

MARK S. B. FISH, Ph.D.

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ACADEMIC EXPERIENCE

Associate Professor of Practice, Marketing

Assistant Director of the Center for Sales and Customer Relationship Excellence

Texas Tech University, August 2018 – current

Visiting Assistant Professor of Marketing

Texas Tech University, August 2015 – July 2018

Senior Lecturer in Marketing

Oxford Brookes University, August 2013 – January 2014

Assistant Professor of Marketing

McMurry University, August 2008 – May 2013

Assistant Professor of Marketing and Associate Director of the Schey Sales Center

Ohio University, August 2005 – May 2008

EDUCATION

Texas Tech University, Lubbock, TX

Ph.D. in Business Administration, August 2005

Major: Marketing

University of Buckingham, Buckingham, United Kingdom

M.Sc. in Service Management, December 1997

University of Buckingham, Buckingham, United Kingdom

B.Sc. (Hons) in Business Studies, December 1995

TEACHING

Undergraduate Courses Taught:

Business Marketing, Consumer Behavior, Introduction to Marketing, Marketing Channels, Marketing Promotions, Marketing Research, Marketing Strategy, Personal Selling, Sales Management, Services Marketing

Graduate Courses Taught:

Principles of Marketing, Managerial Marketing, Professional Selling

Teaching Philosophy:

The focus of my teaching efforts is to train and prepare students for life outside of university. Preparation for success in business careers is achieved through the demonstration and

application of marketing concepts to real-world scenarios, the use of current examples, the generation of in-class participation, and the utilization of learning exercises. This approach to teaching is founded on three principles. These principles are mutual learning, continuous improvement, and personal integrity.

I believe that the individual backgrounds and experiences of my students are an invaluable classroom resource. Tapping into the experiences of students enables me to make classes personally relevant and interesting to those students. The input of students not only contributes to a true learning environment, but also improves my own abilities and understanding.

Continuous improvement is a central tenet of my pedagogical technique. I believe that by urging students to challenge their own beliefs (in reference to the courses), to think outside of the box, and to test their own knowledge, they come to better understand subject matter, and be in a position to make use of this knowledge in business positions. Moreover, no matter how well one teaches, one can always improve the content, structure, methods, and techniques used in the classroom. I, therefore, challenge both my students and myself to strive for excellence.

The importance of integrity cannot be emphasized enough. Honesty, reliability, and ethics are crucial for success. Not only do I emphasize their importance in my classroom, but I maintain their importance in my own life as well. I feel that personal integrity is essential for gaining the respect and attention of one's students.

PUBLICATIONS AND PRESENTATIONS

Sojka, Jane and Mark Fish (2008), "Brief In-Class Role Plays: An Experiential Teaching Tool Targeted to Generation Y Students," *Marketing Education Review*, 18(1), 25-31

Trinnes, David and Mark Fish (2007), "Perceived Impact of an Indoor Smoking Ban on Smoking Behavior," 2007 National Conference on Tobacco or Health

Fish, Mark (2007), "Global Retailing: While Markups Can Be Greater, Profits Can Be Lower," in *Retailing* (6th Ed.), Dunne, P. M. and Lusch, R. F., Thomson South-Western

Fish, Mark (2003), "The Impact of Negotiation Processes and Outcomes on Transaction-Related Consumer Satisfaction: A Conceptual Framework," in Henderson, G. R. and Moore, M. C. (Eds.), *American Marketing Association Winter Educators' Conference Proceedings*. Chicago, IL: American Marketing Association, 322-323

Fish, Mark, C. Michael Wittman, and Dennis B. Arnett (2001), "Salesperson Performance: The Effect of Salesperson Identity Salience, Commitment to Supervisor, and Job Satisfaction," in Suter, T. A. (Ed.), *Society for Marketing Advances Conference Proceedings*. Stillwater, OK: Society for Marketing Advances, 229-230

