

# Curriculum Vitae Wanda L. Rutledge

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## EDUCATION

- **Doctorate of Philosophy**, Organizational Management, School of Business & Technology, Capella University, Minneapolis, MN, 2007  
Dissertation: *The Amateur Sports Leadership Challenge: A Study of Who Leads Amateur Sports in America Today and How Well They Practice Exemplary Leadership*
- **MBA (Marketing)**, Columbia Southern University, Orange Beach, AL, 2004
- **Bachelor of Science Business Administration (Marketing/Finance)**, Thomas Edison State College, Trenton, NJ 1993
- Vanderbilt University, Nashville, TN, 1976 – 1977
- **Certified Sport Administrator**, The George Washington University, Washington, D.C., 2005
- **Certificate in Zenger Miller Frontline Leadership**, Mercer County Community College, Trenton, New Jersey, 1996

## TEACHING & TRAINING EXPERIENCE

New Jersey City University, Jersey City, New Jersey

**Associate Professor**

**Director of Graduate Business Programs**

**September 1, 2016 – Present**

**September 1, 2017 - Present**

**Assistant Professor**

**Chair, Management Department**

**September 1, 2010 – August 31, 2016**

**May 2013-September 1, 2017**

- Teaching first Graduate Capstone course Spring 2018
- Taught MGMT 612 Global Strategic Management Summer 2017
- Taught MGMT 411 *Business Policy* (embedded Capstone business simulation program) Fall 2016, Spring 2017
- Developed and taught Entrepreneurship Bootcamp to international cohort Summer 2017 Graduate Capstone Advisor Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017
- Taught MGMT 241 *Global Business* Spring 2016
- Taught MGMT 312 *Human Resource Management* Fall 2015, Fall 2016
- Taught MGMT 311 *Org Theory and Practice* Spring 2015, Fall 2015, Spring 2017
- Taught MGMT 513 *Entrepreneurship*, Summer I, 2013, two sections Spring 2014 (main campus & @Wall), Spring 2015
- Taught MGMT 211 *Principles of Management* Fall 2014, Honors Cohort Spring 2016
- Taught MGMT 712 *Strategic Human Resource Management* (Blended @Harborside) – Graduate- Fall 2014
- Presenter, NJAPPA, *Ethics In Management: Be As Good As Your Dog Thinks You Are*, Princeton, NJ (April 10, 2014)
- Taught BUSI 611 *Behavioral Issues and Ethics in Management* (Blended @Harborside) – Graduate – Fall 2013, Spring 2014
- Taught MGMT 311 *Org Theory and Practice* (@Wall) Fall 2013, Fall 2014

- Taught BUSI 712 *Strategic Human Resource Management* (Blended @Harborside) – Graduate-Fall 2013
- Taught BUSI 241 *International Business (online)* Fall 2013
- Taught MGMT 243 *International Management (online)* Summer I, 2013
- Taught MGMT 413 *Management Information Systems (online)* Summer I, 2013

#### **Unit Coordinator, Management (2012 – 2013)**

- Taught *Business Policy* Spring 2013
- Taught *International Business (online)* Fall 2012, Spring 2013
- Taught *E-Commerce (online)* Fall 2012
- Taught *Management Information Systems (online)* Fall 2011, (*in person*) Spring 2012
- Taught *Marketing Research* Spring 2011, Spring 2012, Fall 2012 (*blended*)
- Taught *Human Resource Management* Spring 2011
- Taught *Entrepreneurship* Spring 2011, Spring 2012, Spring 2013
- Taught *Organizational Theory and Practice* Fall 2010, Summer I 2011, Fall 2011, Fall 2012
- Taught *Marketing Communications* Fall 2010, Fall 2011, Spring 2013

#### **Adjunct Faculty**

**2004 – 2010**

- Taught *Organizational Theory and Practice* Fall 2009
- Taught *Marketing Research* Spring 2009, Spring 2010
- Taught *Integrated Marketing Communications* Fall 2006, Fall 2007, Fall 2008, Fall 2009
- Taught *Introduction to Business* online Spring 2006, Spring 2007, Spring 2008
- Taught *Human Resource Management* Fall 2005
- Conducted independent studies with 3 students in *Sports, Fitness and Leisure Studies*. Fall 2004/Spring 2005/Fall 2005; one student in *Introduction to Business* Fall 2007

