection of Technology and Management Communication”

Faculty Seminar.

Organizer: Amy Newman, Senior Lecturer in Management Communication

New York University, School of Professional Studies, Business Division Fall 2018

Lecture: “Trends Shaping Integrated Marketing Communications”

Faculty Seminar on Curriculum Design.

Organizer: Michael Diamond, Academic Director and Clinical Professor

Indiana University Kelley School of Business, Dep. of Management & Entrepreneurship Fall 2018

Lecture: “Trends and Pedagogical Reflections for Business Instruction”

Faculty Seminar on Pedagogy, Course Design, and International Business.

Organizer: Dr. Roberto Garcia, Young-Jin Kim Distinguished Clinical Professor of Int. Business

Pennsylvania State University - Erie Fall 2018

Lecture: “On Experiential Learning”

Faculty Seminar on Pedagogy, Course Design, and Industry Engagement.

View summary [here](#).

Organizer: Dr. Qi Dunsworth, Director of the Center for Teaching Initiatives

Rice University, Jones Graduate School of Business, Dep. of Business Communication Spring 2018

Lecture: “Future Equity and International Deal Flow in Venture Capital”

Faculty Seminar on Emerging Markets

Organizer: Janet Moore

The University of Vermont, College of Agriculture and Life Sciences Spring 2018

- Lecture: “The Crypto Conundrum: Challenges in Marketing Communication”
 Faculty Seminar on Innovation Ethics
 Organized by the Department of Community Development and Applied Economics
- Johns Hopkins University, Carey Business School* Spring 2018
 Lecture: “Case Study Method: Apple, Amazon, Facebook, and Google”
 Business Residency Forum, Business Communication Master’s Session (BU 601)
 Organizer: Kathryn Kelley, Global MBA Academic Program Coordinator
- The University of Alabama, Department of Advertising and Public Relations* Spring 2018
 Lecture: “Branding and Marketing for Practitioners: Convergence, Methods, and Client Profiles”
 Undergraduate Course: Investigation and Insights (APR 280)
 Instructor: Dr. Ethan Stokes
- St. Mary’s University, Department of English and Communication Studies* Spring 2018
 Business and Professional Communication (CM 2333)
 Lecture: “Organizational Ethics and Challenges of Emerging Markets”
 Instructor: Dr. Amanda Kennedy
- New York University, School of Professional Studies* 2015, 2016, 2017
 Lecture: “Brand Image Marketing in Digital Media.”
 Master’s Seminar in Integrated Marketing.
 Instructor: David L. Zion.
- The University of Kentucky, Department of Integrated Strategic Communication* Spring 2017
 Lecture: “New Market Challenges with Investment Deal Flow”
 Undergraduate Course: Account Management (ISC 351)
 Instructor: Dr. Beth Barnes
- University of Puget Sound, Department of Communication Studies* Spring 2017
 Lecture: “Applied Theories of Organizational Communication for Contemporary Crises”
 Undergraduate Course: Advanced Organizational Communication (COM 461)
 Instructor: Dr. Renee Houston
- Bellarmino University, School of Communication* Spring 2017
 Lecture: “New Media Landscape of Sport Production”
 Undergraduate Course: Sport and Media (CNHH 104)
 Instructor: Dr. Gary Fogle
- Emory & Henry College, Mass Communications Department* Spring 2017
 Lecture: “The Intersection of Media Narratives and Business”
 Undergraduate Course: Writing, Reporting, and Editing (MCOM 202)
 Instructor: Dr. Mark Finney

