

MICHAEL B. MOODY
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CURRICULUM VITAE

EDUCATION:

Ph.D., College of Education, emphasis in Educational Leadership, Clemson University

Masters of Retailing, University of South Carolina, Elected to write thesis in preparation for pursuing Ph.D.

Bachelor of Science, Retailing with emphasis in Retail Management, University of South Carolina

CERTIFICATIONS:

Salesforce, Business Administration Specialist (completed), Selling with the Sales Cloud Specialist (Completed), and working on Administrative Certification

Wix, Instructor certification, completed

True Colors (Personality testing), Instructor certification, completed

National Resume Writers Association, certification, completed

National Retail Federation, Retail Industry Fundamentals certification, completed

Disney, Approach to Quality Service certification, completed

ACADEMIC WORK HISTORY:

Instructor, Department of Retailing, University of South Carolina, 2014 to present

- Assist Department Chair with Student Orientation
- Responsible for teaching four classes each (Major) semester. Typically, teach two classes each Summer Semester.
- Be available to meet with prospective students as needed.

- Brought in new technology and certification programs into the classroom
- Assisted Department Chair in establishing a Retail Executive Board
- Responsible for Retail Student Advisory Board

Clinical Instructor and Director of Internships and Practicums, University of South Carolina, 2006 to 2014.

- I taught one course each semester and directed internships and practica for several hundred students each year. In addition to directing the internships and practica for the department, I taught the related courses that accompanied them.
- Revised RETL 350, Sales Strategies, to include numerous technological assignments and incorporated Salesforce (CRM software) into the course.
- In this capacity, I brought numerous top-level retailing management personnel to campus to speak to classes and interview students for internship and practicum experiences, as well as full-time positions.
- Totally revised internship program requirements and all accompanying classes and documents
- Was responsible for supervision of approximately 150 interns and over 200 practica students per year
- Developed over 50 new placements centers for interns, including 18 in New York City corporate offices and with the Paris Fashion Institute
- Met with all incoming parents and interested students
- Assisted with Student Orientation; met with parents; advised students
- Represented Department at University Open House
- Advised about 50 students per semester at their request even though this was not my responsibility

International Experiences as Director of Internships:

- Chaperone for Maymester trip to Rome, Florence, and Venice, Italy
- Invited guest speaker at Universite du Sud – Toulon, France
- Collaborated with Andrea Grifoni at the Paris Fashion Institute, Paris, France to place over 30 retailing students in international experiences.

Academic Advisor, Department of Athletics, University of South Carolina, 2002—2006. During my tenure in this position, the teams for which I was responsible achieved the highest GPAs in recorded history.

- Assisted with recruits
- Met with parents
- Advised over 200 athletes
- Worked on retention of athletes

Retail/Business Work History:

- Salesman, Wyeth Pharmaceuticals, Columbia, SC

- Salesman, Physicians, Sales and Services (PSS), Columbia, SC
- Salesman, Blansett Pharmacal, Columbia, SC

RESEARCH

Books:

- Cornerstones for Student Athletes, Pearson Publishing Company, published January, 2014.

Articles and Thesis:

- Submitted Moody, M. (2021) "If You Build It, They Will Come: Factors Influencing Students' Choice of an Institution of Higher Education" *Journal of Marketing of Higher Education*.
- Burnsed, A., Strubel, J. & Moody, M. (2016) "Investigation of U.S. Generational Cohorts' Home Furnishings Expenditures." *American International Journal of Contemporary Research*.
- Submitted with Dr. Deborah Fowler, *Journal of Borderland Studies*, "Why Mexicans Cross the Border to Shop in the United States," 2005.
- Dissertation: "Students' Perceptions of Social Media Usefulness When Selecting a University."
- Master's Thesis: "Crossborder Shopping: Interpreting How Mexicans Explain Crossing the border to Shop in the United States," 2005.

PRESENTATIONS

- Refereed presentation at International Textile and Apparel Association in November 2014, Charlotte, NC. "Investigation of U. S. Generational Cohorts' Home Furnishings Expenditures."
- Refereed presentation at American Collegiate Retailing Association/The American Marketing Association in Miami, March 2015.
- Presentation to Paris Fashion Institute Faculty and Students, Paris, France. 2006.

