**James W. Koerlin, Ph.D.**

**Curriculum Vitae**

**ACADEMIC AND BUSINESS EXPERIENCE**

Teaching Experience

Full-Time and Adjunct Faculty teaching traditional delivered and on-line graduate classes in the following subjects:

Mgt. Info. Systems and Bus. Strategy

Info. Security Overview for Managers and Policy Makers

Network Planning and Administration

Integrative Project (Capstone)

Entrepreneurship

IT Research

**Currently Teaching—Trident University**

ITM-501  Mgt. Info. Systems and Bus. Strategy

ITM-517  Info. Security Overview for Managers and Policy Makers

ITM-590 Integrative Project--Capstone Course

ITM-604 Seminar in Information Systems (doctoral)

Koerlin Associates, [www.koerlinit.com](http://www.koerlinit.com), 1983 to present

**Principal**

Major responsibilities include:

Solving management problems

Resolving technical problems

Creatively applying information technology

Network engineering and design

Clients (a partial list) include:

A national department store chain

An international telephone company

An international high-tech manufacturer

Large regional telephone companies

A large appliance retailer

An entertainment corporation

A government agency

A large bank

A large Washington D.C. association

A computer retailer

Large law and public accounting firms

Golden Gate University 1983 to 2007

**Dean, School of Technology and Industry**

**1992 to 2007**

Major responsibilities included:

Academic Oversight

Marketing

Curriculum Development

Faculty Hiring

School Staffing

Budget Development and Management

Enrollment Management

Industry Relations

Government Relations

Accreditation

Accomplishments included:

double-digit annual enrollment growth

corporate training contracts

government training contracts

video classes to 18 states

computer-mediated distance learning

corporate alliances and donations

new software engineering program

founded the Institute of Finance & Technology

California representative ACE/CCRS Program

**Chair, Department of Telecommunication Management**

**1983 to 1992**

Major responsibilities included:

New Courses

Course Design

Course Schedules

Course Delivery

Program Marketing

New Degree Development

New Program Development

Curriculum Development

Teaching

Industry and Government Relations

Accomplishments included:

double-digit annual enrollment growth

brought program to industry

created an international scope

expanded program to 5 campuses

developed and sold industry contracts

developed and sold government contracts

created close ties to industry

taught over 100 IT classes

effective, creative teaching—over

100 IT and management courses

published about 100 articles—see following section

conducted industry research—see last section

developed curricula used throughout academia

**San Ramon Valley Technology Incubator, 2000 to 2008**

**President and CEO**

Major responsibilities included:

startup tenant recruitment

tenant education

recruiting a board of directors

developing a mentoring program

sponsor recruitment

general governance

Accomplishments included:

recruiting and serving over sixty startup companies

assisting startup tenants with research

providing business planning assistance

linking mentors to clients

bringing companies to graduation

**Lucky Stores, Inc. 1972 to 1983**

**Corporate Services Manager**

**Corporate Telecommunications Manager**

**Corporate Spokesman**

Major responsibilities included:

Applying technical solutions to business problems

Developing a press relations program

Managing a $120 million energy management program

Dealing with local and national press

Corporate services for a $10 billion firm

Accomplishments included:

cost-effective information technology application

positive press relations and press reporting

reduced energy costs

efficient corporate operations

developed internal video for 65,000 employees

Pacific Telephone, 1969 to 1972

**Marketing Manager**

**Major Accounts Manager**

Major responsibilities included:

Marketing to businesses in Marin County

Marketing to large Bay Area corporations

Creative applications of technology

Maintaining a satisfied customer base

Other accomplishments included:

high ratio of sales to calls

satisfied large corporate customer base

ability to deal at senior corporate levels

**EDUCATION**

B.S. San Francisco State University

Business Administration Major

Production Management Emphasis

M.B.A. Golden Gate University

Management Emphasis

Ph.D. Walden University, St. Paul, Minnesota

Management/Administration Track

Technology Management Emphasis

**PUBLICATIONS (alphabetical—not refereed)**

"Adult Education Benefits," *ProComm Magazine* (2/90).

"Analysis of Continuing Education," *ProComm Magazine* (4/89).

"ATMs and Depersonalization," *ProComm Magazine* (6/84).

"Business Generalists or Technical Specialists?" *Network World Magazine* (7/88).