- The University of Alabama, College of Communication and Information Sciences* Spring 2017
 Lecture: “Innovative Teaching Methods: Incorporating Effective Technology”
 Doctoral Seminar on Pedagogy (CIS 601)
 Instructor: Dr. Alexa Chilcutt
- The University of Alabama, College of Communication and Information Sciences* Spring 2017
 Lecture: “Perception and Framing: Viral Media’s Influence on Personal Branding”
 Undergraduate Course: Interpersonal Communication (COM 320)
 Instructor: Dr. Darrin Griffin
- The Univ. of Tennessee-Knoxville, Haslam College of Business, Dep. of Management* Summer 2016
 Lecture: “Upward Management for Millennials”
 Undergraduate Course: Introduction to Business Management (MGT 201).
 Instructor: Holly Jean Greene.
- The University of Alabama, College of Human Environmental Sciences* Spring 2016
 Lecture: “Emerging Platforms and Brand Marketing”
 Undergraduate Course: Mentoring (HES 225)
 Instructor: Dr. Tim Hebson, Dean of Students
- The University of Alabama, National Communication Honor Society* Fall 2015
 Lecture: “Convergence of Public Relations, Marketing, and Business Management”
 Invited Guest Speaker to Lambda Pi Eta, National Communication Honor Society
- The University of Alabama, College of Communication and Information Sciences* Fall 2015
 Lecture: “Brand Management and Public Speaking”
 Undergraduate Course: Public Speaking Instruction (COM 123)
 Instructor: Dr. Alexa S. Chilcutt
- The University of Alabama, College of Communication and Information Sciences* Fall 2015
 Lecture: “Effective Teaching Methods and Grading Protocols”
 Graduate orientation for Ph.D. students
 Organizer: Dr. Shuhua Zhou, Graduate Director
- The Univ. of Texas at Austin, Stan Richards School of Advertising and Public Relations* Spring 2015
 Lecture: “Sports Branding and Viral Media Management”
 Undergraduate Course: Sports Media: Moody College of Communications
 Instructor: Dr. Steve A. Wille

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

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

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

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

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

PUBLISHED SCHOLARLY BOOK CHAPTERS | *Amazon Page* [Available Here](#)

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

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

SCHOLARLY WORKS IN PROGRESS

Chicotsky, B. (2021). Student evaluations of teaching: a methodological review. Working paper. Preliminary research available [here](#).

Chicotsky, B. (2021). Innovation Ethics. In L. Thompson (Ed.) *Market Insights: Business Leadership and Human Values*. Oxford, U.K.: *Oxford University Press*. Project deadline has been set.

Yanaros, T. & **Chicotsky, B.** (2021). “The Cabal is Brutalizing Me!”: A Phenomenological Study of American Paranoid Worldviews on YouTube and Media Effects in Online Communities. Working Paper. Prospective completion date for the proposal and IRB submission in November, 2020.

Griffin, D., & **Chicotsky, B.** (2023). Deception brand marketing: cryptocurrency and faux value. Working paper.

Chicotsky, B. (2023). *Defining Brand Similarities in Ghana and the United States: Pathways to Investment Deal Flow Among Entrepreneurial Ecosystems*. Book contract under *Routledge Publishing (Taylor & Francis Group)*. Research in association with [GhanaGlobal.org](#). Book overview available [here](#). Outline available [here](#).

FORTHCOMING PEER REVIEWED CONFERENCE PRESENTATIONS

Chicotsky, B. & Hartley, S. (2021). Innovative Programming for Student Engagement and Professional Development. *Original Lilly Conference on College Teaching: Evidence-Based Teaching and Learning* | November 18-20, 2021 in Miami University, Oxford, OH. Abstract available [here](#).

PEER REVIEWED CONFERENCE PRESENTATIONS

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

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

Chicotsky, B., & Qiao, F. (2021). Condition branding gets a dose of resistance: a backlash of consumer sentiment. Working paper (proposal stage, ready for Institutional Review Board), study advisor, Dr. Anna Lembke, from the Stanford faculty and Medical Center. Accepted for presentation by the *International Academic Forum: 6th Annual International Conference on Education (later presented as the subsequent annual conference held in Hawaii due to COVID) | January 6th – 10th, 2021 (iafor.org)* View proposal [here](#). View initial acceptance letter [here](#); view subsequent letter [here](#). View program [here](#). View certificate of presentation [here](#).

