

**Mr. Chad Mardesen**  
University of Nebraska-Lincoln  
Marketing  
(402) 472-3120  
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## **Education**

MBA, Bellevue University, 2001.

BA, Iowa State University, 1993.

Major: Journalism and Mass Communications

Supporting Areas of Emphasis: Advertising with Minor in English

## **Academic, Government, Military and Professional Positions**

### **Academic**

IBUS Fellow, UNL, International Business. (January 2016 - Present).

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing,  
College of Business. (August 2014 - Present).

Adjunct Professor of Marketing & Management, University of Nebraska at Omaha, Department of  
Marketing & Management, College of Business Administration. (January 2005 - October  
2013).

### **Professional**

Sales Representative Footwear and Equipment - Nike Golf, Nike, Inc. (December 2013 - August  
2014).

Cox Classic presented by Lexus of Omaha, Tournament Director. (January 2009 - October 2013).

Director of Marketing and Customer Service, University of Nebraska-Lincoln, Extended Education  
& Outreach Department. (June 2007 - January 2009).

Manager of Direct Response Marketing, Mutual of Omaha. (October 2006 - June 2007).

New Business Development, Physicians Mutual Insurance Company. (August 2001 - October  
2006).

eCommerce Marketing Manager, Oriental Trading Company, Inc. (January 1995 - April 2001).

## **Development Activities Attended**

Conference Attendance, "International Collegiate Sales Competition," Florida State University,  
Orlando, FL. (November 2017).

Conference Attendance, "International Collegiate Sales Competition," Florida State University,  
Orlando, FL. (November 2016).

Conference Attendance, "Sales Educators Academy Conference," Orlando, FL. (June 2015).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

BSAD 491, International Studies in Business and Economics; Sports Marketing in Brazil, 1 course.

MRKT 257, Sales Communication, 8 courses.

MRKT 357, Advanced Professional Selling, 8 courses.

MRKT 371, Sales Practicum I, 6 courses.

MRKT 399, Special Project, 5 courses.

MRKT 428, Sports & Event Marketing, 2 courses.

MRKT 457, Customer Relationship Management, 4 courses.

MRKT 458, Sales Force Management, 4 courses.

MRKT 460, Key Account Selling, 2 courses.

### **Non-Credit Instruction**

Travel With Students, International Collegiate Sales Competition, 4 participants. (November 2017).

DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2017).

Travel With Students, International Collegiate Sales Competition, 2 participants. (November 2016).

Certification, NRC, 22 participants. (August 2016 - November 2016).

DREAMBIG Academy, College of Business Administration, University of Nebraska-Lincoln. (June 2016).

Certification, NRC, 22 participants. (January 2016 - April 2016).

DREAMBIG Academy, College of Business Administration, University of Nebraska-Lincoln. (June 2015).

Workshop, NRC. (April 2015).

Travel With Students, MSCF Competition (MBA Sports Competition), Cincinnati, OH, 4 participants. (February 2015).

### **Awards and Honors**

Nominated, 2017-2018 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (December 2017).

Most Valuable Professor, Beta Theta Pi, University of Nebraska-Lincoln Chapter. (November 2017).

Nominated, 2015-2016 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (February 2016).

Most Valuable Professor, Delta Sigma Pi, University of Nebraska-Lincoln Chapter. (November 2015).

Nominated, 2014-2015 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (February 2015).

## **SERVICE**

### **Department Service**

Committee Member, Department of Marketing Grade Appeal Committee. (September 2017 - Present).

Coordinator, 2017 Center for Sales Excellence Golf Tournament. (August 2016 - May 2017).

Coordinator, 2016 Center for Sales Excellence Golf Tournament. (August 2015 - May 2016).

Committee Member, Center for Sales Excellence Professor of Practice Search Committee. (March 2015 - September 2015).

### **College Service**

Faculty Advisor, Sports Business Association. (August 2015 - Present).

### **Professional Service**

Member, Board of Directors, Governor's Council to Keep Nebraska Beautiful. (2010 - Present).

Member, Board of Directors of a Professional Organization, Cystic Fibrosis Foundation Nebraska Chapter. (2010 - Present).

Graduate - Leadership Omaha, Class 35. (2012).

### **Public Service**

Board Member, DREAM Foundation/Warren Academy Board of Directors. (December 2017 - Present).

### **Awards and Honors**

#### **Service, University**

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2018).