

**Mr. Rob G. Simon**  
University of Nebraska-Lincoln  
Marketing  
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## **Education**

MBA, University of Nebraska-Lincoln, 1999.  
Major: Marketing and Management Information Systems

BA, University of Nebraska-Lincoln, 1989.  
Major: Psychology and Political Science

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

### **Academic**

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

Associate Professor of Practice, University of Nebraska–Lincoln, Department of Marketing, College of Business. (September 2012 - Present).

Assistant Professor of Practice, University of Nebraska–Lincoln, Department of Marketing, College of Business Administration. (August 2008 - August 2012).

Adjunct Instructor, Bellevue University, Department of Business and Gallup Undergraduate Program. (August 2003 - 2010).

Adjunct Instructor, Nebraska Wesleyan University, Department of Marketing. (2004 - 2009).

Lecturer and Adjunct Instructor, University of Nebraska–Lincoln, Department of Marketing, College of Business Administration. (August 2001 - August 2008).

### **Professional**

Owner, XS Solution. (2005 - Present).

Business Development and Marketing, Smart Surplus. (2005 - 2007).

Wholesale Business Manager and Public Relations Director, Sell2All Inc. (2001 - 2005).

CEO, Marketing Manager, Operations Director, Ben Simon's Inc. (1985 - 2001).

## **Licensures and Certifications**

Professional Certified Marketer, American Marketing Association. (May 2012 - May 2015).

## **Professional Memberships**

American Collegiate Retail Association. (2004 - Present).

American Marketing Association Lincoln Chapter. (1995 - Present).

Nebraska Retail Federation. (1995 - 2002).

## **Development Activities Attended**

Continuing Education Program, "Teaching Book Club Learning Community," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (September 2017 - December 2017).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2017).

Retreat, "Teaching and Learning Retreat," University of Nebraska-Lincoln, Lincoln, NE, United States. (June 2017).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (March 2017).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2016).

Conference Attendance, "Teaching Professor Conference," Faculty Focus, Washington, DC. (June 2016).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (April 2016).

Conference Attendance, "Retailing Symposium," National Retail Federation, New York City, NY. (August 2015).

Study Abroad, Brazil. (June 2015).

Conference Attendance, "Blended & Online Learning Colloquium," University of Nebraska-Lincoln. (2014).

Conference Attendance, "Innovation in Pedagogy & Technology Symposium," University of Nebraska-Lincoln. (2014).

Conference Attendance, "Teaching and Learning Symposium," University of Nebraska-Lincoln. (2014).

Workshop, "Workshop on Technology in Teaching," UNL. (October 2013).

Workshop, "Workshop on Blended and Hybrid Teaching," UNL. (November 2012).

Continuing Education Program, "Summer Institute on Online Learning," UNL Extension, Lincoln, NE. (May 2012 - June 2012).

Continuing Education Program, "Peer Review of Teaching," UNL. (August 2011 - May 2012).

Class at UNL, "Advanced Statistics EDPS 860," UNL Ed Psych Department, Lincoln, NE. (June 2011 - July 2011).

Continuing Education Program, "Present Peer Review of Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2007 - 2010).

Class, "Statistical Methods EDPS859," UNL Ed Psych Department, Lincoln, Ne. (June 2010 - July 2010).

Audited Portion of a Class in Psychometric Methods, "Seminar in Psychometric Methods," UNL Psychology Department, Lincoln, Nebraska. (August 2009 - October 2009).

UNL Class in Qualitative Research, "Qualitative Approach to Education Research," UNL Educational Psychology Department, Lincoln, Nebraska, USA. (July 2009 - September 2009).

Continuing Education Program, "Summer Institute on Online Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2006 - 2007).

Continuing Education Program, "Summer Institute on Online Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2004).

## **Awards and Honors**

Beta Gamma Sigma Business Honorary. (2008).

Professor of the Month Award, College of Business Administration, UNL. (December 2007).

Excellence in Teaching Award Nomination, College of Business Administration at the University of Nebraska-Lincoln. (2007).

Hugh Wales Award for Faculty Advisor of the Year, National American Marketing Association. (2007).

Outstanding Faculty Advisor, American Marketing Association. (2007).