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

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

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

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

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

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

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

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

PEER REVIEWED, SCHOLARLY SERVICE

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

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

PEER REVIEWED CONFERENCE SUBMISSIONS UNDER REVIEW

Chicotsky, B. & Diamond, M. (2021). Translating Scholarly Literature Through Applications of Open Access. Conference submission under review by the *American Marketing Association Symposium for the Marketing of Higher Education*. Abstract available [here](#).

Chicotsky, B., Jenkins, S., & Giesemann, C. (2021). Innovations in a Master’s Program Launch During COVID. Conference submission under review by the *International Conference on Enhancement and Innovation in Higher Education* held in Paris, France. Abstract available [here](#).

INVITED (NON-PEER REVIEWED) PRESENTATIONS & INVITED ATTENDANCE

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

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

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

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

Chicotsky, B. (July 18th, 2019), *America’s Venture “Capitol” Conference*, hosted at American University College of Law in Washington, D.C. on July 18th, 2019. More available [here](#).

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

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

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

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

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

RESEARCH GRANTS IN DEVELOPMENT OR UNDER REVIEW

Fulbright Scholar Award | Africa, Sub-Saharan 2022

- Conducting a study of brand similarities in entrepreneurial ecosystems in Ghana.
Formal funding proposal available at [GhanaGlobal.org](#). Theoretical considerations [here](#).

ACADEMIC CONFERENCE LEADERSHIP

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

- Served as marketing lead for a conference on entrepreneurship and civic engagement.
More [here](#).

ACADEMIC AWARDS, GRANTS, & NOMINATIONS

Dean's Faculty Teaching and Learning Innovation Scholar Grant, *New York University (SPS)* 2020

- Pedagogy focused on experiential learning exercises involving industry site visits.
Funds were not issued due to a departure to join the TCU faculty. View summary [here](#).

Teaching Innovation Award (Grant), *Johns Hopkins University* 2018 - 2019

- View the "edu-tech" pilot results [here](#), and the *Harvard Publishing* simulation pilot results [here](#).

Carey Service and Mentorship Award Nominee, *Johns Hopkins University* 2018 - 2019

- Acknowledges a faculty member who demonstrates extraordinary support, mentorship, and education to students outside the classroom.

Top Paper Award, *Southern States Communication Association Conference; Austin, TX.* 2017

Chicotsky, B. & Qiao, F. (2018). Laughing and yelling through yaks: a content analysis of Yik Yak, exploring humor topics, types, styles and user motives in the anonymous social media environment.

Inspiring Alumni Nominee, *New York University* 2012
Dep. of Tech. Management and Innovation, Formerly "NYU-Poly" prior to Tandon School.

- Recognized for a marketing campaign with 1.1 million organic views and international coverage.

NON-PEER REVIEWED BOOK PUBLICATION IN DEVELOPMENT

Chicotsky, B. (2022). *University Administrator (promotions will be at UniversityAdministrator.com).*
A synthesis of professional biographies of 1,000 university presidents and 1,000 university provosts. Framework [here](#).

NON-PEER REVIEWED OR POPULAR PRESS PUBLISHINGS

Contributing Writer, *Carey The Torch*, careythetorch.com/author/brandon-chicotsky 2017 - 2018
The business blog of Johns Hopkins University

- Provided industry insight for master's students and the Carey Business School.

Chicotsky, B. (2017). *Next generation discourse: Group Leadership.* Baltimore, MD: Packback.

- Book in partnership with Packback.co ("edu-tech" platform with artificial intelligence coaching). Held at [Barnes & Noble](#), [Amazon](#), [Google Play](#), and [iTunes](#).

Contributing Writer, *Seeking Alpha*, seekingalpha.com/author/brandon-chicotsky 2017

- Provided premium content on financial markets, investing, and equities analysis.

