

# DENNIS J. LANHAM

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## EDUCATION

### **MBA International Business**

Georgia State University, J. Mack Robinson College of Business

Atlanta, GA

### **MS Higher Education Administration**

Florida State University, College of Education

Tallahassee, FL

### **BS Applied Behavior Analysis**

University of North Texas, College of Public Affairs and Community Service

Denton, TX

## QUALIFICATIONS SUMMARY

Visionary Leader | Innovator | Learning and Development Expert | Change Agent

Accomplished leader in systems-level learning that helps to shape leaders at all levels. Keen focus on optimizing practical learning outcomes, profound human growth and development, authentic diversity and social justice, and values-based performance for impact.

## CAREER GROWTH

### **Sr. Assistant Dean and Executive Director, Silicon Valley Executive Center**

Santa Clara University, Leavey School of Business

*Mar 2017- Present*

Santa Clara, CA

Part of the Leavey School of Business' senior leadership team at Santa Clara University, and reporting directly to the dean, I lead our non-degree executive and professional education portfolio. I drive the continuous growth and innovation of our non-degree portfolio and the global footprint of our center. I partner with key stakeholders within the university and in the Silicon Valley, to create value for the business communities that we serve. Ultimately, I'm accountable to revenue generation targets which support the Leavey School of Business, and the university.

Our center portfolio offers customized programs for organizations, public enrollment certificate programs, professional designations, and global university partnerships. Our distinct location in the Silicon Valley allows for a valuable learning environment for our clients, and our programs offer a unique perspective on entrepreneurship, innovation, and product development; leadership and management; data, analytics, and information systems; and finance, accounting, and equity compensation.

Accomplishments to date:

- launched the Black Corporate Board Readiness program
- launched the Women's Corporate Board Readiness program
- launched the Conversations on Diversity in Silicon Valley webinar series
- launched the digital badge in Pat Lencioni's Five Dysfunctions of a Team model
- launched the virtual executive series on Leading with Love: A Business Case for Compassion
- modernized the Certified Equity Professional Institute
- grew the number of corporate custom clients by 200+%
- founded the Global Consortium of Jesuit Executive and Professional Education

### **Director of Executive Education**

University of Nebraska-Lincoln, College of Business

*Jul 2015- Mar 2017*

Lincoln, NE

As the inaugural director selected to build and lead executive education for the college, I worked directly with the dean, associate deans, faculty, university partners, business leaders, and community stakeholders to set the direction for the newly created department. I was responsible for building a portfolio of program offerings to build upon the college brand and create new revenue. I was accountable to all aspects of departmental operations, including; business

development, program design and delivery, and ultimately- revenue generation. Leading a support staff of four, I established the groundwork for a portfolio which now successfully competes in the exec ed market.

*Accomplishments:*

- Increased revenues for the Nebraska Tax Institute by 32% in one year- capturing \$386,000+ in revenue
- Created and launched five open-enrollment programs capturing \$110,000+ in revenues in first year of operation
- Negotiated three new custom partnerships capturing \$130,000+ in revenues in first year of operation
- Trained 30+ faculty on how to deliver high-quality executive education and build online executive-level programs
- Created unit structure, job roles, faculty fee schedule, and operational process to support new unit

**Assistant Director, Executive Education** *Feb 2013- Jun 2015*

Georgia State University, J. Mack Robinson College of Business

Atlanta, GA

Managed corporate client relationships and delivered 30+ annual high-impact programs for C-suite and mid-level executives around various content areas; business consulting, innovation, adaptive leadership, strategy, leadership brand management, lean six sigma, project management, sales, etc.

Supervised the planning and delivery of both open enrollment and customized programs. Negotiated the terms of agreement for vendors, clients, and program partners. Controlled department financial processes and two million+ dollar program budget to ensure a continued healthy financial position for the department. Managed five direct reports including, full-time program coordinator, business manager, financial administrative secretary and part-time graduate assistants.

Worked alongside the senior director and other college leaders to develop a robust program portfolio and implement sound departmental business processes, functions, and policies. Assisted in the direction and development of all marketing, recruitment, and lead management initiatives.