## **TEACHING**

### **Teaching Experience**

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

BSAD 491, International Studies in Business and Economics; Wine Project in Chile, 2 courses.

GRBA 813, Managerial Marketing, 3 courses.

MRKT 341, Marketing, 46 courses.

MRKT 399, Special Project, 12 courses.

MRKT 425, Retailing Management, 47 courses.

MRKT 442, Marketing Management, 19 courses.

MRKT 443, Retail Management, 2 courses.

MRKT 490, Special Topics in Marketing; Lincoln Industries, 24 courses.

MRKT 898, Seminar: Special Topics, 5 courses.

MRKT 996, Directed Reading or Research, 3 courses.

RAIK 341H, Honors: Marketing, 4 courses.

### **Non-Credit Instruction**

Oath (formerly Yahoo) Marketing Challenge Judge, Oath, 12 participants. (November 2017).

UP Case Competition Coach, Union Pacific, 16 participants. (April 2017).

UP Case Competition Coach, Union Pacific, 4 participants. (2016).

Yahoo Advertising Challenge Judge, Yahoo, 12 participants. (2016).

UP Case Competition Coach, Union Pacific, 4 participants. (2015).

UP Case Competition Coach, Union Pacific, 4 participants. (2014).

## **Directed Student Learning**

### **Doctorate (courtesy committee member)**

Doctorate (courtesy committee member), Marketing. (December 2011 - August 2013).  
Advised: Shipra Gupta

### **Other**

"Independent Study," Marketing. (August 2011 - Present).  
Advised: Warren Carmoney

Marketing. (July 2012 - October 2012).  
Advised: Hannah Nelsen

Other (Within University of Nebraska-Lincoln). (July 2012 - August 2012).  
Advised: Jace Dallman

Marketing. (July 2012 - August 2012).  
Advised: Jennifer Hurska

Marketing. (January 2012 - May 2012).  
Advised: Alexandra Johannes

Marketing. (January 2012 - May 2012).  
Advised: Chelsea Amundson

Marketing. (January 2012 - May 2012).  
Advised: Danielle Tucker

Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: David Lopez

Marketing. (January 2012 - May 2012).  
Advised: Dylan McCaugherty

Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: Grant Seiboldt

Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: Kaitlyn Burke

Marketing. (January 2012 - May 2012).  
Advised: Katelyn Lewis

Marketing. (January 2012 - May 2012).  
Advised: Maureen Dempsey

Economics. (January 2012 - May 2012).  
Advised: Parker Blow

"Independent Study," Marketing. (August 2011 - December 2011).  
Advised: Katie Weander

"Independent Study," Marketing. (August 2011 - December 2011).  
Advised: Thomas Flynn

"Independent Study," Other (Within University of Nebraska-Lincoln). (July 2011 - November 2011).  
Advised: Deauna Goodwin

"Independent Study," Marketing. (July 2011 - August 2011).  
Advised: Addison Cauley

"Independent Study," Other (Within University of Nebraska-Lincoln). (July 2011 - August 2011).  
Advised: Kaleigh Chalupa

"Independent Study," Other (Within University of Nebraska-Lincoln). (July 2011 - August 2011).  
Advised: Ryan Sandoz

"Independent Study," Economics. (January 2011 - May 2011).  
Advised: Brook Euteneuer

"Independent Study," Marketing. (January 2011 - May 2011).  
Advised: Jessica Christensen

"Independent Study," Marketing. (January 2011 - May 2011).  
Advised: Kayla Hansen

"Independent Study," Other (Within University of Nebraska-Lincoln). (January 2011 - May 2011).  
Advised: Michael Turman

"Independent Study," Marketing. (January 2011 - May 2011).  
Advised: Taylor Simpson

"Independent Study," Marketing. (January 2011 - May 2011).  
Advised: Tiffany Anderson

