Robert (Bob) C. Beatty

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EDUCATION

IMLE Graduate School of Education, Harvard University

DBA Business Information Systems, Mississippi State University

MBA Master of Business Administration, Mississippi State University

MS Computer Systems Management, Creighton University

BA Computer Science, Texas Christian University

ADMINISTRATIVE EXPERIENCE

President
Mount Mercy University
2020 to 2020

Responsibilities

- Oversaw a $36 million operating budget and $29 million endowment.
- Led a university of 91 full-time faculty, 191 part-time faculty and 202 staff members.
- Enrollment: 1,156 undergraduate, 140 accelerated, 146 online, and 366 graduate students.
- Degrees: 40 undergraduate degrees, four master's degrees, and two doctoral degrees.

Major Accomplishments

- Served as the chief executive office of one of the leading experiential learning universities.
- Honored and humbled to have the university selected as a *Colleges of Distinction* due to our commitment to excellence in student engagement, teaching, community, and outcomes.
- *U.S. News & World Report* recently named the university's online bachelor's degree programs the best in the State of Iowa.
- Explored the possibility of working with regional health and medical professionals on the development of a medical facility that would house biomedical testing and research.
- Collaborated with public health officials, medical professionals, and faculty and staff members to re-imagine university operations due to the COVID-19 pandemic.
- Partnered with members of the University Emergency Response Team to fully re-build the campus following a derecho that caused millions of dollars in damage to the campus.

Dean, Soules College of Business
F.M. & Fannie Burke Professor
Professor of Computer Science
University of Texas at Tyler
2019 to 2020

Responsibilities

- Led four diverse and interdisciplinary academic areas: Human Resource Management, Computer Science, Industrial Technology, and Business (Accounting, Finance, Management, Marketing, Computer Information Systems, Information Technology, and General Business).

- Directed the technology degree program at the UT Tyler Longview University Center.

- Orchestrated seven university institutes and centers: the Center for Consumer Cybersecurity, the Center for Family and Small Business, the Center for Retail Enterprises, Hibbs Institute for Business and Economic Research, the East Texas Entrepreneurship Center, the Leadership Institute, and the Texas Productivity Center.

- Oversaw the operation of the Longview Small Business Development Center (SBDC). The SBDC has one director, two support specialists, and one office manager.

- Led 84 total college employees, including: 51 faculty, 3 administrators, 3 professional staff, 4 support staff, and 23 adjunct faculty members.

- Enrollment: 1,371 undergraduate, 1,532 master's, and 45 doctoral students.

- Degrees: 12 undergraduate degrees, 8 master's degrees, and 1 doctoral degree.

- Managed the college's $20 million budget.

Major Accomplishments

- Led the development of a strategic intent document that will guide both the actions and financial investments of the organization for the next two years.

- Collaborated with university advancement to create an advancement plan to increase alumni engagement, expand donor cultivation opportunities, and enhance gift stewardship practices.

- Oversaw the delivery of a holistic suite of programs that support undergraduate student success - resulting in a 6.1% increase in enrollment; a 7.26% increase in FTIC freshman retention; and a 5% increase in the number of degrees awarded.

- Partnered with faculty members to create a comprehensive student marketing, recruitment, and retention strategy – secured over $50K in program support resources.

- Orchestrated a $145K fellowship grant program to provide unique undergraduate research experiences to students from underrepresented populations to encourage them to pursue graduate-level studies in science, engineering, technology, and mathematics.

- Directed a comprehensive professional development and career readiness program that provides students with the knowledge and skills they need to either secure a job upon graduation or earn acceptance into high-quality and prestigious graduate degree programs.

- Collaborated with organizational stakeholders to reimagine innovative ways to revitalize and expand enrollment in graduate, executive and professional programs.

- Led the creation of seminars, certificates, and executive education programs targeted at growing educational opportunities for adult learners and working professionals.

- Increased student experiential learning opportunities through an increased emphasis on internships, service learning, field work, competitions, and student research.

- Constructed a marketing strategy that reaches all institutional stakeholders through social media, web-based, and traditional mediums.

- Created a portfolio of programs to assist faculty in their efforts to complete high impact and high-quality scholarly activities.

- Hosted numerous community engagement seminars, round tables, and events that promote the attractiveness, growth, vitality, and prosperity in both the city and the region.

- Routinely met with elected officials, economic development officers, community members, and business leaders to discuss economic, business, and job growth partnership opportunities.

- Led the creation of an innovation and entrepreneurship consortium comprised of five governmental and academic entities, centers, and institutes working in partnership to spur economic growth, job creation, and economic resiliency throughout the region.