#### **Faculty Instructor**

- **First Continuing Education Workshop for Jersey City public employees on Customer Service (100 participants) – September 2015**

#### **Reviewer**

- **The Academic Forum (NJCU) – 2016 - present**
- **The Transnational Journal of Business (October 2015 - present)**

#### **Curriculum Development**

- **Led revision to the new Bachelor of Science in Management program**
- **Wrote three new Bachelor of Science program proposals in *Entrepreneurship, Sports Management, and Hospitality Management* (Summer 2017)**
- **Wrote new courses for three new Bachelor of Science programs in management – *Business Design and Innovation, Event and Meeting Planning, Facilities Management, Field Study I, Field Study II, Service Management Principles, Sponsorship and Funding Raising, Hospitality Management Capstone, and Sports Management Capstone* (Summer 2017)**
- **Revised the MBA program, core courses, specialization options (Summer 2017)**
- **Re-wrote Introduction to Entrepreneurship as a General Studies Tier 2 course – *Mind Your Own Business* (Summer 2017)**
- **Wrote new courses – *MGMT 225 Business Enterprise Applications* and *MGMT 251 Operations and Project Management Fundamentals* for the new School of Business Common Core (Summer 2015)**
- **Re-wrote Introduction to Business as a General Studies Tier 1 course – *Life is Good Business* (Summer 2015)**
- **Led development of five new courses and new program proposal for Supply Chain, Logistics and Maritime Port Management bachelor of science degree program (Summer 2015)**

- **Led change of program from a Bachelor of Science in Business Administration with a Specialization in International Business to a Bachelor of Science in Global Business (submitted for approval Fall 2015)**
- Consulted with the business faculty from Hudson County Community College as their expert resource on the development and implementation of a new, revised A.S. degree in Business Administration (Spring/Summer 2013)
- Developed a new course, *MGMT 230 Business Communications Essentials*, a Management elective in the School of Business ( scheduled for Spring 2016)
- Developed a new course, *MKTG 250 Viral Marketing: An Entrepreneurial Approach*, a Management elective in the School of Business (launched Fall 2014)
- Developed a new course, *Introduction to Entrepreneurship*, a Management elective in the School of Business (launched in Fall 2014)
- Developed an 18 credit minor program in Entrepreneurship for the School of Business in the Management Department (approved; all courses scheduled for Spring 2016))
- Collaborated with The George Washington University to **develop the 6-course Certified Sport Administrator certificate for youth sports administrators** at every level. The program is designed to be delivered in person or on-line, 2003 - 2004.
- Developed on-line *Introduction to Business* course for NJCU for Spring 2006 and subsequent updates for 2007 and 2008

#### **Guest Faculty**

- Taught two 2-hour sections on *Contemporary Sport in Society*. Section included: Participation issues in Olympic sports, with an emphasis on the implications of Title IX for women and professionalism v. amateurism in the Modern Games. Last taught Spring 2004. (*Note: University suspended its Sports Management program as offered under Business Administration.*)

Rutgers University, New Brunswick, New Jersey

#### **Guest Faculty**

- Taught two 2-hour sections on *Sports Marketing 101*. Section included: Comparing & contrasting marketing strategies for non-profit youth sports programs v. major event-driven programs; presentation of case studies in Olympic sport marketing for Curling v. Baseball. Last taught Spring 2004.

Amateur Athletic Union, Lake Buena Vista, Florida

#### **Instructor**

- Taught 2-hour *Successful Electronic Communication Strategies for Local Associations* seminar, Amateur Athletic Union local association officers. Units included: importance and growth of web0based communications; the good, the bad and the ugly with e-newsletters; email etiquette; security concerns; web maintenance; branding; review of examples. Last taught October 2006.
- Taught 2-hour *How to Recruit, Retain, Reward Volunteers* seminar, Amateur Athletic Union local association directors. Units included: where to find volunteers; how to define jobs; how to train volunteers; how to manage expectations; how to fire a volunteer; background screening do's and don'ts; how to keep volunteers coming back; review types of rewards. Last taught October 2005.
- Taught 2-hour *Successful Event Management* seminar, Amateur Athletic Union local association directors and event managers. Units included: event management; event manager checklist; event planning: financial planning & budget preparation; planning for risk & emergencies; scheduling, facilities, housing, food, transportation, promotions, public relations, awards & recognition, communications, staffing, evaluation; event marketing: properties inventory, what sponsors value, steps for obtaining sponsors, budget & record keeping. Last taught September 2004

