

Tyler Laird-Magee, D.B.A.

Visiting Assistant Professor
Dr. Robert B. Pamplin Jr. School of Business
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EDUCATION

George Fox University, School of Business

Doctor of Business Administration, 2011

University of Portland

Master of Arts, Communication; Minor, Marketing, 1994

Marylhurst University

Bachelor of Arts, Communication, 1989

Cypress College

Associate of Arts, Communication, 1977

ACADEMIC APPOINTMENTS

University of Portland

Visiting Assistant Professor, 2015 – present

Visiting Instructor, 2006 - 2007

Adjunct, 1996 - 2007

Undergraduate Courses Taught

Introduction to Leadership

Principles of Marketing

International Marketing

Integrated Marketing Communications

Consumer Behavior

Relationship Selling

Introduction to Public Relations

Internship

Graduate Courses Taught

Integrated Marketing Communications

Marketing Management

Linfield College

Assistant Professor, 2009 - 2015

Visiting Assistant Professor, 2007 - 2009

Undergraduate Courses Taught

Contemporary Business

Principles of Marketing

International Marketing

Consumer Behavior

Sales & Sales Management

Promotions Management
Introduction to Management
Organizational Behavior

George Fox University, School of Business

Adjunct, 2007 – 2016

Graduate Courses Taught

Marketing Management, Executive
Marketing Management, Professional
Global Environments
Mission & Vision

Saint Martin's University

Adjunct, 2006 – 2012

Undergraduate Courses Taught Online

Marketing
Marketing Research
Consumer Behavior

Marylhurst University

Adjunct, 2005 – 2011

Graduate Courses Taught

Integrated Marketing Communication
Marketing Management
Marketing Management - online

TEACHING ABROAD

City University of Seattle, Beijing Campus

Graduate Course, Chinese nationals

Integrated Marketing Communication – Summer – 2007, 2008, 2009

George Fox University, School of Business

Graduate Course, MBA Travel Abroad

Global Environments – Shanghai, China – Summer 2007

Wuhan University of Technology, Wuhan, China (for Saint Martin's University)

Undergraduate Courses – Chinese nationals:

International Marketing – Dec. 2005

International Public Relations – March 2006

PROFESSIONAL EXPERIENCE

Marketing Director, 8/04 – 7/05

Corrigo Corporation (software)

Marketing Director, 9/00 – 7/03

Cadence Design Systems, PCB Systems Division (software)

Marketing Director, 1/00 – 9/00

TeliSmart.com (software)

Field Marketing Manager, 9/98 – 1/00
Mentor Graphics, Static & Physical Verification Division (software)

Marketing Programs & Internet Manager, 7/97 – 9/98
Digimarc Corporation (software)

Vice President & Channel Manager, Corporate Marketing 5/96 – 7/97
U.S. Bancorp/First Bank Systems

Vice President & Segment Manager, Corporate Marketing, 7/94-7/96
Assistant Vice President & Product Manager, Northwest Region, 5/92-7/94
Wells Fargo/First Interstate Bancorp

Assistant Vice President & Direct Marketing Manager, Oregon Marketing, 6/90 – 5/92
Bank of America/Security Pacific Bank

Communications Specialist, 6/88 – 6/90
Standard Insurance Company

Public Relations Officer, 6/86 – 12/87
Key Bank of Alaska/Alaska Pacific Bancorp

Communications Specialist, 4/81 – 10/87
First National Bank of Alaska

Communications Specialist, 1/80 – 2/81
Anchorage Convention & Visitor's Bureau

MAJOR RESEARCH INTERESTS

- Cross-cultural teaching
- Marketing education innovations
- The 5th P of marketing: People (employees)

INTELLECTUAL CONTRIBUTIONS

Peer Reviewed Journals:

Laird-Magee, T., Gayle, B. M. & Preiss, R. (2015). Personal values & mission statement: A reflective activity to aid moral development. *Journal of Education for Business*. 90(3). 156-163.

Laird-Magee, T. (2014). Connecting two student cultures: Using a blog to enhance international marketing cultural insights. *Journal of Higher Education Theory & Practice*. 14(5). 55-62.

Laird-Magee, T. (2013). Teams build a wiki to teach each other four social media platforms. *Journal of Advertising Education*. 17(1). 46-54.

Taylor, R. & **Laird-Magee**, T. (2010). Virtual community management and measurement for goal-centric outcomes: Social representation research and other metrics. *Advances in Business Research*. 1(1). 210-221.

Academic/Professional Meeting Proceedings:

Laird-Magee, T. (2014). *Connecting two student cultures using a blog to enhance international marketing insights*. Peer-reviewed paper presented at: Marketing Management Association National Conference. Chicago, IL.

Steele, J.F. and **Laird-Magee**, T. (2013). *Comparing cultural intelligence outcomes with and without travel abroad in an MBA course*. Peer-reviewed paper presented at: Global Business & International Management Conference. Portland, OR.

Laird-Magee, T. (2012). *Teams build a wiki to teach each other four social media platforms*. Peer-reviewed paper presented at: Direct/Interactive Marketing Research Summit, Direct Marketing Educational Foundation, Las Vegas, NV.

Laird-Magee, T. (2012). *A brand called me: Enabling students' personal brand promise and self-marketing plan development*. Peer-reviewed paper presented at: Marketing Educators Association National Conference, Long Beach, CA.