"Independent Study." (August 2010 - December 2010).  
Advised: Laura Green

"Independent Study." (July 2010 - August 2010).  
Advised: Jeffrey Schneider

"Independent Study." (July 2010 - August 2010).  
Advised: Kevin Mussman

"Independent Study." (July 2010 - August 2010).  
Advised: Mindy Leach

"Independent Study." (January 2010 - May 2010).  
Advised: Courtney Wieker

"Independent Study." (January 2010 - May 2010).  
Advised: Michael Sammons

"Independent Study." (August 2009 - April 2010).  
Advised: Mirat Akshalov

"Independent Study." (August 2009 - December 2009).  
Advised: Ashley Nelson

"Independent Study." (August 2009 - December 2009).  
Advised: Meghan Reinhardt

"Independent Study." (July 2009 - December 2009).  
Advised: Benjamin Eberle

"Independent Study." (January 2009 - May 2009).  
Advised: Amber Thomson

"Independent Study." (January 2009 - May 2009).  
Advised: Jenna Rathke

"Independent Study." (January 2009 - May 2009).  
Advised: Molly Kamrath

"Independent Study." (August 2008 - April 2009).  
Advised: Ashley Wergin

"Independent Study." (August 2008 - December 2008).  
Advised: Cara Elofson

"Independent Study." (August 2008 - December 2008).  
Advised: Kaitlin Stokely

"Independent Study." (August 2008 - December 2008).  
Advised: Katherine Madsen

"Independent Study." (August 2008 - December 2008).  
Advised: Kristin Kelly

"Independent Study." (August 2008 - December 2008).  
Advised: Sara Reimnitz

"Independent Study." (July 2008 - December 2008).  
Advised: Ryan Konsdorf

"Independent Study." (July 2008 - December 2008).  
Advised: Tory Lora

"Independent Study." (July 2008 - August 2008).  
Advised: Jonathan Brockhoff

"Independent Study." (August 2007 - December 2007).  
Advised: Rachel Raimondo

"Independent Study." (July 2007 - August 2007).  
Advised: Renee Braun

(June 2006 - October 2006).  
Advised: Amy Trueblood

(June 2006 - July 2006).  
Advised: Heather Stutzman

(January 2006 - May 2006).  
Advised: Thinh Duong

(July 2005 - August 2005).  
Advised: Kelsey Murman

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Jungang Li

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Robert Gilmore III

Postbaccalaureate. (January 2006 - May 2006).  
Advised: Joseph Mitchell

## **Awards and Honors**

Faculty Teaching Award, Department of Marketing, University of Nebraska-Lincoln, College of Business Administration. (May 2016).

Honorary Faculty Member, Delta Sigma Pi, University of Nebraska-Lincoln Chapter. (May 2016).

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, 2013-2014 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (2014).

Nominated, 2012-2013 College Excellence in Teaching Award, College of Business Administration. (2013).

Shuler-Kistiakowsky Faculty Award, College of Business Administration, UNL. (March 2010).

William G. Alstadt 2009-2010 Outstanding Faculty Member Award. (2009).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Refereed Journal Articles**

Cummins, S. M., Peltier, J. W., Pomirleanu, N., Cross, J., Simon, R. G. (2015). Evaluating Educational Practices for Positively Affecting Student Perceptions of a Sales Career. *Journal of Marketing Education*, 37(1), 25-35.

Peltier, J. W., Cummins, S., Pomirleanu, N., Cross, J., Simon, R. G. (2014). A Parsimonious Instrument for Predicting Intent to Pursue a Sales Career: Scale Development and Validation. *Journal of Marketing Education*, 36(1), 62-74.  
<http://jmd.sagepub.com/content/36/1/62.full.pdf+html>

## Conference Proceedings

Gentry, J. W., Kaulbach, M., Smith, A., Simon, R. G., Feinstein, A. H., Burns, A. C. (2015). *The Changing Academic Environment: What Role Will Experiential Learning Play in the Survival of Higher Education*. 42nd Annual Association for Business Simulation and Experiential Learning Conference Proceedings.

Gentry, J. W., Kaulbach, M., Smith, J. A., Simon, R. G., Feinstein, A. (2014). *Distance Learning and ABSEL--Revisited for the Nth Plus 1 Time*. 41st Annual Association for Business Simulation and Experiential Learning Conference Proceedings.

Simon, R. G., Gentry, J. W. (2011). In Elizabeth Murff, David Hutchinson, Bill Wellington, Chris Scherperell & Dick Teach (Ed.), *Use of a Simulation in a Large Class Environment For A Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met*. 38th Annual Association for Business Simulation and Experiential Learning Conference Proceedings.