- Strengthened professional development, career growth, and career success for faculty and staff members through an intentional investment in training seminars and workshops.

- Ensured college and university academic programs earn reaffirmation of the highest national and international accreditations including: SACS, AACSB, ABET, and ATMAE.

- Maintained close educational partnerships with area community and junior colleges.

- Led the completion of the new $56 million, 140,000 square foot facility and parking garage that will house the Soules College of Business and the University Welcome Center.

Dean, Lutgert College of Business
Florida Gulf Coast University
2014 to 2019

Responsibilities

- Led three distinct academic units: the Lutgert College of Business, the School of Resort and Hospitality Management, and the Professional Golf Association Management Program located in three campus buildings – Lutgert Hall, Sudgen Hall, and ETI Facility.

- Orchestrated six institutes and centers: the Regional Economic Research Institute, the Institute for Entrepreneurship, the Agribusiness Center, the Lucas Institute for Real Estate, and the Institute for Technological Innovation, and the Small Business Development Center.

- Led 170 total college employees, including: 78 faculty, 11 administrators, 16 professional staff, 15 support staff, 4 specialists, 12 consultants, and 34 adjunct faculty members.

- Enrollment: 3,928 undergraduate and 215 graduate students.

- Degrees: 9 undergraduate degrees, 3 graduate degrees, and 9 minor degrees.

- Managed and administered the college's $26.5 million budget.

Major Accomplishments

- Collaborated with university stakeholders to create strategic plans for both the College of Business and the University.

- Partnered with elected officials, community leaders, and other university members to secure over $21 million in gifts, grants, and public funding: $4M in donations; $2.5M for new degree programs; $13M for entrepreneurship; $1.3M for graduate education; and $378K in research and teaching grants.

- Closely partnered with university colleagues to support high impact student success initiatives including student advising, student counseling, student intervention, supplemental instruction, student well-being, walk-in tutoring, and student accessibility.

- Strengthened student learning outside the classroom. Effort resulted in a 150% increase in the number of students who secured an internship or service-learning position.

- Grew the educational reach of the institution through the expansion of blended/hybrid, remote, and online learning and the creation of web-based delivery.

- Led the development of multiple programs to increase diversity and inclusion on campus. Earned accolades as a top producer of Hispanic and African American graduates.

- Worked with other colleges to develop interdisciplinary degree programs in health/business informatics, international studies, logistics, sales, and entrepreneurship.

- Increased undergraduate and graduate research - created the Student Scholar Program, the Graduate Student Research Scholarship, and expanded student access to research facilities.

- Expanded student study abroad to Sweden, Spain, New Zealand, France, and Germany.

- Regularly met with elected officials, alumni, and business leaders to discuss funding opportunities and business-educational partnerships.

Dean, Rohrer College of Business
Rowan University
2012 to 2014

Responsibilities

- Led the Rohrer College of Business and the Business Incubator at the South Jersey Technology Park complex located off-campus in Gloucester County.
- Led 78 college employees, including 45 faculty, 6 administrators, 2 professional staff, 5 support staff, and 20 adjunct faculty members.
- College enrollment was 1,350 undergraduate and 180 graduate students.
- College offered six undergraduate degrees, two graduate degrees, and eight minor degrees.
- Managed the college's $7.7 million operating budget and $9.5 million endowment.

Major Accomplishments

- Partnered with the government affairs team and elected officials to secure $40 million to construct a new business building.

- Collaborated with city officials on a $170M public-private development project.

- Directed the operation of the Entrepreneurship Incubator at the South Jersey Tech Park.

- Established an alumni association – organization boasted over 400 members in two years.
- Worked with the university's two medical schools to develop educational programs in healthcare management, technology transfer, and biomedical science.
- Created a boot camp scholarship program that provided students from underrepresented groups with the opportunity to earn a scholarship while learning about higher education.

Dean, School of Business
Whitworth University
2010 to 2012

Responsibilities

- Led 32 total college employees, including 12 faculty, 2 administrators, 4 professional staff, 2 support staff, and 10 adjunct faculty members.
- College enrollment was 295 undergraduate and 32 graduate students.
- College offered two undergraduate degrees, two graduate degrees, and two minor degrees.
- Managed the college's $2.5 million operating budget.

Major Accomplishments

- Secured a $3 million endowment to support business school initiatives. The endowment was *the largest in the 121-year history of the school*.

- Initiated a co-curricular program to provide students with an understanding of core career competencies in international affairs, service learning, leadership, and ethics.