- Taught 2-hour *Successful Publicity & Media Relations for Local Associations*, Amateur Athletic Union local association officers. Units included: importance of promoting team & league activities, how to develop a relationship with the media, how to prepare news releases, helpful hints for writing a press release, types of releases, getting your release noticed & used, taping television & radio, what about the internet, media tip sheet, how to prepare for interviews, how to handle negative or controversial topics. Last taught September 2003.

National Amateur Baseball Federation, Bowie, Maryland

**Instructor**

- Taught 2-day *Volunteer Leadership & Management Training* seminar, National Amateur Baseball Federation regional directors, regional & national tournament directors. Units included: volunteer leadership issues & responsibilities, risk management checklists, event management, media relations, fund raising, sponsorship recruitment strategies. Last taught May 1999.

PONY Baseball & Softball, Washington, Pennsylvania

**Instructor**

- Taught 4-hour *Volunteer Leadership & Risk Management* seminar, PONY Baseball & Softball regional directors. Units included: volunteer leadership responsibilities & non-profit governance strategies, risk management issues & strategies for minimizing organizational risk. Last taught October 1994.

American Legion Baseball, Indianapolis, Indiana

**Instructor**

- Taught 8-hour *Volunteer Leadership & Risk Management* seminar, American Legion Baseball state directors. Units included: volunteer leadership responsibilities & non-profit governance strategies, identifying risk management issues & adopting strategies for minimizing organizational risk, event management-specific risks & management requirements. Last taught November 1994

International Baseball Federation, Lausanne, Switzerland

**Instructor**

- Taught 8-hour *Successful fund Raising for National Sport Federations* seminar, International Baseball Federation presidents, executive directors, and upper level management staff of national baseball federations from 120 countries. Units included: defining fund raising as different from membership dues/corporate sponsorship/event revenue, setting goals & objectives, developing a fund raising plan, selecting fund raisers on a bare bones budget, scheduling, where to find prospects (individuals/corporations/foundations), how to treat prospects, how to build a fan base, tapping into where people shop, joint fund raising with other charities, uses of media exposure, speaking engagements, exhibitions, how to maximize revenue from facilities you own/or lease. Last taught September 1995.
- Taught 8-hour *Successful Local, National & International Event Management* seminar, International Baseball Federation presidents, executive directors, and upper level management staff of national baseball federations from 120 countries. Units included: event management, event manager checklist, event planning: financial planning & budget preparation, planning for risk & emergencies, scheduling, facilities, housing, food, transportation, promotions, public relations, awards & recognition, communications, staffing, evaluation; event marketing: properties inventory, what sponsors value, steps for obtaining sponsors, budget & record keeping. Last taught April 1992.

## RELATED MANAGEMENT EXPERIENCE

### DIRECTOR OF GRADUATE BUSINESS PROGRAMS

#### SEPTEMBER 2017 – PRESENT

- Leading the implementation of changes to the MBA program based on input from students and industry leaders, Business Advisory Committee members and alumni through Senate review
- **Led full implementation of new collaboration with Harvard Business School and their HBX online modules in Financial Accounting, Managerial Economics, and Business Analytics to replace the GRE's, GMAT's and pre-requisites classes for enrollment in the MBA**
- **Coordinated efforts leading to the first corporate partnership with Fidelity Investments to support their employees in a customized MBA with NJCU**
- Conducted the first workshop on *Innovation* for Fidelity Investment's TAP Academy for rising stars in the firm that has led to a partnership to deliver additional workshops to the Academy

### ASSOCIATE PROFESSOR – MANAGEMENT, SCHOOL OF BUSINESS

#### SEPTEMBER 2016 – PRESENT

- Expanded partnership model with five other New Jersey high schools
- Conducted the first two-week Entrepreneurship Bootcamp for visiting international students from China, South Korea, and France (Summer 2016)
- Co-led and led three consecutive student teams to the International Economics Competition in Mumbai, India (December 2015, 2016, 2017) where students brought back awards each year for critical thinking, Q&A responses, and top presentation honors
- **Led and successfully completed the first Management Department program review (2016/2017) that formed the basis for the development of three new full undergraduate degree programs, and a revision to the B.S. in Management degree program**
- **Led the review and subsequent revision to the MBA program**

