

Mr. Chad Mardesen
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Marketing
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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

Associate Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2021 - Present).

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

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2014 - August 2021).

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).

Licensures and Certifications

Search Committee Certification, EAD, University of Nebraska-Lincoln. (January 31, 2014 - January 31, 2024).

Development Activities Attended

- Conference Attendance, "International Collegiate Sales Competition," Florida State University, Orlando, FL. (November 2022).
- Conference Attendance, "International Collegiate Sales Competition," Florida State University, Orlando, FL. (November 2019).
- Conference Attendance, "2019 Sales Educator Conference," Sales Education Foundation, Orlando, FL. (June 2019).
- Conference Attendance, "Twin Cities Sales Competition," University of Minnesota-Twin Cities, Minneapolis, Minnesota. (April 2019).
- Conference Attendance, "International Collegiate Sales Competition," Florida State University, Orlando, FL. (November 2018).
- Conference Attendance, "Twin Cities Sales Competition," University of Minnesota-Twin Cities, Minneapolis, Minnesota. (April 2018).
- 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, 25 courses.
- MRKT 357, Advanced Professional Selling, 17 courses.
- MRKT 371, Sales Practicum I, 7 courses.
- MRKT 399, Special Project, 10 courses.
- MRKT 428, Sports & Event Marketing, 11 courses.
- MRKT 457, Customer Relationship Management and Sales Technologies, 5 courses.
- MRKT 458, Sales Force Management, 4 courses.
- MRKT 460, Key Account Selling, 7 courses.

Non-Credit Instruction

- Travel With Students, International Collegiate Sales Competition, 4 participants. (November 2022).
- DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2022).
- Travel With Students, Twin Cities Sales Competition (Virtual), hosted by University of Minnesota, 6 participants. (April 2022).
- Travel With Students, International Collegiate Sales Competition (Virtual), 2 participants. (November 2021).

DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2021).

Travel With Students, Twin Cities Sales Competition (Virtual), hosted by University of Minnesota, 6 participants. (April 2021).

Travel With Students, International Collegiate Sales Competition (Virtual), 2 participants. (November 2020).

DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2020).

Travel With Students, International Collegiate Sales Competition, 2 participants. (November 2019).

DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2019).

Travel With Students, Twin Cities Sales Competition, hosted by University of Minnesota, 6 participants. (April 2019).

Travel With Students, International Collegiate Sales Competition, 4 participants. (November 2018).

Seminar, University of Nebraska Alumni Association, 30 participants. (August 2018).

DREAMBIG Academy, College of Business, University of Nebraska-Lincoln. (June 2018).

Travel With Students, Twin Cities Sales Competition, hosted by University of Minnesota, 6 participants. (April 2018).

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, 2021-2022 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2021).

Faculty Teaching Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2020).

Nominated, 2019-2020 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2019).

Inducted into Delta Sigma Pi. (2018).

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

RESEARCH

Presentations Given

Mardesen, C., Middle School Visit, "Marketing Presentation." (October 2022).

SERVICE

University Service

Marshal Corps. (May 2019 - Present).

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

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

Coordinator, 2023 Center for Sales Excellence Golf Tournament. (September 2023).

Coordinator, 2022 Center for Sales Excellence Golf Tournament. (September 2022).

Coordinator, 2021 Center for Sales Excellence Golf Tournament. (September 2021).

Committee Member, Faculty Search Committee, Assistant Professor of Practice. (January 2021 - May 2021).

Coordinator, 2020 Center for Sales Excellence Golf Tournament. (October 2020).

Coordinator, 2019 Center for Sales Excellence Golf Tournament. (October 2019).

Committee Member, Assistant Professor of Practice Search Committee. (August 2019 - September 2019).

Coordinator, 2018 Center for Sales Excellence Golf Tournament. (October 2018).

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).

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, The Big Garden, Omaha, NE. (October 2022 - Present).

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

Officer, President/Elect/Past, Omaha Community Service Foundation Board. (2015 - Present).

Committee Member, Governor's Council Keep Nebraska Beautiful, Lincoln, NE. (2010 - Present).

Consulting

For Profit Organization, Rob-See-Co, Omaha, NE. (July 2017).

Awards and Honors

Service, University

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