

SEMIRAMIS AMIRPOUR

Senior Lecturer of Marketing/Undergraduate Program, Naveen Jindal School of Management
The University of Texas at Dallas
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EDUCATIONAL HISTORY

- Master of Business Administration, May 2004, University of Texas at El Paso, El Paso, TX, International Business Concentration
- Double Bachelors of Business Administration in Management and Marketing (Cum Laude), May 2002, University of Texas at El Paso, El Paso, Texas
- Sales Educator's Academy Certified, 2015
- Sales Education Foundation Chally University Assessment Certification, 2014

PROFESSIONAL EXPERIENCE

Academic Experience:

- Senior Lecturer II, University of Texas at Dallas, September 2016 to Present
- Senior Lecture I, University of Texas at Dallas, September 2013 to August 2016
- Lecturer and Administrative Director for The Center for Multicultural Management and Ethics (CMME), University of Texas at El Paso, September 2010 to May 2012
- Adjunct Lecturer of Marketing and Management, University of Texas at El Paso, September 2005 to August 2010
- Graduate Teaching Assistant, University of Texas at El Paso, June 2002 to May 2004

Professional Experience:

- Marketing/ Business Consultant, Dallas, TX, September 2010- Present
- Senior Account Manager, Advanced Property Management, El Paso, TX, June 2012 to July 2013
- Administrative Director for Center for Multicultural Management and Ethics, University of Texas at El Paso, El Paso, TX, September 2010 to May 2012
- General Property and Project Development Manager, The Hillmark Apartments, El Paso, TX, May 2008 to August 2010
- Mortgage Account Manager, Carlsbad Mobile Home Park, El Paso, TX January 2006 to May 2010

- Account Manager, Advance Auto World, El Paso, TX, January 2004 to May 2006
- Program Manager, Women's Leadership Institute, El Paso, TX August, 2001 to December 2001
- Freelance Court Interpreter, Federal Court System, El Paso, TX, January 1996 to Present

RESEARCH INTERESTS

Impact of Culture on Professional Sales Personnel
 Culture and Negotiation
 Marketing to Hispanics- Choice of printed advertising in English vs. Spanish Language

TEACHING INTERESTS

Professional Sales
 Strategic Marketing
 International Management
 Entrepreneurship

Strategic Management
 Consumer Behavior
 International Marketing
 Service Marketing

COURSES TAUGHT

Undergraduate

Introduction to Professional Selling, University of Texas at Dallas
 Advanced Professional Selling, University of Texas at Dallas
 Principles of Marketing, University of Texas at Dallas
 Marketing Capstone, University of Texas at Dallas
 Strategic Management, University of Texas at El Paso
 International Management, University of Texas at El Paso
 Sales and Sales Management, University of Texas at El Paso
 Consumer Behavior, University of Texas at El Paso
 Market Research, University of Texas at El Paso
 Introduction to Management, University of Texas at El Paso
 Introduction to Marketing, University of Texas at El Paso

Graduate

Special Topics in Marketing Management, university of Texas at Dallas

STUDENT SALES COMPETITIONS COACHING

Great Northwood Sales Warm-up 2013- Current
 International Collegiate Sales Competition 2013- Current
 National Collegiate Sales Competition 2016- Current
 National Sales Challenge 2014- Current
 UTD Rookie Preview 2013- Current
 UTD Pro-Sales Challenge 2015- Current
 Western States Collegiate Sales Competition 2014- Current

RESULTING STUDENT AWARDS AND RECOGNITIONS

Great Northwoods Sales Warm-up
Role Play 1st 2017
International Collegiate Sales Competition
Speed Sell 1st 2016
Role Play 7th 2016
Team 7th 2016
National Collegiate Sales Competition
Quarterfinalist 2016, 2017, 2018
Team 9th 2017
National Sales Challenge
Role Play 4th 2015,
Team 7th 2015
Speed Sell 3rd 2014
Western Collegiate Sales Competition
Overall 4th 2015, 2nd 2014
Team 2nd 2014

AWARDS AND FELLOWSHIPS

- President's Teaching Award Honorable mention, University of Texas at Dallas, Richardson, TX 2018
- Naveen Jindal School of Management Outstanding Undergraduate Teacher of the year, University of Texas at Dallas, Richardson, TX, 2014-2015