### ASSISTANT PROFESSOR-MANAGEMENT, SCHOOL OF BUSINESS (formerly BUSINESS ADMINISTRATION DEPARTMENT) NEW JERSEY CITY UNIVERSITY

#### SEPTEMBER 2010 – AUGUST 2016

- **Initiated first School of Business corporate partnership apprentice model with Kuehne + Nagel (a German MNC freight forwarding company with offices in Jersey City) in Fall 2015.** Five students will be hired for 20-hours a week (\$15 per hour), taking 49 Skyped training modules to learn about the business, reimburse each student up to \$5,000 per year in tuition for up to two years, expectation of full-time hire at the completion of the apprenticeship.
- **In collaboration with University Advancement, established the first Wyndham Properties Mentoring Program with 15 School of Business students and Wyndham executives.**
- **Developed the first Business Plan Competition (Build Your Dream) for students in the Entrepreneurship program and NJCU students from other disciplines in collaboration with the Business Development Incubator and the Office of Alumni Relations.** In Spring 2013 and Spring 2014, three students were awarded cash prizes (\$1,000, \$500, and \$250 respectively) for their plans as judged by a panel of alumni entrepreneurs and local venture capital coordinators. Spring 2014, one of the student finalists competed in the state-wide New Jersey Collegiate Entrepreneurship Business Plan Competition and placed third.
- **Elected Champion (primary representative) for the NJCU School of Business with their accrediting body, the Accreditation Council of Business Schools and Programs (ACBSP).**
- **Developed a partnership model with Bayonne High School and their new Business Academy that will allow high school students to follow specific career-based tracks of study in relevant business courses with a direct path to transfer to NJCU School of Business (cohort of 14 high school students in first year)**

- **Building on the high school partnership model with Hudson County Technical Schools**
- **Serves on School of Business Core Curriculum Review Committee.**
- In collaboration with the NJCU Marketing Department, developed new branded marketing materials for the Management Department and its programs, which serve as a template for the other departments in the School of Business.
- Served on the University's Strategic Planning Committee and Lead the Priority Four Initiative team.
- Provides leadership in course level and program level assessment as a member of School of Business BASC (Business Assessment Steering Committee) and the PIT (Process Improvement Team) Summer 2012-present.
- Served on the Program Assessment Steering Committee for the Business Administration Department that developed and delivered the department's self-assessment study to the Association of Collegiate Business Schools and Programs (ACBSP) in Summer 2012.
- As the Marketing and Community Outreach Liaison for the NJCU at Wall campus (Fall 2010 – Spring 2012), developed new marketing materials for NJCU's College of Professional Studies, including: Criminal Justice (B.S. and M.S.), Fire Science, Fitness Minor, Graduate School Nurse Certification, Health Science (M.S. in Community Health Education), National Security Studies (B.S. and M.S.)Nursing (RN to BSN and Accelerated BSN), and an overall marketing piece for the College of Professional Studies.
- Created marketing materials for the new RN to BSN program at Wall.
- Produced a comprehensive marketing program for Graduate Business Programs at Harborside, including a direct mail campaign and all collateral marketing pieces (letterhead, envelopes, flyers, recruitment letters, web pages, post cards, etc.).
- Designed new marketing brochures for each of the NJCU at Harborside Graduate Business degrees and for each of the NJCU undergraduate Business degrees.
- Generated collaborative marketing materials for the new Accelerated B.S. in National Security Studies with Brookdale Community College and NJCU at Wall.
- Collaborated with the NJCU Alumni Relations Office and the Co-Operative Education Career Planning and Placement Department to host a series of Alumni and Student Entrepreneur Society panels in 2012-2013 bringing together students from all disciplines, alumni business owners, and community leaders.
- Developed and implemented marketing materials for NJCU Business Programs (and eight other programs) at Wall.
- Coordinated student recruitment for Wall programs with NJCU Admissions Department.
- Organized an integrated marketing plan for the promotion of NJCU programs at Wall to Monmouth and surrounding counties.
- Implemented outreach about Wall programs to Mercer County Community College.
- Introduced NJCU at Wall programs to Veterans' Affairs coordinators in area community colleges and Central NJ military bases.
- Developed a plan of action and corresponding materials to promote NJCU programs at Wall to Monmouth County Chambers of Commerce.