Contributing Writer, *Texas Enterprise*, TexasEnterprise.org 2011 - 2015
The former business blog of The University of Texas at Austin

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

NON-PEER REVIEWED POPULAR PRESS CONTRIBUTIONS

Hall, Z. & McClendon (2020). *Virtual-Visual Playbooks: Executing Your Sales Strategy.* Sales Education Foundation Annual Magazine, 1(14).

- Provided editing and writing as part of a strategic industry partnership with DSG Consulting and the TCU Sales Center. Article available [here](#). Full edition available [here](#).

Miller, E. (2017). *Chronologically Gift: Aging with Gusto.* Pasadena, CA. Best Seller Publishing.

- Project management for popular press publication and oversaw all editing processes.

Stephany, A. (2015). *The business of sharing: making it in the new sharing economy.* New York, NY. Palgrave Macmillan.

- Cited for contributions pertaining to brand marketing and viral media insights.

Miller, E. (2015). *Don't Tell Me I Can't Do It!*. Austin, TX. Emerald Book Company.

- Project management for popular press publication and oversaw all editing processes.

STAFF PROGRAMMING CONTRIBUTIONS

Brand & Communications Lead, *TCU Sales Center* 2019 - Present
Texas Christian University

- Lead marketing for calendar events and manage community (e.g., [LinkedIn](#)). Event archive [here](#).
- Launched the “Amplify Women in Sales” brand extension. Community [here](#). Podcast [here](#).

Executive Mentor Sessions, *TCU Sales Center | Amplify Women in Sales* 2021- Present
Texas Christian University

- Lead organizer. Widely publicized business community engagements.
- Speakers include Allie Daly (March 2021); former ADP rising professional, current sales executive; and Celia Swansom (May 2021), Walmart’s first-ever female executive.

Personal Selling Essentials (Four-Week Boot Camp for Non-Sales Professionals) Summer 2020
TCU Sales Center | Executive Education, Neeley School of Business

- Instructor on professional branding July 20th - August 14th, 2020.
- Led marketing efforts to support recruitment; helped generate over \$25,000. More available [here](#).

Academic Community of Practice (ACP), Leader Summer 2019
New York University, Department of Integrated Marketing & Communications (SPS)

- Oversaw curriculum review and faculty hiring for the Integrated Marketing master’s program.

Managing Editor, *Actionable Insights* (Prospective launch in 2022) Spring 2019 - Fall 2019
New York University, Dep. of Integrated Marketing & Communications (SPS)

- A site, podcast, and archive of “[translations](#)” of academic literature for industry practitioners.

Coordinator of Experiential Learning, External Relations Spring 2016 - Spring 2017
The Univ. of Alabama, College of Communication and Information Sciences

- Launched ongoing program, [Industry Immersion](#); generated over \$200,000 in first fiscal year.
- Secured \$100,000 endowment; managed scholarships with a commitment to diversity.
- Led 14 trips for 137 students to 163 companies; developed curriculum on business principles.

SERVICE TO ACADEMIA

Founder and Advisory Board Member, *Diversity Policy* ([DiversityPolicy.com](#)) Fall 2017 - Present

- A comprehensive search engine and citable archive of university policy.
- Future contributions include a content aggregator that connects laymen’s press to relevant policy; data insights on policy trends; a curated job board; conferencing, and policy consulting services.

External Relations Committee, *TCU Neeley School of Business* Fall 2019 - Present

- Chaired by the Dean, the committee aims to align the School’s strategic external engagements, including advancement, programming, and marketing.