Laird-Magee, T. (2011). *Teaching Chinese undergraduates in central China international marketing using a blog to enable cultural research with American students*. Peer-reviewed paper presented at: Marketing Educators Association National Conference, San Diego, CA.

Taylor, R. & **Laird-Magee**, T. (2010). *Virtual community management and measurement for goal-centric outcomes: Social representation research and other metrics*. Peer-reviewed paper presented at: Advances in Business Research Symposium, Fort Smith, AR.

Laird-Magee, T. (2010). *Linking marketing and personal values: A content analysis of students' personal mission papers*. Peer-reviewed paper presented at: Marketing Educators Association National Conference, Seattle, WA.

Laird-Magee, T., Gayle, B.M., & Preiss, R. (2008). *Connecting international students to American teaching and learning expectations: Discovering affective and cognitive parameters*. Peer-reviewed paper presented at: International Society for Scholarship and Teaching, Edmonton, Alberta, Canada.

Academic/Professional Meeting Presentations:

Laird-Magee, T. (2013). *Overcoming teaching challenges in a 24/7 changing social media world: Enabling students to teach each other using a wiki*. Position paper presented: Marketing Management Association National Conference. New Orleans, LA.

Laird-Magee, T., Karson, M., McKay, K., Sepich, & D., Haigh, J. (2013). *Oregon's wine industry & experiential learning: Cultivating relationships produces a three-way harvest*. Panel presentation at: Marketing Educators Association National Conference. Portland, OR.

Laird-Magee, T., Lutz, M., Wayman, J. & Winsor, B. (2012). *Teaching students to develop a personal & professional brand.* Panel presentation at: Marketing Management Association National Conference, Minneapolis, MN.

Ismail, S., Drickey, N., **Laird-Magee, T.** & Sagers, J. (2012). *Networking in Japan, China, and Malaysia: Strategies to enhance teaching, learning and research.* Linfield College panel presentation at: ASIANetwork, Portland, OR.

Steele, J.F. & **Laird-Magee, T.** (2008). *To go or not to go, is that the question? Comparing cultural awareness outcomes with and without travel abroad in a graduate business course.* Presented at: IACBE Northwest Regional Conference, Portland, OR.

Laird-Magee, T. (2006). *International marketing: Chinese and American students learn from each other.* Proposal accepted and presentation delivered via WebX online at HigherEd BlogCon: <http://www.higheredblogcon.com/index.php/international-marketing-chinese-and-american-students-learn-from-each-other/>

PROFESSIONAL DEVELOPMENT

University of Missouri, Kansas City, 1995

Professional Direct Marketer (PDM) certification

PROFESSIONAL ACTIVITY

Marketing Consulting 2005 – present

PROFESSIONAL SERVICE

Peer reviewer: MBAA International/Marketing Management Association National Conference. Chicago, IL. – 2014

Peer reviewer: Marketing Management Association, National Conference New Orleans, LA. – 2013

On site volunteer: Marketing Educators Association National Conference, Portland, OR. – 2013

Peer reviewer: Direct/Interactive Marketing Research Summit, Direct Marketing Educational Foundation, Las Vegas, NV. — 2012

Peer reviewer: Marketing Educators Association National Conference, Long Beach, CA. – 2012

Peer reviewer: Marketing Educators Association National Conference, San Diego, CA. – 2011

Peer reviewer: Marketing Educators Association National Conference, Seattle, WA. – 2010

UNIVERSITY SERVICE

University of Portland

Faculty Advisor – undergraduate advisor – Fall 2015 – present

Member – Pamplin School of Business, Global Business Curriculum Committee – Fall 2015 - present

Member – Serving to Learn Reflection Leader for Freshman Community Service Project – 2005 & 2006

Linfield College

Linfield Curriculum – Working Group Member: Global Pluralism – May 2012 – June 2015
Delta Mu Delta, business honor society, Faculty Advisor – Fall 2009 – Fall 2014
Faculty Advisor – Served as advisor for 20 – 40 students – Fall 2008 – Sp 2015
Colloquium: Working Group Member for Advising Dept.; assess past experience with
Colloquium and make recommendations: 2013 & 2011
Committee Member, Faculty recruitment, Business Department: 2009 – 2015
Admissions Department Service: Created/delivered classes as part of annual recruitment: 2012 –
2015
Student Leadership Group Service: Created/delivered training courses for three student groups
(FirstCLAS, Multicultural Leadership, OWIE): 2011 - 2014
Committee Member, Learning Support Services recruitment: August 2013
Committee Member: Dean of Nursing Search: Oct. 2012 – March 2013
Colloquium Faculty Advisor: 2009, 2010 & 2012

COMMUNITY SERVICE

Kúkátónón Children's African Dance Troupe

Created/taught class training management how to prepare for news media interviews - 2015

Small Business Integrated Marketing Communication Audits, 2012 – 2014

Initiated relationships with 12 businesses who served as ‘clients’ for Promotions Management
undergraduate marketing teams who conducted an Integrated Brand Promotion audit and
presented results and recommendations to clients

Portland Impact (non-profit social services agency)

<i>Board member</i>	1989 – 1997
<i>Chair, Development Committee</i>	1994 – 1997