## Other

Simon, R. G. (2005). In Strauss, Judy; El-Ansary, Adel; and Frost, Raymond (Ed.), Upper Saddle River, NJ: E-Marketing, 4th Edition/Prentice Hall.

## Presentations Published in Proceedings

Simon, R. G., Midwest Recycler's Annual Meeting, "Marketing 101 for Small Businesses," Midwest Recycler's Association. (2006).

## Presentations Given

Simon, R. G., Fall Teaching and Learning Symposium, "Course Design and the Peer Review of Teaching," University of Nebraska-Lincoln, Lincoln, NE. (October 2016).

Gentry, J. W. (Presenter & Author), Kaulbach, M., Smith, J. Alexander, Simon, R. G., Feinstein, A. H., Burns, A. C., ABSEL Conference, "The Changing Academic Environment: What Role Will Experiential Learning Play in the Survival of Higher Education," Association for Business Simulation and Experiential Learning, Las Vegas, NV. (March 2015).

Gentry, J. W., Kaulbach, M., Smith, J. Alexander, Simon, R. G., ABSEL Conference, "Distance Learning and ABSEL--Revisiting the Nth Plus 1 Time," Association for Business Simulation and Experiential Learning, Orlando, FL. (March 2014).

Simon, R. G. (Presenter & Author), Gentry, J. W. (Author Only), ABSEL Conference, "Use of a Simulation in a Large Class Environment for a Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met." (2011).

Simon, R. G. (Presenter & Author), Symposium on Enhancing Learning and Teaching at UNL: Looking Back and Forward, "Use of A Simulation in A Large Class Environment for A Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met," Peer Review of Teaching Project, UNL. (February 10, 2011).

Simon, R. G., "Retail Marketing and Inventory Management for Small Businesses," Nebraska Hometown Retailers Association, Lincoln, NE. (2008).



Simon, R. G., Midwest Recycler's Annual Meeting, "Marketing 101 for Small Businesses," Midwest Recycler's Association. (2006).

Evans, R. (Presenter & Author), Simon, R. G. (Author Only), Peterson, S. J. (Author Only), Wagner, T. (Author Only), Midwest Academy of Management, "Becoming Students of Language in the Workplace: Studying Language in Order to Manage Change," Ann Arbor, Michigan. (1997).

## **Media Contributions**

### **Newspaper**

Omaha World Herald. Article on The Frost Effect on Husker Gear. (December 2017).

Omaha World Herald. Article on popular toys for the holidays. (November 2017).

Milwaukee Journal Sentinel. Article on Implications of Cabela's sale to Bass Pro Shop and retail trends. (October 2017).

Omaha World Herald. Article on Cabela's sale to Bass Pro Shop (March 2017).

Omaha World Herald. Article on changes for retailer Richman Gordman (October 2015).

Lincoln Journal Star. Article on Nebraska Crossing (November 2013).

Omaha World Herald. Article on Nebraska Crossing (October 2013).

Omaha World Herald. Future of Small Business Technology (August 2013).

Omaha World Herald. Article on Small Businesses selling to WalMart and Target. (February 2012).

Associated Press. Article on Zombie Marketing (October 2011).

Columbus Telegram. Impact of dollar stores on WalMart. (February 2011).

### **Radio**

Nebraska Public Radio. Interview on the use of Groupon and Living Social in retail today. (February 2011).

### **TV**

Channel 10/11. Online Shopping for the Holiday Season (November 2016).

KOLN TV. Interview on Multiple retail store closings in Lincoln, NE. (January 2009).

KOLN TV. Discussed the Upcoming Holiday Shopping Season (November 2008).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Simon, R. G., "Ethics Curriculum Development Grant-Marketing," Sponsored by Business Ethics Program, NU Foundation, \$2,000.00. (2009). Current Status: Awarded.

## **Awards and Honors**

Outstanding Article of the Year for 2015, Journal of Marketing Education. (April 2016).

## **SERVICE**

### **Department Service**

Co-organizer, Marketing Advisory Board. (January 2008 - Present).