- Marketing Lead for the MS in Business Analytics, *Texas Christian University* Spring 2020
- Led all marketing efforts for a new graduate program launch; coordinated [digital marketing campaign](#). Created all digital assets; completed in-depth [market study](#); oversaw analytics.
 - Resulted in 50+ enrollments; generated over \$3 million. Viewable at TCUanalytics.com.
- Faculty Rep. for MBA Admissions Interviews, *TCU Neeley School of Business* Fall 2019
- Administer on-site interviews of MBA candidates under the guidance of the Graduate Recruitment and Admissions Office.
- Search Committee for Finance Visiting Clinical Faculty, *New York University (SPS)* Summer 2019
- Contributed to interview process and candidate search for a new full-time finance professorship.
- Task Force Group on Student Success, *Office of the Dean, NYU* Summer 2019 - Fall 2019
- Faculty and staff convene to advance strategic priorities for the School of Professional Studies.
- Evaluation of Student Learning Objectives and Program Goals Spring 2019 - Summer 2019
- Led a department assessment under the NYU Office of Academic Affairs. Report available [here](#).
- Academic Ethics Board, *Student Services Office, Johns Hopkins University* Fall 2018 - Spring 2019
- Invited by the Vice Dean for Faculty and Research to provide board reviews, appeal considerations, and judgments on ethics violations at the Business School.
- Faculty Mentor, *Career Development Office, Johns Hopkins University* Fall 2018
- Provide advising for dedicated professional staff of the School's "Social Impact Network."
- Advertising Consulting, *The Chronicle of Higher Education* Fall 2017
- Facilitated opportunities for academics to post open faculty lines and contribute content.
- Faculty Volunteer, Mock Networking Event for Master of Finance Students Fall 2017
Career Development Office at the Carey Business School, Johns Hopkins University
- Provided coaching for the following professional categories: image, pitch, and engagement.
- Authored and Submitted Grant; *Scripps Howard Foundation* Fall 2016
The University of Alabama, College of Communication and Information Sciences
- Researched and submitted the application as Coordinator of Experiential Learning. Efforts from this generative pursuit provided necessary materials to secure an endowment later in the year.
- Ph.D. Task Force Implementation Recruitment Subcommittee Spring - Fall 2016
The University of Alabama, College of Communication and Information Sciences
- Contributed to college's recruitment plan and budget projection (pro forma).

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

PROPOSED STUDY ABROAD LEADERSHIP & INSTRUCTION

University of Oxford and London, United Kingdom Submitted for review summer 2020
• A focus on futurism and financial technology (“fintech”) beginning with lectureship at Oxford followed by meetings with finance firms and tech startups. View summary [here](#).

STUDENT MENTORSHIP PROGRAMMING

Faculty Group Leader, Neeley Exploration Team (NET), *Texas Christian University* Fall 2020
• Campus networking group to support first-year students, which includes an alum. The initiative is overseen by Dr. Hettie Richardson, Associate Dean of Undergraduate Programs at Neeley.

Book Advisor, *Layman’s Mediation (working book title)* Prospective publishing in Summer 2021
• Advisorship of a student author working with [creator.institute](#) on the topic of organizational communications, interdepartmental communication, and limiting information diffusion.

Faculty Coach, *Paragon One (Paragonone.com)* Spring 2019 - Summer 2020
• Provide skills development for students through company projects and mentor-led externships.

Program Advisor (Non-University Affiliated), [Industry Hub](#) 2015 - 2018
• A boutique agency offering travel programs that connect students with startup founders.

Advisor and Director, *MC 101 Brand Team (Student Organization)* 2016 - 2017
The University of Alabama
• Guided students in strategic marketing planning and implementation of digital media campaigns.

Advisor and Director, [Alabama Media \(Student Organization\)](#) 2014 - 2015
The University of Alabama
• Taught research methods for industry insights as extracurricular learning opportunities.

PROFESSIONAL & ACADEMIC MEMBERSHIPS

National Business and Economics Society (NBES)

Membership Active: Summer 2018 - 2020

- A multidisciplinary professional organization promoting theoretical and applied research.

American Marketing Association (AMA)

Membership Active: Spring 2018 - 2020

- A professional association for marketers and academics with over 250 collegiate chapters.

