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April 8, 2003  
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## NEWS RELEASE

### **PATRICIA MEYERS TAPPED AS NEW BUSINESS SCHOOL DEAN, INNOVATOR AND LEADER WITH NATIONAL REPUTATION**

DAYTON, Ohio — The University of Dayton has chosen Patricia W. Meyers as the next dean of its School of Business Administration.

Meyers, a professor of marketing and innovation management, has served as dean at Northern Arizona University in Flagstaff and most recently was founding dean for the new School of Business at the University of Redlands in California. She serves on the board of directors for the premiere accrediting association for business education, AACSB International.

She is one of just 30 women deans serving at the nation's 434 AACSB-accredited business schools and will be one of just five at Catholic universities.

Meyers steps into the deanship Aug. 1 after Sam Gould steps down to join the faculty after an 18-year tenure as dean. Under Gould's leadership, UD's School of Business Administration has moved from a non-accredited institution little known outside the region to an accredited school with national prominence for its finance program that entrusts undergraduates with millions of dollars of real money to invest in the stock market. Undergraduate enrollment at 1,600 students has climbed nearly 50 percent since 1996, and the MBA program is one of the largest in the region.

A marketing professor and consultant who teaches courses and conducts research in the areas of change management and innovation, Meyers describes herself as a "working leader" who believes "that enduring value in an educational organization builds from seeing change as opportunity and from doing the right things together each and every day."

What is the role of a business school in today's climate? "Today, many Americans believe that business has lost its moral compass and can't choose right from wrong. Some of this skepticism is justified, but not all," she observed. "Now, business schools have an important role to play in bringing things back into balance. UD's School of Business Administration has proven ability to combine the reflective power of critical thinking with relevant professional know-how.

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“The school is uniquely positioned to help renew commitment to professional integrity — to finding the balance point between increasing stockholder wealth and fostering societal well-being.”

Meyers, who was chosen from more than 50 candidates following a national search, received “strong and uniform consensus” from faculty, students and administrators, according to Fred Pestello, provost and senior vice president for educational affairs.

“I think her fit with the University of Dayton is remarkable,” he said. “She brings tremendous experience, a great deal of energy and enthusiasm, a strong record in scholarship and administration and a vision for exciting curricula. She’ll be a strong collaborator within the business school, across the institution and with our external constituents.”

As dean of the School of Business at the University of Redlands, she helped create a new school from an ongoing program and was working toward accreditation from the AACSB International. The school serves approximately 1,600 working adults, of which 40 percent are minority students, in five regional centers throughout Southern California.

As dean of the College of Business Administration at Northern Arizona University, she guided the college through reaffirmation of accreditation, worked with community leaders to win start-up funding that established the Flagstaff Business Incubator and raised money to start the Bank One Center for Business Outreach to serve emerging and growing businesses, particularly Native American companies. An experienced fund-raiser, she helped attract a record \$10 million in cash and in-kind gifts for the college.

Previously, Meyers worked in a variety of positions at Syracuse University, including associate dean for master’s programs in the School of Management. During her tenure, the MBA program received national recognition, being named one of *Princeton Review’s* top 70 MBA programs. For nearly a decade, she served as associate director of Syracuse’s Innovation Management Program, funded by Xerox Corp. and General Electric Co. to research the effects of innovation in American business. She also taught and conducted research as a professor at the University of Massachusetts at Amherst.

Her early experience in higher education included fund-raising positions at Havorford College and the University of Pennsylvania, where she also worked as assistant to the provost and director of undergraduate academic programs.

Meyers received a Ph.D. in marketing and innovation management and an MBA in marketing from Syracuse University. She holds a master’s degree in English language and literature from the University of Michigan at Ann Arbor and a bachelor’s degree in the same field from Mercy College of Detroit.