**EXECUTIVE DIRECTOR OF ALUMNI RELATIONS, NEW JERSEY CITY UNIVERSITY,  
JULY 2008 – 2010**

- Promoted based on successful accomplishments while filling out-of-title roles.
- Expanded responsibilities for major donor, corporate, and foundation solicitation and relationship management.
- Launched the first Alumni – Student Entrepreneur Society in collaboration with the University's Business Development Incubator to foster entrepreneurial learning for interested students

and recent graduates through the exchange of ideas and the formation of relationships between and among students, alumni, faculty, industry, and government.

**DIRECTOR OF ALUMNI RELATIONS, NEW JERSEY CITY UNIVERSITY,  
JANUARY 2002 -JUNE 2008**

- Hired as a Change Agent to re-establish a long-inactive alumni association, build greater alumni participation, and re-vitalize alumni events.
- **Assumed the role(s) left by University Advancement Associate Vice President and Director of Development** for the past 2 years, maintaining all corporate contacts and funding sources, executing all programs that had been put into place and expanding corporate support.
- In this role, **increased corporate support** for Proyecto Science from NJ pharmaceutical companies (Novartis and Roche) and brought Honeywell onboard for the Geo Science Department; **activated new alumni donors** to establish scholarship funds.
- Created and **implemented the first donor pledge forms and contracts** that are being used to establish, document, track and build scholarship funds in the Foundation.
- Re-organized all scholarship funds in the Foundation and **designed a new business process** for establishing, documenting, managing, and reporting on Foundation scholarships to meet audit demands. **Successfully manage approximately 75+ individual scholarship funds** in the Foundation, including donor reporting, solicitation, and acknowledgement, as well as recipient interaction with donors. Conducted first educational seminars for faculty to promote the new process and institute **greater collaboration between fundraising and academic priorities**. Developed new panels in PeopleSoft database to record and track Foundation scholarships, including triggers for personalized follow up with donors.
- Repositioned Homecoming as a week-long collaboration among all divisions in the University, thereby engaging greater participation among students, faculty, staff, alumni and the campus community.
- **Assumed the responsibilities for Annual Giving** while the director was on leave and subsequently left to take another position, creating new collateral marketing materials for the Annual Fund, coordinating the direct mail campaign, recruiting students for phonathon, organizing more comprehensive data pulls to segment gift history, and managing the creation and production of the Annual Report.
- Developed a strategy (including timeline and budget) for launching a structured planned giving program
- Developed first alumni merchandising program in University's history, creating a unified brand and look for the alumni program.
- Initiated on-going alumni panels (Good E.A.T.S.S. – Engaging Alumni to Support Students) to **assist with student retention and mentoring, as well as career planning**.
- Established annual reunions around five-year anniversaries specifically coordinated with Annual Giving to activate non-donor base thereby **converting several hundred alumni to donors** each year and growing base funding.
- Successfully produces 10 or more alumni-focused multi-cultural events on and off campus annually.
- **Established the first alumni affinity marketing program** of delivering benefits and services for alumni through corporate partnerships that provide discounts to members.
- Lead successful database conversion of 40,000 alumni records for Advancement Division from Raiser's Edge to PeopleSoft. Since developed greater functionality for donor prospecting, cultivation, and maintenance.
- **Grew annual NJCU Foundation golf tournament** each of the past 7 years, raising more than \$180,000 for the annual fund.