*Accomplishments:*

- Negotiated international partnership agreement with Fundação Dom Cabral (FDC) Business School in Nova Lima, Brazil to introduce a new exec ed program model in the Atlanta market
- Implemented a new financial management system for the department
- Implemented discounts and institutional partnerships to drive program registration
- Open enrollment program revenues; +11% from 2013 to 2015
- Custom program revenues; +17% from 2013 to 2015

**Assistant Director for Alumni Affairs**

*May 2011- Feb 2013*

Executive MBA Program, Georgia State University, J. Mack Robinson College of Business

Atlanta, GA

Managed and advised the Executive MBA Alumni Board of Directors. Provided administrative support and assisted the board chair and committees with the coordination of fundraising efforts, meetings, alumni programs, board retreats and constitutional revision. Managed all administrative processes and department finances including a two million+ dollar program budget. Managed all vendor relationships and contracts. Assisted the directors in developing marketing and recruitment strategies for the department. Analyzed programmatic and academic data. Assisted in the development of academic curriculum and departmental policy.

Supervised 5 graduate assistants and served as co-chair for the business managers committee.

*Accomplishments:* Inspired tremendous board growth and restructured fundraising efforts to increase profits by 200% in just one year.

**Director, Member and Constituent Services**

*Jun 2008 – Mar 2011*

Phi Beta Sigma Fraternity, Inc. Corporate Headquarters

Washington, DC

Directed information and product services for 740+ chapters and 125,000+ members worldwide. Developed infrastructure for internal administrative systems; this included standard operating procedures, strategic objectives and policies to support the organizational intent of elected leaders. Organized program initiatives and training programs for member retention and reactivation and advised university officials responsible for regulating collegiate chapters across the nation. Managed \$250,000+ annual budget.

This role required service as a part of the international and regional membership committees and direct administrative support for seven regional directors; developed membership data reports, analyzed constitutional language related to membership policy, and advised international and regional board members and committees on member-related issues.

Additionally, developed and maintained print and web materials related to member and finance policy, and new member intake. Facilitated departmental workshops and member training sessions at regional and national conferences.

Supervised two direct reports including membership services coordinator and administrative assistant.

*Accomplishments:*

- Strengthened membership affinity and organizational relations with university officials
- Redesigned member training programs and increased active membership by 50% in three years

**Programs Manager**

*Jun 2007 – May 2008*

Student Union, University of North Texas

Denton, TX

Advised and supported the planning, execution and evaluation of 100+ annual university-sponsored, student-run programs. Established departmental goals and expectations for staff and volunteers. Managed \$370,000+ annual program budget. Developed overall program portfolio, student learning objectives, operating procedures, and constitutional language.

Supervised a staff of 14.

*Accomplishments:*

- Constitutional overhaul and departmental restructuring
- Created a new programs portfolio which supported student learning objectives and university mission

**Advisor and Programs Coordinator**

*Aug 2005 – Apr 2007*

Office of Greek Life, Florida State University

Tallahassee, FL

Supported a student community of 4500+ members of Greek-lettered organizations. Advised the Greek Activities Council (nine student leaders charged with cross-council programming), the National Pan-Hellenic Council which included nine student organizations with a \$88,000+ annual budget and served as staff advisor for eight of 49 student organizations across four governing councils

**Advisor, Office of Greek Life**

*Aug 2004 – Jul 2005*

University of North Texas

Denton, TX

Supported the Latino Greek Council, the Panhellenic Association, the National Pan-Hellenic Council, and the Interfraternity Council which included 35 student organizations. Maintained academic records for over 1100+ Greek members and assisted in coordination of recruitment efforts for the Greek community resulting in 30% growth.

Additionally, attended annual regional/and (inter)national conferences with students, advised the planning and execution of the annual Greek Awards Program and Greek Week activities, and performed daily tasks directed by Assistant Dean for Greek Life

**Recruitment Ambassador**

*Aug 2002 – Aug 2004*

Eagle Ambassadors, University of North Texas

Denton, TX

Represented the Office of the President as well as Undergraduate Admissions at recruitment and fundraising events. Responsibilities included attending local recruitment fairs and large-scale fundraising events hosted by the Board of Regents and the Office of the President- intended to cultivate new gifts for the institution.

