

# WANDA WALL SPIVEY

Cincinnati, OH •

Career combines university teaching with entrepreneurial experience, and executive leadership roles in Brand Management, Small Business Consulting and Not for Profit Management. Significant community outreach experience, impacting Public Administration and Public Policy including partnering with state and local governments, religious organizations and nonprofit agencies. Successful entrepreneurial experience launching start up, including product design, supply chain management and digital marketing campaigns. Travel experience in Ghana, Sao Tome and Principe, Cuba, Jamaica, Great Britain and Western Europe.

**Skills include:** Cross functional project and team leadership, curriculum development, undergraduate and graduate student instruction, classroom management, student recruitment, interfacing with university administration, corporate and student groups. Excellent interpersonal, mentoring and communication skills. Highly motivated and committed to excellence in student learning.

## **EDUCATION**

Ph.D. Public Policy, Georgia Institute of Technology  
Atlanta, GA  
Concentration: Economic Development

MBA Marketing and Entrepreneurial Management, The Wharton School, University of Pennsylvania  
Philadelphia, PA

B.S. Accounting, Florida A&M University  
Tallahassee, FL

## **ACADEMIA EXPERIENCE**

Teaching Assistant  
Georgia Institute of Technology  
Courses: Ethics for Engineers, American Government

Graduate Research Assistant  
Georgia Institute of Technology: Researched the role of social networks in public/private contract awards and evaluations  
Conducted analysis using "big data" from the Georgia Department of Transportation

Adjunct Instructor  
Metropolitan State University, Minneapolis, MN  
Course: Business Communications

Graduate Student Representative  
Georgia Institute of Technology, School of Public Policy, -Represented graduate students in departmental meetings. Member Search Committee for Dean. Represented School of Public Policy on Institute Graduate Council

**Coursework Includes:** Entrepreneurship, Marketing, Quantitative Models, Local Economic Development, Research Design  
Advanced Economic Development, Regional Economic Development, Econometrics, Urban Planning, Macroeconomics and Microeconomics

**Grants and Fellowships:** Georgia Institute of Technology-Presidential Fellowship, The Wharton School-Chemical Bank Scholar

**Awards and Honors:** Graduate Student Representative, Georgia Institute of Technology Graduate Committee

## **RESEARCH EXPERIENCE**

**Interests:** Entrepreneurship in the African American Community, Impact of Social Networks on Economic Outcomes, Social Network Analysis, Rural Economic Development

**Experience:** Georgia Department of Transportation, Georgia Tech- Economic Development Institute

**Conference Presentations:** Jones, Kingsley, Spivey and Weible (2007). Mapping Privatization: Relating Formal and Informal Networks among Professional Service Contractors. Paper presented at the Association for Public Policy Analysis and Management, Twenty-Ninth Annual Fall Research Conference, Washington, DC.  
Social Networking Savvy, 2007 New Orleans Leadership Conference - New Orleans, LA.

## **SELECTED KEY CAREER ACCOMPLISHMENTS**

### **Academia**

Served on selection committee for the Georgia Tech Dean of School of Public Policy  
Taught large (150 students) and small (30 students) classes at a Very High Research Activity university  
Formulated and implemented research on the Impact of Social Networks on Public Contract Awards  
Mentored undergraduate students in their own research interests  
Local interviewer for University of Pennsylvania applicants  
Conducted research using “big data” from the Georgia Department of Transportation

### **Entrepreneurship**

Assisted African American, Latino, Asian and Native American entrepreneurs in obtaining capital investments and contracting opportunities

- Assisted minority entrepreneurs in writing comprehensive business plans
- Used marketing research to create marketing strategy and tactics for new product launch
- Created the first line of western footwear designed especially for African American women
- Created successful partnership between startup and a major footwear manufacturer
- Launched online business, which generated sales in the top 5% of sales on Shopify platform

### **Corporate**

Managed multimillion dollar profit and loss statements  
Led cross-functional business management and development teams

- Exercised excellent analytical, problem-solving and critical thinking skills as CPA
- Addressed issues and strategies revolving around long-term changes in the corporate culture as Marketing Representative to Procter & Gamble’s Committee on the Multi-Cultural Workforce
- Represented Procter & Gamble, Deloitte and Pillsbury as a member of college recruitment teams
- Managed relationships with the NCAA, PGA, LPGA and other athletic organizations for National Car Rental

## **WORK EXPERIENCE**

Ladies in Pink, LLC. d/b/a Boule Boots, Cincinnati, OH  
Founder and CEO

Georgia Institute of Technology, Atlanta, GA  
Graduate Teaching Assistant; American Government, Ethics for Engineers

Graduate Research Assistant

**Metropolitan Economic Development Association, Minneapolis, MN**  
Director, Minnesota Minority Business Development Center (Sponsored by US Department of Commerce)

**National Car Rental, Minneapolis, MN**  
Director of Sports Marketing

**Metropolitan State University, Minneapolis, MN**  
Adjunct Instructor, Business Communications

**The Pillsbury Company, Minneapolis, MN**  
Associate Marketing Manager

**Procter & Gamble Company, Cincinnati, OH**  
Assistant Brand Manager

**Deloitte, Dallas, TX**  
Staff Accountant - CPA3

**TECHNICAL SKILLS**

STATA, SPSS, EXCEL, IMPLAN

**COMMUNITY SERVICE**

- Community Economic Advancement Initiatives, Cincinnati, OH
- Ohio Justice and Policy Center, Board of Directors, Cincinnati, OH
- The Links, Incorporated
- Alpha Kappa Alpha Sorority, Incorporated
- Allen Temple AME Church, Cincinnati, OH