- Lead the team that planned & organized the first three Scholarship Concerts, raising more than \$80,000 for scholarships in three years.
- Led other numerous fund raising events for Nursing, Media Arts, Criminal Justice and others
  - Developed and managed annual alumni relations budget and staff (professional clerical, student and volunteer)

**PRINCIPAL, WLRUTLEDGE ASSOCIATES, 1997 – PRESENT**

Clients include: Bowling, Inc. Shared Services  
 National Council of Youth Sports  
 National Amateur Baseball Federation  
 United States Curling Association  
 United States Fencing Association  
 Hamilton Township (NJ) Economic Advisory Commission

**VICE PRESIDENT, BOWLING INC. SHARED SERVICES – 1999 – 2000**

- Managed a staff responsible for overall operations of all tournaments, some featuring up to 85,000 participants annually. Staff handled meetings and events, new tournament development, and tournament information systems for all organized, sanctioned bowling in the US.
- **Hired as a Change Agent to make events more profitable.** Re-engineered the 60 permanent paid staff and another 150 part-time staff on site at national events. Re-aligned the three staff groups for Events, meeting Planning, and Public Relations to emphasize project teams with cross-functional members. Launched new media advertising on [www.bowl.com](http://www.bowl.com). Created the first **team dedicated to co-branding events. Developed the business infrastructure** for sales of sponsorships, advertising, and promotional relationships. In the first year, realized \$250,000 in new types of revenue and value-in-kind.

**PRESIDENT, NATIONAL COUNCIL OF YOUTH SPORTS (NCYS), 1994 – PRESENT**

NCYS is a national multi-sport nonprofit corporation composed of CEOs from national sports association. Dedicated to develop youth sport administrators and to lobby broadly for values, legislation, and fund priorities.

- Revitalized a stagnant, volunteer-driven association into a professionally staffed and managed national political voice for youth sports issues. Grew the **membership from 35 to more than 250** sport executives.
- Promoted agenda of land use, juvenile justice, life-long health, and recreation benefits with Congressional leaders in Washington, D.C.
- Developed a position for the organization as industry leader in child protection by establishing standards and best practices models for volunteer criminal background checks.
- **Instrumental in obtaining angel investors for \$1.5 million in start-up funds** to establish the National Center for Safety Initiatives (NCSI) - a national central clearinghouse to provide criminal background checks for youth-serving organizations, help establish policies, procedures, research, and a course of action on best practices regarding volunteer screening, as well as aggregate and analyze data.
- Negotiated the contract between NCYS and NCSI to establish a holding company that would provide for on-going licensing revenue from a for-profit entity (NCSI) to a non-profit organization (NCYS).
- Collaborated with The George Washington University to **develop the 6-course Certified Sport Administrator certificate for youth sports administrators** at every level. The program is designed to be delivered in person or on-line.
- Serves on a **national committee, Childhood Obesity 180**, in Washington, D.C. that is a partnership with leading out-of-school –time organizations to develop and promote universal



nutrition and physical activity principles from a broad list of evidence-based recommendations for combating childhood obesity. This marks the first time these groups have worked together for a common goal.

#### **DEPUTY EXECUTIVE DIRECTOR, USA BASEBALL, 1980 – 1997**

USA governing body for all international amateur baseball competitions. Official representative for organizations with 16 million participants. Identifies, recruits, and fields national teams for Olympics, Pan American Games, and World Championships, etc. Votes USA interests at the International Baseball Federation (IBAF).

#### **Chief Operations Officer, with all 9 staff as direct reports. Prime day-to-day responsibility for marketing strategy, planning, and execution. Prime Contracting Officer.**

- Key player in planning and guiding strategy for entry of Baseball into an official Olympic sport. Lobbied International Olympic Committee leaders from more than 200 countries on the benefits and merits of baseball's official inclusion in the Games. **Coordinated persuasive campaign by domestic sponsors and international baseball leaders** (often cabinet position) from Italy, Nicaragua, Japan, Cuba, et.al. Efforts culminated in baseball's official inclusion in the 1992 Olympic Games.
- Designed successful promotional strategy and forged sales alliances with diverse entities. Persuaded groups with conflicting interests. Motivated the Atlanta Braves, the Atlanta Committee for the Olympic Games, grass roots amateur baseball associations, and various Minor League Baseball teams to perform their sales role. Generated \$16 million and record sales of 1.3 million tickets for baseball at the 1996 Olympics in Atlanta, the 3<sup>rd</sup> highest grossing ticket sales at the Games.
- **Negotiated the first single sport Olympic Team Training Site in the US.** Also the **first private partnership of a sport training site** without funding from the Olympic Committee. **Forged a self-funded facility through a durable local public/private and corporate partnership.** Today, this is a template for more than half a dozen of the Olympic sports.
- During the 1993-1996 quadrennium, generated some **\$12 million** in cash and value-in-kind for USA Baseball through sponsorship, licensing, event management and new market development.
- **Wrote Foundation's grant language for spending goals, restrictions, and guidelines.** Administered distribution of funds.