HONORS AND AWARDS

- Nominated and selected by Volleyball Team as MVP Professor of the Semester, Fall, 2014.
- Nominated and selected by Alpha Chi Omega sorority as Professor of the Semester, Fall, 2020, 2018, 2016, 2014, 2013
- Nominated for Teacher of the Year Award in the College of Hospitality, Retail, and Sport Management, University of South Carolina, 2023, 2022, 2021, 2020, 2019, 2016, 2015, 2014, 2013, 2011, 2010, 2009, 2008.

TEACHING AND ADVISING:

Courses Developed and taught at The University of South Carolina:

- RETL 237 Consumer Economics
- RETL 265 Principles of Retailing
- RETL 295 Retail Practicum
- RETL 301 Pre-Internship Seminar
- RETL 350 Sales Strategies
- RETL 351 Small Business Strategies
- RETL 366 Retail Buying
- RETL 362 Customer Service
- RETL 425 Consumer Behavior
- RETL 462 Strategic Merchandising Strategies
- RETL 495 Retail Internship
- Have supervised numerous RETL 399 courses

Courses Under Development:

- **Los Angeles/Las Vegas Field Study**—I am developing a field study course that will have RETL students explore the fashion industry in Los Angeles and retail management in Las Vegas.
- **Executive Lecture Course**--I am developing a course that will be based on current trends and focused on several key domestic and international issues. Prior to having CEOs/ major executives speak to the students, they will research each issue, write papers, and make presentations in preparation for the executives' lectures. The executives' travel, hospitality, and other arrangements would be the responsibility of student teams. This would give them access to top executives,

provide experiences in working as teams, and would serve to develop their social and business skills.

Distinguished Corporate Speakers:

To provide opportunities for students to learn from executives in the “real world,” I invite guest speakers to each class for two class periods each semester. I have the students take care of the speakers including meet them, introduce them and take them to lunch. This often leads to career opportunities for students.

This is a partial list of speakers whom I have invited in recent semesters.

| | | |
|--------------------|---------------------|--------------------|
| Hade Robinson | Nordstrom | RETL 301, 350, 425 |
| Kris Lacy | Nordstrom | RETL 301, 350 |
| Kevin Ma | Nordstrom | RETL 301, 350 |
| Mark Perrotta | Augusta National | RETL 350, 425 |
| Audrey Abron | Belk | RETL 301, 350 |
| Jenna Bower (Alum) | Belk | RETL 350, 462 |
| Randy Delk | Belk | RETL 350 |
| Amanda Varnadore | Belk | RETL 301,350 |
| Blaine Predmore | Kohl’s | RETL 350 |
| Mike Autry | Kohl’s | RETL 301, 350 |
| Phillip Daniel | Kohl’s | RETL 301, 350 |
| Charlie Marsh | Escada (Former COO) | RETL 350 |
| Sarah Strohschein | Carolina Panthers | RETL 350 |
| Salina Neuhaus | MCG Connect | RETL 350 |
| Ricky Werner | Levi’s and Ariat | RETL 350 |
| Emma Adair | JC Penny | RETL 301, 350 |
| Holly Hoover | Target | RETL 301, 350 |
| Dan Cohen | 47 Brand | RETL 350 |
| Jim Owens | Biltmore Estate | RETL 350, 351 |
| Bruce Greenberg | Coplon’s | RETL 350, 462 |

ADVISING

- I advised and placed all interns in the internship and practica programs and helped them make decisions about which position to accept or pursue. (2006 – 2014)
- I did career advising for most of the internship students. We did personality test, interview test, etc. on each student to prepare them for the future. (2006 – 2014)
- Although advising was not my primary responsibility, in the past I have typically advised 50-60 students per semester. (2006 – 2014)

- I met with everyone who visited to learn about the program and advised all new incoming students, both freshmen and transfer students. (2006 – 2014)