**Programs Coordinator**

*Aug 2002 – Aug 2004*

Office of Multicultural Affairs, University of North Texas

Denton, TX

Assisted the Director of the Multicultural Affairs with programming and office administration. Created partnerships with student organizations and other academic and student affairs units across campus to further the organizational mission and enhance the student experience on campus around cultural appreciation and diversity issue.

## **INSTRUCTION/ TRAINING EXPERIENCE**

### **Adjunct Lecturer**

Santa Clara University, Leavey School of Business, Marketing Department

*Sep 2019 - Present*

Santa Clara, CA

Effective Communication in Business course: Students learn to communicate effectively in a business context, including producing quantitative and qualitative analyses and evaluations; creating information graphics, formal multimedia reports, proposals, and presentations. Undergraduate and MBA courses.

### **Adjunct Lecturer**

Santa Clara University, Leavey School of Business, Executive MBA Program

*Aug 2019 - Present*

Santa Clara, CA

Co-facilitated a two-part, three-day boot-camp to Executive MBA Students at Santa Clara University in Strategic Innovation and Crisis Management.

### **Guest Lecturer**

Santa Clara University, Leavey School of Business

*May 2019*

Santa Clara, CA

Taught 16 undergraduate students Clayton Christensen's Disruptive Innovation theory

### **Design Thinking Facilitator**

Panasonic Cooperation, Global Leadership Program

*Jul 2016*

Atlanta, GA

Facilitated a design thinking simulation to provide a framework for corporate innovation to 18 senior executives as a part of the Panasonic Global Leadership Program

### **Guest Lecturer**

University of Nebraska College of Business, Corporate Growth Course

*Feb 2016*

Lincoln, NE

Taught 18 undergraduate students the role of corporate innovation in today's complex business environment.

### **Advisor Certification Trainer**

Phi Beta Sigma Fraternity, Inc.

*Feb 2010 – Feb 2011*

Washington, DC

Developed infrastructure for a new certification program for chapter advisors who were responsible for directing collegiate chapters. Also, produced high-quality presentations and training materials to accommodate the program and lead facilitation at all regional conferences.

### **Faculty Member**

University of Phoenix

*Sep 2009– Jan 2011*

Washington, DC

Developed curriculum for several five-week introductory courses. Courses include *Foundations for General Education and Professional Success*, *Foundations of University Studies* and *University Orientation*. Facilitated weekly face-to-face and online instruction, group work and presentations, and provided student support. Additionally, provided weekly tutoring for students on campus.

### **Regional Membership Intake Certification Trainer**

Phi Beta Sigma Fraternity, Inc.

*Nov 2008– Feb 2011*

Washington, DC

Developed groundwork for a new program which certified 1200+ members and agents of the organization for participation in the New Member Intake Program. This program emphasized member recruitment and retention strategies, risk management policy and focused specifically on organizational values congruence. Also, produced high-quality presentations and training materials to accommodate the program. Lead facilitation at all regional conferences.

### **Emerging Leaders Program Facilitator**

Florida State University

*Jan 2007- Apr 2007*

Tallahassee, FL

Developed curriculum for a 16-week course with 35 first-year student leaders which explored leadership, ethics, organizational values, community standards and campus resources. Facilitated daily face-to-face instruction, group work and presentations, and scheduled weekly speakers and office hours.

## CONFERENCE PRESENTATIONS

### **Building Your Brand**

National Association for Stock Plan Professionals Annual Conference

*Sep 2019*  
New Orleans, LA

This workshop-style session highlights a three-pronged approach to personal brand management that equity compensation professionals can use to build their brand in their firm or in their industry. Participants learn how to think strategically about their own brand promise, brand perception, and consumer expectations, and have an opportunity to get feedback from peers in the audience.

### **Pull Up a Chair: Get a Seat at the Table**

Global Equity Organization 20<sup>th</sup> Annual Conference

*Apr 2019*  
Amsterdam, AQ

This panel-style session highlighted ways that senior equity compensation experts can build their brand in their firm or in their industry. Attendees received advice on knowing how to leverage stakeholders, build relationships, develop strategic partnerships, and how to become a subject matter expert.