CONTINUING PROFESSIONAL EDUCATION

UTD's Center for Learning and Teaching, Year Long Seminars on Effective Teaching 2016-2017
The Network of Executive Women, Year Long Webinar Series on Leadership, 2014, 2015, 2016

PROFESSIONAL AFFILIATIONS

Sales Management Association 2016 to present
McKinney Housing Finance Corporation 2014, 2015, 2016, 2017, 2018
American Marketing Association, DFW Chapter 2013 to present
Network of Executive Women 2013 to present
Beta Gamma Sigma Business Honor Society, 2002
Golden Key Honor Society, 2002
American Marketing Association, El Paso Chapter, 2002 to 2004

COMMUNITY HONORS AND OTHER RECOGNITION

- Member of McKinney High School PTA, McKinney, TX August 2018 to Present
- Member of Southern Methodist University Mother's Club, Dallas, TX August 2016 to Present
- Member of Faubion Middle School PTA, McKinney, TX, September 2015 to Present
- Member of McKinney Housing Finance Corporation, McKinney, Texas October 2014 to Present
- Phi Beta Lambda State Championship Judge, 2015 and 2016
- Volunteer, McKinney ISD, McKinney, Texas, September 2012 to Present

- Member, Valley Creek Elementary School PTA, McKinney, Texas, September 2012 to 2015
- Science Fair Judge, Radford School, El Paso, TX, 2009, 2010, 2011, 2012
- Vice President, Radford School Parent Teacher Organization, El Paso, Texas August 2009 to May 2011
- Member, Radford School Parent Teacher Organization, El Paso, Texas, August 2002 to May 2012

ACHEIVEMENTS IN ORIGINAL ACHEIVEMENTS, INVESTIGATION, AND RESEARCH

Invited talks/presentations:

- “Stakeholders” Dallas ISD Emerging Leaders Leadership Program, University of Texas at Dallas, Richardson, TX, April 2017
- “Developing Strong Personal Brand” Presentation at Kappa Delta Chi Regional Conference, Richardson, TX, October 2016
- “Professional Etiquette” Presentation at McKinney High School, McKinney Texas, October 2015
- “Marketing” Presentation at the Stipes Elementary School in Irving Texas, May 2014
- “Marketing Mix” Presentation at University of Texas at El Paso Bioinformational Program, February 2011
- “Ethics” Presentation for the El Paso Chapter of the Association of Government Accountants (AGA), August 2011

Books edited/co-edited:

- Chapters review: “Strategic Management Concepts and Cases”, Frank T. Rothaermel (2014)
- Book review: “Strategic Management Using Ideas in Action”, Santiago Ibarreche’s (2011)

PROFESSIOANL AND UNIVERSITY CITIZENSHIP

Departmental activities and committees:

- Intro to Professional Selling Course Coordinator 2015- Present
- UTD Student Sales Board Faculty Advisor 2015- 2017
- Member of Search Committee for Sales Instructor 2014- Present
- Member of Search Committee for Center for Professional Sales Coordinator 2014- Present
- Center for Professional Sales Scholarship Committee
- Administrative Director for Center for Multicultural Management and Ethics (CMME), at The University of Texas at El Paso, September 2010 to May 2012
- PhD candidates’ teaching mentor, University of Texas at El Paso, September 2010 to May 2012

School activities and committees:

- Coach, Mentor and Organizer of Internal Sales Competitions at Naveen Jindal School of Management 2013- Present
- Intro to Professional Sales Course Coordinator 2016-Present
- Lead and Assist new/adjunct faculty in teaching Intro to Professional Sales 2016-Present
- Member of Naveen Jindal School Management Teaching Committee 2015-Present
- Naveen Jindal School Management Freshman Marketing Student Mentor 2015-Present
- Judge at Phi Beta Lambda State Leadership Conference 2015, 2016
- Student Mentor Volunteer 2006-2012, University of Texas at El Paso
- Participant of the TRIO program (part of a federally-funded Student Support Services Program) at the University of Texas at El Paso 2005-2012
- Organizer of Multicultural Awareness Days in the College of Business Administration at the University of Texas at El Paso 2010-2012

Courses and other curricula developed:

- Major contributor to development and implementation of the Capstone Simulation into the Strategic Management course, University of Texas at El Paso (2008)
- Evaluated online presence for *Marketing*, 13th edition, McGraw-Hill Publishing (2014).