**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).