United States Association for Small Business and Entrepreneurship (USASBE)

Membership Active: Spring 2018 - 2020

- USASBE advances entrepreneurship education through “teaching, scholarship, and practice.”

International Council for Small Business (ICSB)

Membership Active: Spring 2018 - 2020

- ICSB brings together researchers, policy makers, and practitioners to share knowledge.

Association for Business Communication (ABC)

Membership Active: Fall 2018 - Present

- An interdisciplinary organization advancing business comm. research, education, and practice.

National Communication Association (NCA)

Membership Active: Fall 2018 - 2020

- NCA advances communication scholarship through inquires of all forms, modes, and media.

ACADEMIC DEVELOPMENT CERTIFICATE

Certificate of Entrepreneurship Essentials

2018

Harvard Business School Online

PROFESSIONAL DEVELOPMENT

Critical Consciousness Webinar | Service Community-Based Learning TCU

Spring 2021

- An interactive webinar covering: (1) assessing outcomes of community engagement; (2) avoiding and addressing microaggressions; and (3) awakening mutually beneficial and reciprocal partnerships. Led by Dr. Aaliya Baker (TCU). Slide deck available [here](#).

Hiring and Selection Committee Virtual Training | TCU Human Resources

Fall 2020

- Training focused on diversifying applicant pools and eliminating biases and missteps in selection processes held by the TCU Human Resources office.

Mitigating Unconscious Bias | TCU Employee Engagement and Organizational Strategy

Fall 2020

- Interactive training (e.g., Implicit Association Test) to recognize implicit and explicit biases in professional and personal contexts and how they influence communication and decision-making.

Working with the Media (Workshop) | TCU Office of Communications

Fall 2020

- Training on value offerings for media and what reporters seek from scholars; review of how to respond to media inquiries; and overview of tools to connect with general audiences.

Hybrid Course Certification | TCU Koehler Center

Summer 2020

- An extensive training focused on instructional design, effective pedagogy in the COVID era, and research-substantiated insights regarding the learning process.

Pedagogy Review and Lecture Observation | TCU Koehler Center

Spring 2020

- A multi-step analysis, review, and audit of instructional design and lectureship. Review the self-reflection following the observation report [here](#).

- Supporting Marginalized & Vulnerable Students During COVID-19* Spring 2020
- An extensive instructional webinar covering critical topics concerning students' wellness. Certificate available [here](#).
- LGBTQIA+ Foundations and Advocacy Training, TCU* Fall 2019
- Workshop hosted by the Title IX Advocacy and Education Office.
- Pronoun Fluency: Creating Safer Spaces Through Inclusive Language, TCU* Fall 2019
- Workshop from the "Pedagogy in Practice" series from the Koehler Center.
- Workshop: Teaching Effectiveness Using Critical Thinking, TCU Neeley* Summer 2019
- A five-hour faculty training from Dr. Pete Facione focused on critical thinking in a pedagogical context and applying high-impact instructional exercises.
- Diversity: Skills for Collaboration, Johns Hopkins University* Fall 2018
- A training module pertaining to workplace diversity involving equal protections, hiring practices, and organizational liabilities. Office of Institutional Equity.
- Developing the Next Generation, Johns Hopkins University* Summer 2018
- A SkillSoft professional development module regarding generational insights involving technology, social media, and learning behaviors.
- Communicating with a Cross-Cultural Audience, Johns Hopkins University* Spring 2018
- A SkillSoft professional development module about how cultural differences affect communication and how to avoid pitfalls with cross-cultural audiences.
- Diversity Matters: Faculty Searches, Johns Hopkins University* Spring 2018
- A training focused on identifying unknown biases and intentional hiring; offered by the Office of Institutional Equity; directed by Provost Caroline Laguerre-Brown.
- Managing Challenging Students Workshop, Johns Hopkins University* Spring 2018
- A workshop offered by the Student Assistance Program (JHSAP.org) to address various scenarios of potential professor-student exchanges and processes for reporting.
- Managing Workplace Diversity, Johns Hopkins University* Fall 2017
- A six-hour immersive professional development training offered by the Talent Management and Organizational Development Department.
- Identifying, Managing, and Referring Distressed Students, Johns Hopkins University* Fall 2017
- A training offered by the Assistance Program (JHSAP.org) to address health and wellness concerns that staff and faculty experience with students.
- Navigating Currents of Teaching, Johns Hopkins University* Fall 2017
Hosted by Dr. Peter Arieu, Associate Director of Teaching Development
- A teaching engagement workshop aimed at exploring various instructional