"The Changing Perspective of Lifelong Learning," *ProComm Magazine* (6/92).

"Curricula: The Academic Recipes for Knowledge," *ProComm Magazine* (4/92).

"Desired Attributes for a Telecommunications Manager," *ProComm Magazine* (1/89).

"Diversification," *ProComm Magazine* (3/91).

"Don’t Blame Network for AOL’s Problems," San Francisco Examiner (2/97).

"Even BART Can’t Make Me Telecommute," San Francisco Examiner (9/97).

"Growing Need for Telecommunications Education," *TCA Magazine* (4/84).

"International Communications Association and Education," *ProComm Magazine* (1/91).

"Knowledge Required for Network Design," *ProComm Magazine* (12/89).

"Non-Technical Alternatives and Solutions," *ProComm Magazine* (8/89).

"The NYU Telecommunications Program," *ProComm Magazine* (5/89).

"Questions of Privacy," *ProComm Magazine* (3/83).

"Reduced Enrollments in Computer Education," *ProComm Magazine* (5/90).

"Status of Telecom Education," *International Communications Communique* (9/89).

"Telecom: An Academic Discipline or an Industry-Specific Program," *ProComm Magazine* (3/92).

"Telecommunications Auditing," *San Francisco Business Journal* (4/90).

"Telecommunications Education, a Status Report," *ProComm Magazine* (6/89).

"Telecommunications Degree Benefits," *ProComm Magazine* (2/91).

"Telecommunications Education in Minnesota," *ProComm Magazine* (1/90).

"Telecommunications Education, the Standards Making It Relevant," *ProComm Magazine* (2/92).

"Telecommunications Education Update," *Communications News* (4/91).

"Telecommunications and Energy Management, a Synergy," *Business Communications Review* (2/79).

"Telecommunications Manager--Attributes for Success," *ProComm Magazine* (9/88).

"Telecommunications Management," *Business Communications Review* (4/78).

"Thoughts on Technology; The Value of Discussion?" *ProComm Magazine* (7/92).

"A View for 1992 While Still Recovering from the 80s," *ProComm Magazine* (1/92).

##### INDUSTRY RESEARCH

"Analysis of Premise T1 Service," a client study (9/83).

"Application of the Data PBX," a client study (7/87).

"Applications for Telemarketing" a client study (6/97).

"Applications of Technology in California Education, K through 12," a client study of several California school districts (5/91).

"A Comparison of Digital PBX Technologies," a client study (3/89).

“Computer Training and Academic Credit,” a client study (10/14).

"Education and Training in the Telecommunications Industry," a client study (10/93).

“Education in the U.S. Coast Guard,” a client study (9/02).

"Employee Privacy, Employer Rights," a client study (11/97).

"Electronic KTS versus PBX Technology," a client study (1/86).

"Evaluation of Universal Wiring Systems," a multiclient study (10/89).

"Focus Group Analysis, Telecommunications Components for Facilities," a client study (4/95).

"Fully Digital PBXs in Retailing," a multiclient study (5/87).

"Future of Centrex in Municipalities," a client study (4/86).

"Improvements in Call Processing," a client study (6/88).

"Information Systems Implications for Merging Companies," a client study (7/96).

“IT Education in Retailing,” a client study (2/16)

"Merging High Tech and Mail," a client study (8/93).

“Microsoft Certification Training and Academic Credit,” a client study (5/02).

"National Networks for Retailing," a client study (7/93).

"Network Design Evolution," a client study (3/87).

"Network Design in Telemarketing," a client study (2/96).

“PABX Switching vs Centrex Offerings,” a client study (11/02).

"RBOC Equipment Sales, Service, and Distribution," a client study (5/84).

"Required Curriculum for Telecommunications Programs," a study for NATA and NTEC (7/78), with John Blyth and Mary Blyth.

"Role of RBOCs in Computer Retailing," a client study (5/88) with Donald Bozorth.

"Systems Applications for Law Practices," a multiclient study (9/93).

"Systems Applications in Transportation," a client study (2/98).

"Telecommunications Consulting Issues," a study and presentation for STC (7/89).

"Upgrading Inside Wiring Components in the U.S.," a client study for a European manufacturer (11/89).

“U.S. Navy Training and Academic Credit,” a client study (2/02).

"Wireless Communications in Retailing," a client study (7/94).