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An Outstanding Leader

University of Dayton

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Monday June 5, 2017

An Outstanding Leader

The University of Dayton has named John D. Mittelstaedt of the University of Wyoming the new dean of the School of Business Administration.



With a career of more than 20 years as an administrator, scholar and teacher, and degrees in marketing and religious studies, Mittelstaedt brings a wealth of experience in macromarketing, especially in the areas of sustainability, religion, markets and international trade.

“John Mittelstaedt will be an outstanding leader for our School of Business Administration,” said

University of Dayton Provost Paul Benson. “He has an excellent record in both teaching and scholarship, and has demonstrated impressive capabilities as a strategic and collaborative innovator in values-based business education.”

Mittelstaedt is currently a professor of marketing, former interim dean of the College of Business and inaugural director of The Sales Initiative at the University of Wyoming, a land-grant university with more than 14,000 students. He begins at the University of Dayton on Aug. 1.

“What drew me to the University of Dayton was the quality of the students, the dedication of the faculty to their teaching and scholarship, and the Catholic, Marianist spirit evident across the entire UD community,” he said. “I am excited for the opportunity to work alongside a great faculty and staff, and to facilitate a conversation about how the School of Business Administration advances the UD vision to become the University for the common good.”

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Mittelstaedt holds a doctorate in marketing from the University of Iowa, a master's degree in theological studies from Harvard Divinity School, and a bachelor's degree in physics and religion from Saint Olaf College.

He serves on the corporate board of the Macromarketing Society and on the editorial boards of the *Journal of Macromarketing* and the *Journal of Public Policy and Marketing*. He has three times won the Charles S. Slater Award, the highest recognition for scholarship in the field of macromarketing.

He previously taught at Clemson University, where he was founding director of the master of science in marketing program. He has also served as a visiting scholar at the University of Nebraska, the University of Notre Dame and the Academy of International Economic Affairs in Taiwan.

Mittelstaedt and his wife Patrice Noel have two children, Matthew, 18, and Marlow, 10. Matthew will be a first-year student at the University of Dayton this fall.

The University of Dayton School of Business Administration offers eight undergraduate majors, an MBA program, and this fall launches new graduate degrees in professional accountancy and finance, as well as an online MBA. Its entrepreneurship program has been ranked in the top 20 in the nation by The Princeton Review and *Entrepreneur* magazine for 11 years. Through Flyer Investments, undergraduate students manage a \$24 million portfolio in University endowment funds. The school also counts Flyer Pitch, a multinational business plan competition with \$150,000 in cash prizes; Flyer Enterprises, the fourth largest student-run business in the country; and Flyer Angels, a seven-figure private equity fund led and managed by students, among its programs.

Madonnas exhibit opens June 25.

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