- Revitalized the highly competitive *Inland Northwest Business Plan Competition*. Event included participants from numerous colleges and universities throughout the Northwest. Secured over $50,000 in prize money from regional business partners and foundations.

- Hosted an intercollegiate research conference for undergraduate students from four regional colleges and universities.

ACADEMIC EXPERIENCE

- Professor, Business Department, 2020 to Present
- President, Mount Mercy University, 2020 to 2020
- Dean, Soules College of Business, University of Texas at Tyler, 2019 to 2020
- Dean, Lutgert College of Business, Florida Gulf Coast University, 2014 to 2019
- Dean, Rohrer College of Business, Rowan University, 2012 to 2014
- Dean, School of Business, Whitworth University, 2010 to 2012
- Assistant/Associate Professor, School of Business, Northern Illinois University, 2003 to 2010
- Assistant Professor, Neeley School of Business, Texas Christian University, 2000 to 2003
- Assistant Professor, Farmer School of Business, Miami University, 1998 to 2000
- Instructor, School of Business, University of Wisconsin at Milwaukee, 1997 to 1998

SCHOLARLY PUBLICATIONS

Selected Journal and Book Publications

Beatty, R.C., Arnett, K.P., and Liu, C. (2005) "CIO/CTO Job Roles: An Emerging Organizational Model," *Communications of the IIMA*, Vol. 5, No. 2, pp. 1-12.

Beatty, R.C. and Williams, C. (2004) "ERP II: Best Practices for Successfully Completing and ERP Upgrade, *Communications of the ACM*, Vol. 49, No. 3, pp. 105-109.

Beatty, R.C. and Jones, M. (2004) "An EDI Transaction Set Development Lifecycle: A Case in the Food Manufacturing Industry," *Communications of the IIMA*, Vol. 4, No. 2, pp. 75-87.

Leidner, D., Beatty, R.C., and Mackay, J. (2003) "How CIOs Manage IT During Economic Decline: Surviving and Thriving Amid Uncertainty" *MIS Quarterly Executive,* Vol. 2, No. 1, pp. 1-14. *(Paper was selected as one of the Top Ten Papers Published)*

Jones, M. and Beatty, R.C. (2002) "User Satisfaction with EDI: An Empirical Investigation." In: Krosrowpour, M., ed. *Advanced Topics in Information Resources Management*. Hershey, PA: Idea Group (2002), pp. 204-222. (Reprint)

Beatty, R.C., Jones, M., and Shim, J.P. (2001) "Corporate Web Site Adoption: A Time-based Assessment," *Information & Management*, Vol. 38, No. 6, pp. 337-354.

Jones, M. and Beatty, R.C. (2001) User Satisfaction with EDI: An Empirical Investigation," *Journal of Computer Resource Management*," Vol. 14, No. 2, pp. 15-24.

Jones, M. and Beatty, R.C. (1998) "EDI Benefits and Compatibility: An Empirical Comparison of End User and EDI Manager Perspectives," *Journal of Computer Information Systems*, Vol. 39, No. 1, pp. 51-54.

Jones, M. and Beatty, R.C. (1998) "Towards the Development of Measures of Perceived Benefits and Compatibility of EDI: A Comparative Assessment of a Competing First Order Models," *European Journal of Information Systems*, Vol. 7, No. 3, pp. 210-220.

Liu, C., Arnett, K.P., Capella, L., and Beatty, R.C. (1997) "Web Sites of the Fortune 500 Companies," *Information & Management*, Vol. 31, No. 6, pp. 335-345.
Webster, C. and Beatty, R.C. (1997) "Nationality, Materialism, and Possession Importance," *Advances in Consumer Research*," Vol. 24, No. 1, 204-210.

Beatty, R.C. and Capella, L. (1996) "Computer-based Interactive Marketing: An Overview of the Commercial and Internet Environments," *Journal of Contemporary Business Issues*, Vol. 4, No. 2, pp. 42-51.

Selected Conference Proceedings

Beatty, R.C. "Do We Need More "Management" in Future Management Information Systems (MIS) Undergraduate Programs?" *Proceedings of the 39th Decision Sciences Annual Meeting*, Baltimore, MD, November 2008.

Jones, M. and Beatty, R.C. "Towards the Development of an Instrument to Measure Perceived Benefits and Compatibility of EDI," *Proceedings of the 3rd Association for Information Systems Americas Conference*, Indianapolis, IN, August 1997.