Department Liaison, AMA Lincoln Chapter. (August 2007 - Present).

Committee Member, Marketing Department, Assurance of Learning. (2014 - 2017).

Committee Member, Evaluation Advisory Committee. (August 2016 - May 2017).

Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).

Faculty Advisor, Union Pacific Case Study Competition. (2015).

Transfer Credit Evaluator, Marketing Department Undergraduate Program. (August 2014 - December 2015).

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

Committee Member, Evaluation Advisory Committee. (August 2014 - May 2015).

Faculty Advisor, Union Pacific Case Study Competition. (2014).

Committee Member, Evaluation Advisory Committee. (August 2013 - May 2014).

Committee Member, Faculty Search Committee, Assistant Professor of Practice. (March 2013 - May 2014).

Faculty Advisor, AMA Student Chapter. (August 2012 - May 2014).

Committee Member, Evaluation Advisory Committee. (August 2012 - May 2013).

Committee Chair, Faculty Search Committee - Assistant PoP. (January 2012 - April 2012).

Faculty Advisor, AMA Student Chapter. (August 2003 - May 2011).

### **College Service**

Committee Member, Husker Business Lab. (June 2015 - Present).

Committee Member, Service and Experiential Learning Work Group. (July 2017 - September 2017).

Committee Member, Search Committee for International Business Coordinator. (July 2017).

Committee Member, Undergraduate Committee. (September 2014 - May 2017).

Committee Member, General Committee, at large PoP. (September 2013 - August 2016).

Committee Chair, CBA Century Club. (September 2012 - May 2013).

Committee Member, Teaching-Learning for the 21st Century Action Group. (January 2013 - February 2013).

Attendee, Meeting, Strategic Taskforce on Undergraduate Education. (September 2010 - December 2010).

## **University Service**

Committee Member, Faculty Search Committee, Assistant Professor, College of Textiles, Merchandising and Fashion Design. (August 2016 - October 2016).

Committee Member, Committee to develop relationships with universities in Porto Alegre, Brazil. (May 2014 - May 2015).

Committee Member, Search Committee, UNL Liason Instructor at Xian College, Xian China. (January 2013 - July 2013).

Committee Member, International Orientation Planning Team. (October 2012 - May 2013).

Committee Member, UniversCo Board. (2005 - 2008).

Committee Member, Museum Store in Morrill Hall Board. (2002 - 2005).

## **Professional Service**

Judge, National Collegiate AMA Website Competition. (2017).

Reviewer/Discussant, Conference Paper, Association for Business Simulation and Experiential Learning Conference. (October 2016 - November 2016).

Reviewer/Discussant, Conference Paper, Academy of Marketing Sciences. (2015).

Judge, National Collegiate AMA Website Competition. (2015).

Judge, National Collegiate AMA Website Competition. (2014).

Judge, National Collegiate AMA Website Competition. (2013).

## **Public Service**

Board Member, Downtown Civic Ventures Investment Committee, Lincoln, NE. (December 2010 - Present).

Working with the Association on retail retention and recruitment, Downtown Lincoln Association, Lincoln, NE. (March 2007 - Present).

Member, Lincoln Chamber of Commerce, Lincoln, NE. (1990 - Present).

Board Member, Lincoln American Marketing Association. (2005 - 2017).

Board Member, Lincoln Goodwill, Lincoln, NE. (October 2011 - November 2016).

Board Member, Juvenile Diabetes Research Foundation, Major Gifts Committee. (August 2006 - August 2009).

Member, Public Policy Committee of the Lincoln Chamber of Commerce. (2004 - 2007).

Board Member, Jazz in June Program. (2004 - 2006).

Officer, President/Elect/Past, Lincoln Chapter of the Juvenile Diabetes Research Foundation. (2003 - 2005).

Board Member, Lincoln Chapter of the Juvenile Diabetes Research Foundation. (1999 - 2005).

Board Member, Better Business Bureau. (1998 - 2002).

Board Member, Nebraska Retail Federation. (1995 - 2001).

Chairperson, City of Lincoln Transportation Board, Lincoln, NE. (1991 - 1993).

## **Awards and Honors**

### **Service, University**

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2017).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2015).