

## Emily Phillips

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### Education

#### Texas Tech University

- Master of Business Administration 2005
- Bachelor of Business Administration 2000

### Courses Taught

- New Value Creation
  - New course prep
  - 4.8 evaluation score, exceeding management area and college averages of 4.5
- International Marketing
  - Led a study abroad program with 19 Rawls students to the University of Southeastern Norway (USN)
  - Taught International Marketing to a class of both Rawls and USN students
- Foundations of Business
  - Teaching Innovations
    - Created lecture on Business History and Trends in Modern Companies
    - Went beyond textbook material to include lessons from *The Lean Startup* and the Business Model Canvas with the entrepreneurship lecture
    - Developed decision making lecture around the IDEAL decision making process that includes statistical tools students will encounter in their careers
    - Designed group projects that could be efficiently deployed in large sections
    - Introduced small-group discussions facilitated by undergraduate Learning Assistants to a large classroom setting to develop critical thinking skills using prompts related to lectures
    - Implemented experiential assignments that develop skills students need later in their academic career and the workplace
  - Outcomes consistently at or above average, enrollment of 200 students per section
    - Fall 2025 effectiveness evaluations: 4.4, 4.4, 4.4
    - Spring 2025 effectiveness evaluations: 4.3, 4.5, 4.2
    - Fall 2024 effectiveness evaluations: 4.6, 4.6, 4.4
    - Spring 2024 effectiveness evaluations: 4.4, 4.3, 4.3
    - Fall 2023 effectiveness evaluations: 4.3, 4.6, 4.2
    - Spring 2023 effectiveness evaluations: 4.7, 4.7, 4.7
    - Fall 2022 effectiveness evaluations: 4.7, 4.8, 4.7
    - Spring 2022 effectiveness evaluations: 4.7, 4.5, 4.6, 4.5
    - Fall 2021 effectiveness evaluations: 4.6, 4.7, 4.7, 4.7

## **Teaching Awards and Development Activities**

- Winner of university-wide Professing Excellence award 2022
- Nominated for the Jerry S. Rawls Excellence in Undergraduate Teaching Award 2021, 2022, 2023
- TEMPO faculty peer mentoring program, Fall 2021

## **Academic Experience**

### **University of Southeastern Norway**

Lecturer • Summer 2025

- Led a study abroad program with 19 Rawls students to the University of Southeastern Norway (USN)
- Taught International Marketing to a class of both Rawls and USN students

### **Texas Tech University, Rawls College of Business**

Lecturer • June 2019 to present

- Designed a Foundations of Business course open to all Texas Tech University students
- Taught four sections of 250 students in first 3.5 years
- Course coordinator now teaching three large sections and overseeing three large sections taught by two other faculty members
- Contributed significant input in the design of the Rawls First Year Experience in conjunction with the Foundations of Business course
- New course prep—New Value Creation—Fall 2025

## **Business and Professional Experience**

### **Desert Spirits International/BURN Vodka**

Co-founder • July 2025 to present

- Created LLC with the intention of acquiring undervalued liquor brands to build through sales and marketing
- Acquired BURN Vodka

### **Lubbock Artificial Limb and Brace**

Co-owner • January 2025 to present

- Joined family business in continuous operation for 65 years
- Responsible for succession planning and administration in non-operational areas such as employee benefits, retirement plan, tax planning, and strategic planning

## **Host & Toast**

Owner • May 2011 to present

- Opened first boutique wine store in Lubbock in a market where wine was only found in mass retailers
- Created a following among fine wine lovers in the area
- Managed all aspects of the business including funding, branding, sales, accounting and operations
- Managed two successful pivots—retail to bar, bar to concierge and events
- Continue to consult for small businesses

## **Texas Tech University, Institutional Advancement**

Development Officer • December 2016 to May 2019

- Managed development functions for both the National Ranching Heritage Center and the Museum of Texas Tech University, in spite of each unit having very different needs
- Secured gifts of more than \$1 million to endow curator positions
- Laid groundwork for a \$4 million lead gift to create the Cash Family Ranch Life Learning Center, which opened in 2023

## **Texas Tech University, Institutional Advancement**

Development Officer • March 2008 to May 2011

- Held roles in both the College of Arts & Sciences and College of Media & Communication
- Met or exceeded fundraising goals each year
- Most notably, secured \$4 million in funding to create the Free Market Institute

## **Texas Tech University, Rawls College of Business**

Associate Director, International Business Programs • January 2002 to May 2008

- Created and managed study abroad programs
- Interfaced with students on academic opportunities abroad
- Maintained relationships with international partner universities
- Served as advisor to the International Business Society

## **Industry Engagement**

### **Lubbock Artificial Limb & Brace (family business)**

- Executed succession plan, acquired 100% ownership, 2025
- Succession planning, 2024

- Consulting for acquisition negotiations, 2021 and 2023
- Consulting for internal operations and employee relations, 2023, 2024, 2025
- Project management for Employee Retention Credit, 2022

#### **Adelphus Cellars**

- Consulting for business plan and expansion, 2024

#### **Llanero Cattle Company**

- Consulting for business plan, 2024

#### **Blade & Tine**

- Consulting for business plan and operational procedures, 2023

#### **Crowded Table Productions**

- Consulting for business plan and operational procedures, 2023

#### **Veesart Vineyards**

- Consulting for business plan, marketing plan, and acquisitions, 2023, 2024

#### **Bodine's Cocktail Parlor**

- Consulting for business plan and operational procedures, 2022

### **Professional and Community Service**

#### **Rawls College of Business**

- Member of Rawls First Year Experience Committee 2022-2024
- Non-voting member of Undergraduate Programs Advisory Committee (UPAC), 2022-2024
- Member of the Societal Impact Task Force, 2023-2024

#### **South Plains Association of Governments**

- Evaluated small business applications for covid relief loans
- Core Relief Fund Committee Chair 2020-2022
- Support Lubbock Fund Committee Member 2020