

Emily Phillips

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Education

Texas Tech University

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

Courses Taught

- 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 above average, enrollment of 250 students per section
 - Spring 2023 effectiveness evaluations: 4.7, 4.7, 4.7; BA average 4.4
 - Fall 2022 effectiveness evaluations: 4.7, 4.8, 4.7; BA average 4.4
 - Spring 2022 effectiveness evaluations: 4.7, 4.5, 4.6, 4.5; BA average 4.4
 - Fall 2021 effectiveness evaluations: 4.6, 4.7, 4.7, 4.7; BA average 4.4

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

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

Business and Professional Experience

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)

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

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

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 and 2023
- Non-voting member of Undergraduate Programs Advisory Committee (UPAC), 2022 and 2023
- Member of the Societal Impact Task Force, 2023

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