SERVICE

University, College, and Community Committees

- **University** McNair Scholarship Selection Committee (2008 to present)
- **University** Judicial Council (2006 to present)
- **University** Judge for Homecoming Parade (2011, 2012, 2013)
- Member, College of HRSM, Dean Search (2022 – 2023)
- Chairman, Department of Retailing, search for RETL instructors (2024)
- Chairman, Department of Retailing, search for Apple Store Manager (2021)
- Chairman, Department of Retailing search for RETL 242 instructor (2020)
- Member, Faculty Senate (2020 – 2023)
- College of HRSM Scholarship Committee (2015 - 2019)
- Member of Honors Student Thesis Committee (2009, 2011, 2017, 2018, 2022, 2024)
- Co-Chair, Search Committee for Center for Retailing Position, 2014 (search suspended presently)
- Member of Search Committee for Department of Retailing Accounting position, 2017
- Served on two search committees for other departments (HRTM and IIT) for Internship Directors
- Assisted in four Department of Retailing professor searches (Campbell, Park, Burnsed, and Byun) by attending dinners, presentations, lunches, etc.
- Member, Advisors Network (2002 to 2012)
- Chairman, College of HRSM, College Admissions and Recruitment Committee (2010, 2012)
- Chairman, College of HRSM, College Library Committee (2008)
- Member, College of HRSM, Committee to place interns with Augusta National (2008 – 2012)
- Member, College of HRSM, College Internship Committee (2006 to 2014)
- Member, College of HRSM, College Social Committee (2012 – 2014)
- Judge, Irmo High School Beauty Pageant (2008, 2009, 2012, 2015, 2017)
- Judge, FBLA State Competition (2006, 2008, 2012, 2014, 2016, 2017)
- Faculty Representative, College of HRSM, Entrepreneurship Club (2024 – Present)
- Member, College of HRSM, Student Leadership and Experience Committee (2024 - Present)

Advisory Board

- Assisted Department Chairman (Dr. Jeff Campbell) in establishing a new Executive Retail Board. We are adding executives from the Retailing Industry with status of Vice-President and above. (2020 – present)
- Assisted in securing the following Advisory Board Members:
 - Vince Dell’Osa , President, Ralph Lauren
 - Aaron Walters, CEO, Altr’d State
 - John Buell, COO, Altr’d State
 - Cindy Spain-Green, Vice-President, International Market Centers
 - Sarah Bako, President, NYC Alliance
 - Terry Sullivan, President, Loss Prevention Foundation
- Served as an ex-officio member of the National Retailing Advisory Board and attended all meetings of the Retail Advisory Board. I made reports relative to the internship program. (2006 – 2012)

University Open House

- Represented Retailing at all Saturday Open House events where I spoke to prospective students in groups and afterwards met with individual students and parents. (2006 to 2014).

Department of Retailing liaison for Visitors Center

- Served as the Retail Department Visitors Center Liaison. In this capacity, I met with all high school students who are interested in Retailing. (2006-2010).
- In the Fall 2010, I met with 21 students and their parents, spending an average of one-two hours with each student. Several students were recruited from my efforts.

Financial Development:

- Secured \$10,000 scholarship from Piggly Wiggly (2009,2010, 2011)
- Worked with Development office to secure funding from major retailers

The following is typical of the kinds of duties I perform in my current position and details some of the accomplishments I have made in this position:

Internships:

- Although interns are responsible for securing their placements, I assisted approximately 50% of internship students locate positions (N=55)
- Supervise all interns
- Visit 90% of interns
- Highest number of interns placed in New York City in the Department’s history
- Highest number of interns placed internationally in the Department’s history
- Converse both via phone and in person with internship supervisors regarding interns’ progress

- Conduct follow-up meetings with the interns and made suggestions for improvement
- Contact interns--I am available at all times for interns to contact me via email, telephone or cell phone. I accept numerous calls at home and on weekends in order to be available to students who may have problems and need immediate attention. I encourage students to feel free to call me when they need help.
- Visit interns throughout South Carolina, North Carolina, and Georgia
- Establish new retailing placement contacts, thereby expanding the Department of Retailing exposure and students' opportunities