#### **PROFESSIONAL PRESENTATIONS (not a definitive list)**

- *Global Sustainability Risk to India* - International Conference on Sustainability – Columbia University (NY) - (September 19, 2017) \*co-presenter with Dr. John Donnellan
- *A Case for RBV in the Banking Industry: One firm's use of RBV for competitive advantage.* 2017 Oxford Business and Economics Conference – (July 2017) – Oxford University \*co-presenter with Dr. John Donnellan
- *Agency theory in banking-RBV Lessons from the 2007-2010 financial crises* – Cambridge Business & Economics Conference – (July 2016) \*co-presenter with Dr. John Donnellan
- *Greater Participation in Sport by Women Creates Economic Impact* – presented at 2015 (6<sup>th</sup>) International Conference for Association of Global Management Studies – Columbia University – June 2015
- *Data Driven. Street Smart. Imbedding Technology and Data Science in the 21<sup>st</sup> Century B-School Curriculum* – presented at NJEdge 2015 Faculty Showcase
- *Ethics in Management: Be as Good as Your Dog Thinks You Are*, presented at NJAPPA Spring General Membership Meeting, Princeton, NJ 2014

- *Participant Focus on Sports Events Today: Overcoming Economic Woes, Growing the Event, Growing the Sport, and the Participant Experience*, presented at S.P.O.R.T.S. Institute, West Palm Beach, FL 2008
- *The Case for National Standards in Volunteer Background Screening in Youth-Serving Organizations*, presented at National Association of Sport and Physical Education (NASPE) National Coaching Educators' Conference, Indianapolis, IN 2006
- *Cutting Through The Clutter: Successfully Marketing Youth Sports Events in a Crowded Marketplace*, presented at National Amateur Baseball Federation Conference, Bowie, MD 2002
- *Enhancing Revenue Sharing between WIBC & Host*, presented at Host Organizing Committee General Session for Women's International Bowling Congress National Tournament, Fort Lauderdale, FL 2000
- *Expanding Your Brand & Generating More Revenue at National Events*, presented at Women's International Bowling Congress (WIBC) annual Convention, Milwaukee, WI 2000
- *Successfully Marketing a Minor Olympic Sport (Curling) in the US*, presented at the World Curling Championships, Prince Edwards Island, Canada 1999
- *Marketing & Managing a National Event in your Local Community*, presented at the Host Organizing Committee Assembly USA Curling National Championships, Rochester, NY 1998
- *Successful Marketing & Fund Raising for Local Sport Associations*, presented at New York State Curling Association Conference, West Chester, NY 1997
- *Successful Marketing & Fund Raising for Club Teams*, presented at Africa Baseball Confederation Annual Meeting, Zimbabwe 1996
- *Successful Marketing & Fund Raising for National Teams*, presented at World Baseball Congress Industry symposium in consultation with Major League Baseball, Lausanne, Switzerland 1996

## PUBLICATIONS

- Donnellan, J., & Rutledge, W.L., (2018). *Global Sustainability Risk to India*, Journal of Management and Sustainability; Vol. 8, No. 1, 2018.
- Donnellan, J. T., & Rutledge, W. (2017). *A Case for RBV in the Banking Industry: One firm's use of RBV for competitive advantage*. 2017 Oxford Business and Economics Conference proceedings.
- Rutledge, W. L. (2017). *Immigration, NAFTA, and the rise of Donald Trump: The U.S. contradiction-based trade and immigration policies with Mexico*. The Academic Forum (Spring, 2017).
- Donnellan, J. T., & Rutledge, W. (2016). *Agency theory in banking-Lessons from the 2007-2010 financial crises*. 2016 Cambridge Business and Economics Conference proceedings.
- Donnellan, J. T., & Rutledge, W. (2016). *Agency theory in banking-Lessons from the 2007-2010 financial crises*. International Journal of Business & Applied Social Science, 2(3), 38-49.
- Rutledge, W.L., & McDonald, M. (2016). *From Owning People to the Selfie Experience: How Possessions Give Meaning to the Powerful*, The Academic Forum (Fall, 2016).
- Rutledge, W. L., Donnellan, J., & McDonald, M. (2016). *Female Participation in Sport as an Indicator of Business Success*, Transnational Journal of Business, 1(1),61-77.
- Rutledge, W. L. (2007). *The Amateur Sports Leadership Challenge: A Study of Who Leads Amateur Sports in America Today and How Well They Practice Exemplary Leadership*. Unpublished doctoral dissertation, Capella University, Minneapolis, MN.
- Rutledge, W. L. (2004). *A How to Guide to Successful Event Management for Local Associations*. Lake Buena Vista, FL: Amateur Athletic Union.
- Rutledge, W. L. (2003). *A How to Guide to Successful Publicity & Media Relations for Local Associations*. Lake Buena Vista, FL: Amateur Athletic Union.