Arnett, K.P., Prabhakar, B., Beatty, R.C., and Litecky, C. "Linkage Analysis: CEO's Tool for Assessing Information Architecture," *Proceedings of the 27th Decision Sciences Institute Annual Meeting*, Orlando, FL, November 1996.

Jones, M. and Beatty, R.C. "User Satisfaction with EDI: An Empirical Investigation," *Proceedings of the 2nd Association for Information Systems Americas Conference*, Phoenix, AZ, August 1996.

Webster, C. and Beatty, R.C. "Nationality, Materialism, and Possession Value," *Proceedings of the Conference of the Association for Consumer Research*, Phoenix, AZ, December 1996.

Arnett, K.P., Litecky, C., and Beatty, R.C. "Revitalizing a Legacy System to Enhance User Satisfaction: A Field Study of Government Users," *Proceedings of the 26th National Decision Sciences Institute Annual Meeting*, Boston, MA, November 1995.

ACADEMIC SERVICE

Research and Instructional Awards

- Northern Illinois University, Summer Research Grant, 2005
- Northern Illinois University, Summer Research Grant, 2004
- Texas Christian University, Summer Faculty Research Award, 2002
- Texas Christian University, Summer Instructional Grant, 2001
- Texas Christian University, Summer Faculty Research Award, 2001
- Miami University, Summer Research Grant, 2000

Honors and Awards

- Texas Christian University, Teaching Excellence, Senior Conference, 2003
- Texas Christian University, Teaching Excellence, Senior Conference, 2002
- Texas Christian University, Teaching Excellence, Senior Conference, 2001

Society Memberships

- Alpha Iota Delta (Decision Sciences Honor Society)
- Beta Gamma Sigma (Honor Society of AACSB Accredited Schools)
- Beta Alpha Psi (Honor Organization for Financial Information Professionals)

Professional Affiliations

- Charter Member, Association for Information Systems (AIS)
- Member, INFORMS
- Member, Association for Computing Machinists (ACM)
- Member, Decision Sciences Institute

Academic Training

- Diversity, Learning, and Student Success (2017)
  Association of American Colleges and Universities

- Supporting First-Generation Students: Access, Achievement, and Persistence (2016)
  Innovative Educators

- Developing a Comprehensive Retention Plan (2016)
  Academic Impressions

- Development for Deans and Academic Leaders (2013)
  Council for Advancement and Support of Education

Academic Service

- Served as a Reviewer, Track Chair, Session Chair, and/or Discussant
  - *Decision Science Institute Annual Meeting*
  - *International Conference on Information Systems*
  - *Americas Conference on Information Systems*
  - *European Conference on Information Systems*

- Serve as an ad-hoc reviewer for:
  - *Communications of the ACM*
  - *European Journal of Information Systems*
  - *MIS Quarterly Executive*
  - *Journal of Electronic Commerce Research*
  - *Journal of Strategic Information Systems*
  - *DATABASE for the Advances of Information Systems*
  - *Journal of Global Information Management*
  - *Information Systems Journal*

Institutional Service

University of Texas at Tyler
- Member, Council of Deans
- Member, Athletic Advisory Board
- Member, Athletic Foundation Advisory Board
- Member, Provost's Council
- Advisor, College Graduate Education Task Force
- Advisor, College Faculty Endowment Task Force

Florida Gulf Coast University
- Member, University Technology Resources Committee
- Member, University Strategic Planning Committee
- Member, Dean's Council
- Member, College Scholarship Task Force
- Member, College Student Success Task Force

Rowan University
- Member, President's Executive Committee
- Member, Provost's Deans Council
- Member, Academic Affairs Committee
- Member, University Building Committee – Business Building
- Member, Rowan University Governmental Affairs Committee

Whitworth University
- Member, University Strategic Planning Committee
- Member, Dean's Council
- Member, Executive Board

PROFESSIONAL SERVICE

University of Texas at Tyler
- Member, Business Development Council – Education/Human Resources Committee
- Member, Area Development Council – Governmental Affairs Committee
- Member, Tyler Innovation Pipeline
- Member, Tyler Hispanic Business Alliance
- Supporter, Cowan Center for the Performing Arts

Florida Gulf Coast University
- Advisory Board Member, South Florida Business Journal
- Member, Uncommon Friends Foundation (Business Ethics and Character Leadership)
- Member, Horizon Council Events (SW Florida Economic Development)
- Member, Hispanic Chamber of Commerce of Southwest Florida
- Member, Rotary International, Fort Myers Chapter

