

2-11-2008

Innovative and Collaborative

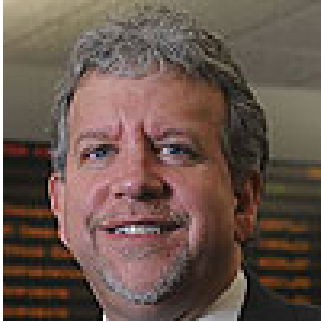
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Recommended Citation

"Innovative and Collaborative" (2008). *News Releases*. 1943.
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Innovative and Collaborative

02.11.2008 | Business, Faculty

Matthew D. Shank, former chair of the management and marketing department at Northern Kentucky University who is known for his collaborative style and marketing expertise, will become the new dean of the University of Dayton's School of Business Administration on June 1.

A psychologist by training, Shank began teaching marketing in the College of Business at Northern Kentucky University in 1991 and served as department chair from 1999-2007, before rejoining the faculty. He served as interim director of the MBA program in 2005. Shank spent the 2003-2004 academic year at Vanderbilt University as an ACE Fellow under then-Chancellor Gordon Gee. The ACE Fellows Program is the nation's premier higher education leadership development program that prepares senior leaders.

Before his academic career, which included short stints at Southern Illinois University and the University of Mississippi, Shank, 46, worked as a marketing research manager at Maritz Inc., one of the nation's 15 largest marketing research companies.

"Having lived in this region for nearly two decades and interacting with a number of University of Dayton alumni, I was well aware of the excellent reputation of the business school and the University as a whole. This commitment to excellence was not only reinforced during my campus visit, but exceeded my already high expectations," Shank said.

"I was overwhelmed by the passion and collaborative approach of everyone I met, from students to faculty to community leaders. The 'family spirit' and other core Marianist values that are the foundation of UD are more than just words. It is clear they are lived in the daily work and lives of the UD community."

The business school's programs and faculty impressed Shank. The entrepreneurship program is ranked fifth best nationally by The Princeton Review and Entrepreneur magazine, and the finance program allows undergraduates to manage millions of dollars of the University's endowment and meet the top names on Wall Street during the annual RISE forum, the world's largest student investment forum.

"The School of Business Administration, with its world-class faculty, is already well positioned and poised to move into even greater prominence both regionally and nationally," he said.

Fred Pestello, provost and senior vice president for educational affairs, called Shank "a tremendous fit" for UD. "He's smart, enthusiastic, innovative and collaborative. The campus's response to Matt's interview was very positive. I have no doubt that he will lead us to new levels of excellence in business education in the Catholic and Marianist traditions."

At Northern Kentucky University, Shank helped develop and implement bachelor's degree programs in entrepreneurship, business administration, human resource management and sports business, as well as a master's degree program in executive leadership and organizational change. His teaching interests include sports marketing, consumer behavior and marketing research. He has designed and taught courses in Ireland, Australia and Moscow.

Shank edits Sports Marketing Quarterly, one of the premier academic journals in the sport management area. Recently, Prentice Hall published the fourth edition of Shank's Sports Marketing: A Strategic Perspective, a sports marketing textbook used at universities across the U.S. and abroad. His research, which centers around sports marketing, consumer psychology and marketing education, has appeared in Sports Marketing Quarterly, Journal of Sport Behavior, Journal of Professional Services Marketing, Advances in Consumer Research, Journal of Applied Business Research and Journal of Marketing Education.

In addition, Shank has served as a marketing consultant to more than 50 businesses in a variety of industries and supervised more than 100 student projects for the business community in the Northern Kentucky area. He designed a marketing communications plan for Northern Kentucky University and served as co-chair of the school's \$40 million capital campaign.

Shank earned a bachelor's degree in psychology from the University of Wyoming in 1983, a master's degree in psychology from the University of Missouri-St. Louis in 1985 and a Ph.D. in experimental psychology from the University of Missouri-St. Louis in 1988.

Shank and his wife, Lynne, have 1-year-old twin daughters, Grace and Olivia.

He replaces Elizabeth Gustafson, who's been serving as interim dean this academic year following Patricia Meyers' decision last spring to step down.