- Rutledge, W. L. (1999). *A How to Guide to Successful Fund Raising for Local Associations*. Bowie, MD: National Amateur Baseball Federation.
- Rutledge, W. L. (1998). *A How to Guide to Successful Fund Raising for Local Clubs*. Colorado Springs, CO: US Fencing Association.

### **VOLUNTEER EXPERIENCE (not a definitive list)**

- Faculty Athletic Representative for NJCU to NCAA Division III and the New Jersey Athletic Conference (NJAC) – 2017 - present
- Member, sub-committee on Standard VI, MSCHE self-study team (fall 2017 – present)
- Chair of ACBSP Region 1 (2016 – present)
- Senator – Management Department, University Senate (2013 – present)
- Member, Senate Curriculum & Instruction Committee (2015 - present)
- Champion for the School of Business and chief representative to Accreditation Council for Business Schools and Programs (ACBSP) Conference (2013 – present)
- Member, University Grants and Research Advisory Board (2015 – present)
- Member, ACE Internationalization Committee (2014- present)
- Member, University Strategic Planning Committee (2014 – present)
- Team Lead for Priority Four Initiative for Strategic Planning Committee (2014 – present)
- Member, search committee, Vice President University Advancement (2014)
- Member, curriculum committee, College of Professional Studies (CPS) (2013-2014)
- Member, core curriculum review committee, School of Business (2014 – present)
- Member, NJCU Graduate Business Team (2013-present)
- Member, NJCU Process Improvement Committee (2012-present)
- Member, NJCU Business Assessment Steering Committee (2012-present)
- Member, Dean’s task force on business internships and career development (2013-present)
- Member, task force on student learning outcomes assessment software enterprise solutions for School of Business and University General Studies program (2013-present)
- President, National Council of Youth Sports, 1994 – Present
- Member, Editorial Board, *Sports Events Magazine*, 2006 – Present
- Member, National Center for Safety Initiatives Advisory Board, 2004 – Present
- Member, *ChildhoodObesity180*, 2010 - Present
- Member, NJCU *GothicNet* Task Force, 2005 - 2010
- Member, NJCU Intercollegiate Athletic Council, 2002 - 2007
- Member, NJCU Strategic Enrollment Management Committee, 2005 - 2008
- Member, NJCU Integrated Marketing Committee, 2004 - 2006
- Member, NJCU Athletic Department Restructuring Committee, 2005
- Member, NJCU PRR Committee & Co-Chair of Graduate Studies Subcommittee, 2004 - 2005
- Chair, US Olympic Committee’s Junior Olympic Committee, 1989 - 1996
- Member, US Olympic Committee Board of Directors, 1984 - 1996

### **PROFESSIONAL MEMBERSHIPS**

- Member, Regional 1 Chapter of Accreditation Council for Business Schools and Programs (ACBSP), 2013-present
- Member, New Jersey Coalition of Alumni Professionals, 2002 - 2010
- Member, Women In Development, 2007 - 2010

- Member, Council for Advancement & Support of Education (CASE), 2001 - 2010
- Member, National Council of Youth Sports, 1990 - Present
- Member, American Society of Association Executives (ASAE), 1984 - 2007

#### **OTHER WORK EXPERIENCE**

- **PUBLIC RELATIONS DIRECTOR, BABE RUTH BASEBALL, 1979 – 1980**
- **SPORTS EDITOR, “DEMOCRAT – UNION”, TN, 1977 – 1979**

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