Rowan University
- Board Member, Chamber of Commerce of South Jersey
- Member, Southern New Jersey Development Council
- Member, South Jersey People
- Member, Alliance of Women Entrepreneurs
- Member, South Jersey Entrepreneurs
- Member, Gloucester County Chamber of Commerce
- Member, Camden County Chamber of Commerce

WORK EXPERIENCE

March 1992   Corporate Inter-Organizational (E-Commerce) Systems Manager
to December 1994   Kellogg Company, Battle Creek, Michigan

- Handpicked by the Kellogg Leadership Team to revitalize the corporation's worldwide inter-organizational electronic data interchange (e-commerce) systems.
- Developed a comprehensive business strategy designed to leverage the organization's data transfer and exchange technologies to facilitate information sharing with business partners (e.g., wholesalers, retailers, transporters, and banks) within the organization's value chain.
- Led the year-long project to re-engineer and upgrade the existing enterprise order processing, order fulfillment, and order payment systems using e-commerce technologies. Streamlining of these core systems resulted in over two million dollars in operational savings annually.

July 1989   Project Manager
to March 1992   Amerada Hess Corporation, Tulsa, Oklahoma

- Led the specification, development, and installation of a multimillion dollar natural gas volume control and marketing application into the corporation's complex gas flow monitoring system. The effort included the identification, acquisition, and integration of network, hardware, and software systems to support access to the corporate marketing network from field locations throughout the United States.
- Evaluated and forecast future user business needs, prioritized user project requests and initiatives, and recommended to top management long term strategic plans to satisfy changing business requirements.

March 1988   Senior Quality Assurance Analyst
to July 1989   United States Air Force, Offutt AFB, Nebraska

- Pioneered the construction and implementation of software quality control (QC) and quality assurance (QA) programs intended to reduce the number of coding errors by over 300 programmers and systems analysts maintaining the national nuclear war plan.
- Designed and presented in-house training courses on coding quality topics and structured systems development to over 150 war planning personnel.

July 1985   Project Leader/Systems Analyst
to March 1988   United States Air Force, Offutt AFB, Nebraska

- Led the specification, design, development, testing, and integration of mission critical war planning application systems to support real time nuclear military operations.
- Responsible for the development of comprehensive system design plans and processes to support core war planning function as part of the Single Integrated Operational Plan (SIOP).

MILITARY EXPERIENCE

May 2008   IMA Commander – Air Force Office of Special Investigations (AFOSI)
To July 2011   1st Field Investigations Squadron, Travis AFB, CA

- Supervised 84 specially trained special agents and managed an $800,000 annual budget.
- Commanded AFOSI forces in four locations in the western United States whose mission is to resolve criminal investigations and enhance global operations.
- Directed both cyber intrusion investigations of USAF information systems and executed counterintelligence (CI) operations to neutralize foreign threats.

May 2006   IMA Commander – Air Force Office of Special Investigations
To May 2008   Detachment 101, Wright-Patterson AFB, OH

- Commanded a 54 agent field investigations unit. Protected over 20,000 military and civilian personnel in a six state Area of Responsibility (AOR) comprised of nineteen Air National Guard and Air Force Reserve bases with $18 billion in aerospace technology assets.
- Directed criminal and CI operations targeting terrorists and foreign intelligence threats.
- Provided investigative guidance and briefings to executive level USAF commanders, law enforcement officers, and intelligence officers.

December 2005   CI Team Leader – Combined Joint Task Force 76 (CJTF 76)
To July 2006   Bagram AB, Afghanistan

- Commanded a four member USAF CI collections team while assigned to the United States Army's 10th Mountain Division.
- Led numerous combat missions in hostile and high threat areas in support of high risk intelligence collection operations.
- Efforts resulted in the collection and dissemination of over 140 actionable intelligence products during a six-month deployment.

December 1999   Cybersecurity Commander – Air Force Office of Special Investigations
To May 2006   Detachment 101, Wright-Patterson AFB, OH

- Commanded a six-member cybersecurity directorate responsible for planning and executing computer criminal investigative operations for eight USAF installations and operating locations throughout the eastern United States.
- Led criminal, fraud, and CI investigations for AFMC, National Air and Space Intelligence Center (NAIC), Aeronautical Systems Center (ASC), and 22 Guard/Reserve bases.

January 1993   Area Office Manager – Selective Service System
To December 1999   Washington D.C. (Multiple Locations)

- Responsible for providing qualified manpower to the Department of Defense (DoD) in the event of a national emergency or mobilization.
- Supported mobilization readiness through board recruitment activities, training programs, mobilization exercises, and liaison with appropriate civilian and military personnel.