**Robin Grambling**

**Senior Lecturer**

**Department of Marketing and Management**

**University of Texas at El Paso**

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**EDUCATION:**

MBA University of Texas, El Paso, 1984

Major Area: Marketing

BA Texas Tech University, 1979

Major Area: Sociology

Minor Area: Spanish

**EXPERIENCE:**

***1994- Present*** : Senior Lecturer, Department of Marketing and Management,

University of Texas at El Paso

***1996- 2000***: Executive Director, Family and Closely Held Business Forum

College of Business Administration, University of Texas at El Paso

***1984- 1994:*** Lecturer, Department of Marketing and Management

University of Texas, El Paso

**TEACHING:**

**COURSES TAUGHT:**

MKT 3300 Principles of Marketing

MKT 3320 Advertising and Sales Promotion

MKT 4391 Marketing of Services

BUSN 3304 Global Business Environment

MKT – Principles of Marketing, AMBA

MKT 4395 – Strategic Marketing Management

**SERVICE:**

**DEPARTMENT:**

* Appointed Chair, Undergraduate Curriculum Committee - 2020
* Faculty Advisory, Student Chapter of the American Marketing Association
* Representative at New Student Orientation: July, August 2018
* Faculty Mentor, Teaching. January 2018 – May 2018
* Faculty Senate Representative; 2016 – 2018
* Representative at New Student Orientation: July, August 2017
* Peer observation: February, 2015
* Peer observation: October, 2014
* Coordinate and supervise Marketing internships: 2004- present
* Faculty Advisor, Student Chapter of American Marketing Association : 1998 - 2013
* Finding opportunities for Marketing Students Task force: 2010
* Ad Hoc Committee: Constitution Revision: 2006
* Liaison to Advisory Board for the Marketing and Management Dept.
* Undergraduate Curriculum Committee: 2003-2005

**COLLEGE:**

* Training for undergraduate Advisors - COBA - October 30, 2020
* Undergraduate Curriculum Committee: Sept. 2018 - Present
* Career Week Guest Speaker: October, 2015
* Outstanding Teaching Awards Selection Committee: 2015
* Career Week Guest Speaker: October, 2014
* UTROTA review committee: 2014

**UNIVERSITY:**

* Search Committee - VP Marketing Communications - Sept. - Dec. 2020
* UTEP Mentoring Circles – Pilot Program – February 2020
* Dialogues in Leadership Focus Group – January 2020
* Faculty Marshall of Students – Commencement, December 2019
* Inducted into UTEP Academy of Distinguished Teachers – April 2019
* UTEP Edge Advisory Committee: March 2019 - present
* UTEP Edge Fellow: March 2019 - present
* Search Committee – Dean of College of Business Administration: Sept. 2018 – Dec. 2018
* UTEP Faculty and Staff Professional Development – Presenter and Advisor July 2018 – 2019
* President’s Women’s Advisory Committee: 2015 – Present
* Title V Academic Advising and Student Success – Activity One committee member : 2014 – 2019
* Student Engagement Team, August 7, 2018
* Top Ten Seniors Selection Committee – February 2018 – March 2018
* UTEP 21ST Century Scholars Program, Faculty presenter: February 2017
* Faculty Marshall of students – Commencement 2015
* Teaching Excellence and Development Committee Member: 2012 – 2015
* UTEP 21st Century Scholars Program, Faculty presenter: February, 2015
* UTEP Center for Research Entrepreneurship and Innovative Enterprises (CREIE) competition judge: November, 2014
* UTEP 21st Century Scholars Program, Faculty presenter: February 2014
* Faculty Marshall of students – Commencement 2013
* CETaL Fellow: May 2010 – 2013
* UTROTA Campus selection committee – Office of the Provost: 2013
* Student Workers Training, Faculty Mentor: 2012
* Student Affairs Directors Retreat, Panel member: 2012
* University Honors Program, Task Force Member: 2009 – 2010
* Battle of I-10 – UTEP vs. NMSU: Advertising Competition for First Light Federal Credit Union – Winner of $25,000 endowed scholarship for Marketing Students – March, 2008
* FOTEC committee – Dean of Students Office: 2008 – 2010
* Consulting with Julie Wong, AVP – Dean of Students on “Marketing of Student Services” – 2007 -2008