### **Leading Teams in the Age of Disruption**

Architectural Intelligence Conference

*Mar 2019*  
San Jose, CA

The modern age of disruption in the business environment is riddled with challenges which can limit the success of any team. This interactive session explored well-known leadership frameworks that can help teams remain cohesive, and perform, in today's fast-paced age of disruption. Participants learned ways to apply proven leadership models like the "Five Dysfunctions of a Team" by Patrick Lencioni, and the "Five Practices of Exemplary Leadership" by Kouzes and Posner, in a real-time context, to overcome challenges to achieving strategic objectives.

### **Growing Pains: Overcoming Challenges to Growth**

Conference on Management, Executive and Professional Development Programs (CMED)

*Nov 2017*  
Austin, TX

This session focused on analysis of barriers to growth for our programs and organizations. Participants discussed and analyzed modern barriers to growth for executive programming centers and service providers. Participants used the peer consulting process to give each other feedback on current growth challenges; organizational vision and culture, market barriers, resourcing and support, program life-cycles, portfolio scalability.

### **Leveraging Alumni Engagement around Special Occasions**

CASE Regional Conference

*Feb 2013*  
Atlanta, GA

This session facilitated discussion around best practices for utilizing organizational celebrations to market academic programs, raise money, create new partnerships, and fortify alumni affinity. Participants discussed how to develop strategy and overcome challenges in planning celebratory events to achieve success in alumni cultivation. The presentation was primarily intended for alumni advisors, program leaders, alumni board members and anyone involved in alumni programming or institutional event planning.

### **State of Membership in the Fraternity**

Annual International Board Meeting and Conference

*Feb 2009*  
New Orleans, LA

The presentation addressed membership concerns for international and regional board members and general organizational members. It covered 10-year trends in active, new and renewing member statistics, administrative and constitutional concerns regarding member policies, and recommendations for board consideration.

### **Engaging Alumni; Working toward Togetherness**

Southeastern Panhellenic Conference; Regional Conference

*Mar 2006*  
Atlanta, GA

This presentation allowed participants to learn strategies to effectively engage alumni in the process of planning formal recruitment, using Florida State University as a benchmark. We covered best practices and allowed participants the opportunity to share ideas with other chapters about how to manage alumni in the recruitment process.

## **CERTIFICATIONS**

### **Harrison Assessments Debrief Expert**

How to interpret and coach for the Harrison Paradox and Job Success assessments

*Apr 2019*  
Harrison Assessments North America

### **Certification: Design Thinking Facilitator**

Web-based simulation which teaches the IDEO method of innovation process

*Feb 2016*  
ExperiencePoint

### **Certification: Change Strategy Facilitator**

Web-based simulation which teaches principals of change strategy/ management

*Feb 2016*  
ExperiencePoint

### **Certification: Hogan Assessment Interpreter**

How to interpret and coach for the HPI, HDS, and MVPI assessments

*May 2014*  
Hogan Assessment Systems, Inc.

### **Certification: Corporate Finance and Accounting**

Robinson College of Business, Executive Education Programs

*May 2012*  
Georgia State University

### **Certification: Supervision 101**

Effective Communication, Motivating Staff, Conflict, and Feedback delivery

*Sep 2007*  
University of North Texas

## **COMPUTER, SOFTWARE, AND DATA ANALYTICAL SKILLS**

Microsoft Office - Expert

Adobe Photoshop - Expert

Spectrum Financial Systems (Accounting software)

Sungard/ Banner (Data and records software)

Raisers Edge /Financial Edge (Fundraising SQL database software)

SciQuest Software Systems (Financial management software)

LeadLife Solutions Software Systems (Lead-to-revenue management software)

Talisma/ CampusNexus Customer Relations Management Software

## **ORGANIZATIONS/ AFFILIATIONS**

Leaders Excellence at Harvard Square, founding member

Phi Beta Sigma Fraternity Inc., life member

Council for the Advancement and Support of Education (CASE)

Pi Lambda Theta, International Honor Society and Professional Association in Education

Order of Omega, Fraternal Honor Society