Student orientation

- Assist Department Chair with the orientation and advisement of the Freshmen and Transfer students by attending all college orientation meetings and greeting new students
- In the past, I conducted academic advising of incoming Freshmen and Transfer students
- Supervised work-study students

Established relationships with retailers

- Initiated and grew strong relationships with high fashion retailers with whom the department had never had relationships. This provided great opportunities for our students. These include:

| | |
|------------------|----------------------|
| Bergdorf Goodman | Gucci |
| Burberry | Ralph Lauren |
| Escada | Vera Wang |
| Ferragamo | Vogue |
| Tory Burch | Esquire Magazine |
| Manolo Blahnik | Christian Louboutian |
| Perry Ellis | Anthropologie |
| Versace | Sak's Fifth Avenue |

- The Department of Retailing at the University of South Carolina was the first academic institution, in the country, to have interns working at the USA Ferragamo headquarters. This was a major coup for the department for which I was responsible.
- Initiated and grew strong relationships with retail management retailers. These include:

| | |
|------------------|--------------------|
| Anthropologie | Kohl's |
| Belk - Corporate | Lowe's - Corporate |
| Coach | Sears |
| Dick's Sporting | T and T Sports |

| | |
|-------|--|
| Goods | |
|-------|--|

- The University of South Carolina’s Department of Retailing has become one of the top recruiting universities for company’s based on services the internship office provided. Such companies include but are not limited to:

| | |
|-----------------|------------------|
| Biltmore Estate | Sherwin Williams |
| Dillard’s | Target |
| Ferguson | Walgreens |
| Nordstrom | Wal-Mart |

Bringing Retailers to Campus

- Invite retailers to speak to classes and interview students.
- Make arrangements for management personnel and others to come to campus for these interviews.
- Meet with the retailers when they arrive and monitor the interview process while they are on campus.
- Prepare students for interviews by conducting mock interviews, examining resumes, and practicing writing appropriate follow-up thank you notes.
- Follow up with the recruiters and with individual students, sharing information with them on how they can make improvements in their dress, interviewing skills, and ability to meet people.
- Many students have secured positions from these interviews.
- Make all arrangements for recruiters to visit classes for presentations about their organizations. Take recruiters and managers to lunch and dinner. Encourage students to follow up with the recruiters thanking them and expressing an interest in positions.
- Write personal letters to all managers and recruiters who come on campus to work with our students.

New Interview process (2010)

- Implemented a new interview process using SKYPE which the management team of Ferragamo and Escada liked very much. By using this technology, the internship process is greatly enhanced by having interns interact with major high fashion companies. During the RETL 301 course, I have students practice interviewing on the Webcam in preparation for this procedure.

Developed new Internship Policy

- Developed with Department Chair a new policy that details prerequisites for order of completion of internship and practicum.

- Developed a new Internship Policy that states the department's position on the requirement of completing internships in the summer and detailing the conditions under which exceptions would be granted.
- Secured faculty support for this policy

New opportunities for fashion students

- Contacted IMG, the company in charge of the Mercedes-Benz Fashion Show in New York. Placed students in internship positions.
- Secured opportunities for several of our fashion students to volunteer to work on this event during Fashion Week. This was a significant learning experience for our students as well as a great way to meet contacts.
- This will be an excellent way to get the Department of Retailing recognized by major retailers in the New York retailing community.
- Contacts like this will ultimately open doors for development and scholarships. When I develop stronger relationships with these retailers, I expect to secure scholarships for our program. They are also excellent potential advisory board members.

Other Service to College/Department:

Helped Secure Senior Vice President of Kohl's to speak and meet with students and current Dean.

Garnet Jacket Classic Golf Tournament

- Secured teams for the Garnet Jacket Classic

Entertainment for Retailer's

- Invited and entertained retailers at the College's box during a basketball game

Department's Executive Speaker Series

- Handled details of speaker series when Molly Britt spoke.

Feld Entertainment

- Worked with Feld Entertainment to develop a new internship track for Retail students.