SERVICE ACTIVITIES

Employability Initiative Committee: Co-Chair (2013)

Instructional Technology Committee: Member (2012 - 2013)

Shareholders Business Club (Student Organization): Faculty Sponsor (2012 - 2013)

McMurry Rugby Club (Student Organization): Faculty Sponsor/Coach (2012 - 2013)

Honors Thesis (Stephanie Brock): Advisor (2009)

Dean's Faculty Council: Marketing Department Representative (2007 - 2008)

Mentor for National Collegiate Sales Competition Team (2007 - 2008)
Tenure Track Assistant Professor of Marketing Search Committee: Member (2007)
Visiting Assistant Professor of Marketing Search Committee: Member (2007)
Honors Thesis (David Trinnes): Advisor (2007)
College Intellectual Contributions Committee: Member (2006 - 2008)
Ralph and Luci Schey Sales Centre: Associate Director (2006 - 2008)
Marketing Department Annual Performance Committee: Member (2006 - 2008)
Academic Advisor (2006 - 2013)
ExSell Sales Club (Student Organization): Advisor (2005 - 2008)

PROFESSIONAL ACTIVITIES

Participant: Institute of Direct and Digital Marketing CRM Workshop (October 2013)

Board Member: *Journal of Personal Selling and Sales Management*, abstracts section, (September 2005 – May 2008)

Reviewer: Marketing Management Association Conference, Chicago, IL (March 2006).
Marketing Management and Strategy Track (Chair: Robert McDonald)

Discussant: Society for Marketing Advances Conference, Nashville, TN (November 2006).
Sales and Sales Management Session

INDUSTRY EXPERIENCE

Associate Director of Venture Development at Texas Tech University, Lubbock, TX
November 2015 – October 2016

Independent Marketing Consultant, Cirencester, UK
February 2014 – June 2015

Automotive Engineering Services, Aylesbury, UK
Project Management, 1997-1999

Consulting Examples:

Scientific Liasons Inc, 2016-17 (biotech marketing services provider)
Virgin Experience Days – Acorne PLC, 2014 (online vendor of experiences)
Billian IP, 2014 (asphalt paving technology)
Camrate, 2014 (mobile app developer)
Greencycleit, 2014 (recycling technology business)
Retriever Sales Performance, 2014 (lead generation and sales consultancy)
Alcon, 2012 (global market leader in eye care solutions)
GDT, 2012 (medical equipment device commercialization consultancy)
Mutual Trust SA, 2011 (corporate structuring services provider)
MaxValue MX, 2010 (credit card industry direct marketing)
Migero, 2010 (niche market brokering agency)
Hewlett-Packard, 2009 (financial services industry solution provider)
Dee and C Pecans, 2004 (proposed \$15 million pecan shelling and distribution center).
Intelligent Sensors, 2003-5 (intelligent security systems)

Ducati, 1999 (motorcycle manufacturer)
Anglian Water, 1997 (UK public utilities company)

RECENT SERVICE TO COMMUNITY

West Texas Innovation Network: “Branding” (2013, presentation)
First United Methodist Church (Fort Worth) summer camp volunteer (2012)
Guest on “The Professors” radio show (2011)
Breakfast Club of Fort Worth, Fort Worth, TX: “Maximizing the Value of Generation Y Employees,” (2011, presentation)
Fort Worth Investment Club, Fort Worth, TX: “Assessing Market Potential,” (2011, presentation)
Texas Ballet Theater, Fort Worth, TX: Council of Patrons Board Member (2009-2011)
Ballet Guild of Fort Worth, Fort Worth, TX: Member and advisor (2010)
Tri-Arts, Fort Worth, TX: Founding member and advisor (2010)

HONORS AND AWARDS

Texas Tech University Lecturer 2004
Dean’s Excellence in Teaching Award, Texas Tech University, 2002
AMA-Sheth Doctoral Consortium 2001