techniques to meet diverse needs of students.

Diversity and Inclusion: 21st Century Higher Education, Johns Hopkins University Fall 2017

- A professional development seminar offered by the Talent Management and Organizational Development Department.

EXTRACURRICULAR CONTRIBUTIONS

Jobe and Helen Richards Foundation (Philanthropic Fund Management) Fall 2019 - Present

- Chicotsky Family serves as lifetime Trustees: asset management and charitable giving.

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

- Website redesign with features to support membership programming, conferencing, and dissemination of the *Journal of Consumer Psychology*. Prospective re-launch in February 2021.

Brand Consulting, *2020 IRERC Conference (IRERC.org)* Fall 2020

- Website design with features to support membership programming and conferencing.

Turner Construction Co. Fall 2019

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

ViaX: Research Education Platform Spring 2019 - Fall 2019

- Providing research methods instruction for international students. More available [here](#).

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

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

LXDX (lxdx.co), Derivatives Exchange for Cryptocurrency Trading Spring 2018 - Spring 2019

- Sourced marketing personnel, also provided “user-generation” and integrated brand strategy.

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

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

*Lecturer, Osher Lifelong Learning Institute and Continuing Education
The University of Alabama* Fall 2015

- Proposed, developed, and taught a new course: *The Business of Celebrity in Social Media*. Twenty continuing studies students and senior students (age 65+).

PROFESSIONAL EXPERIENCE

<u>Positions Held</u>	<u>Employment Dates</u>
Growth Strategy Consultant, <i>Packback, Packback.co</i>	2017 - Present

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

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

- Portfolio investor and researcher for capital allocations of refurbishments, new construction, and retail purchases.

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

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

Chief Marketing Officer, *Worksheet Capital*, WorksheetCapital.com 2017 - 2018

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

Chief Marketing Officer, *Simply International*, SimplyInternational.com 2013 - 2014

**The company is now filed and branded as Inn Cahoots, InnCahoots.com*

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

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

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

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

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

MEDIA MENTIONS

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

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

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

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

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

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

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

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

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

Oct. 2017. *Baltimore Sun* (news publication). Commentary on online delivery systems’ impact on restaurant closures. The article is [here](#) or available at bchicotsky.com at the “[in the news](#)” section.

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

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

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

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

Public Social Sites

[BChicotsky.com](#) (Portfolio) | [University Listing](#) | [BrandPersona.org](#) (Research)
[EquityMovement.com](#) (Blog) | [Amazon Page](#) (Book Listings) | [Angel List](#)

Social Media Accounts

[linkedin.com/in/chicotsky](#) | [twitter.com/chicotsky](#) | [youtube.com/chicotsky](#)
[facebook.com/chicotsky](#) | [instagram.com/chicotsky](#) | [pinterest.com/bchicotsky](#)

University Social Media Accounts Currently Under My Management

[Amplify Women in Sales: LinkedIn Community](#) | [Amplify Women in Sales: Podcast](#)
[LinkedIn: TCU Sales Center](#) | [Instagram: TCU Sales Center](#) | [Twitter: TCU Sales Center](#)
[YouTube Playlist: TCU Sales Center](#)