**Professional Activities:**

* St. Clement's Parish School - Strategic Planning Development and Implementation - May 2016 - June 2021
* Expert interview - published in Money Geek - December, 2020
* McGraw – Hill Connect Master: Marketing Focus Group

Ft. Lauderdale,FL – February, 2020

* Evaluated the McGraw – Hill Connect Master: Marketing approach

February, 2020

* Judging panel for Competitions for AMA Collegiate Conference Awards, March, 2020
* Attended AMA Collegiate Conference, New Orleans, LA – March, 2020
* Judging panel for Competitions for AMA Collegiate Conference Awards, March, 2019
* Attended AMA Collegiate Conference, New Orleans, LA – April, 2019
* Judging panel for Collegiate Websites for AMA Collegiate Conference Awards, January, 2018
* Attended AMA Collegiate Conference, New Orleans, LA – March, 2018
* Attended AMA Collegiate Conference, New Orleans, LA – March, 2017
* Attended AMA Collegiate Conference, New Orleans, LA – March, 2016
* Attended AMA Collegiate Conference, New Orleans, LA – March, 2015

**TEACHING AWARDS:**

2019, Teaching Excellence, College of Business Administration

2017, Teaching Excellence, College of Business Administration

2017, Teaching Excellence, Marketing

2015, Excellence in Instruction, College of Business Administration

2013, Excellence in Instruction, College of Business Administration

2013, Excellence in Instruction, Department of Marketing and Management

2012, Excellence in Instruction, College of Business Administration

2012, Excellence in Instruction, Department of Marketing and Management

2010, Excellence in Instruction, Department of Marketing and Management

2010, UT System Regent’s Outstanding Teaching Award – University of Texas

System

2007, Excellence in Instruction, Department of Marketing & Management

2006, Excellence in Instruction, College of Business Administration

2004, Excellence in Instruction, Department of Marketing & Management

2003, Recognition of Professional Instruction – Accelerated MBA

2001, Excellence in Instruction, Department of Marketing & Management

2000, Excellence in Instruction, Department of Marketing & Management

1996, Excellence in Instruction, Department of Marketing & Management

1993, Excellence in Instruction, Department of Marketing & Management

1991, Excellence in Instruction, Department of Marketing & Management

1988, Excellence in Instruction, Department of Marketing & Management

**SERVICE AWARDS:**

UTEP College of Business Administration Arthur S. Gifford Student Service Award, 2004

**MEMBERSHIPS:**

American Marketing Association

Delta Sigma Pi – Honorary Member

**EXECUTIVE EDUCATION COURSE CREATION:**

**Presentation for NCIIA** – “Marketing and Sales for Early Stage Companies” Oct

**Presentation to IMA** (Independent Managerial Accountants) on “Marketing Professional Services”

**Women in Business Executive Forum:**

1. “ Ethics and Office Politics”

2. “Balancing Your Personal and Professional Lives”

**The Franchise Center – CEDARS: UTEP**

Guerilla Marketing for Franchisees

**The Family and Closely Held Business Forum – CEDARS: UTEP**

Marketing Strategies for Family Businesses

**OTHER (COMMUNITY):**

St. Clement’s Parish School Board of Directors; Chair – Strategic Planning

Junior League of El Paso Board of Directors

El Paso Women’s Hall of Fame Nominee

El Paso Inc. - Women of Impact Nominee

YWCA Reach Award Nominee

Leadership El Paso, Class XIV

Alzheimer’s Association

Women’s Fund of El Paso