

*Curriculum Vitae*  
**David A. Altounian Ph.D.**

**Professional Profile:**

- Experienced teacher at the graduate and undergraduate level in new venture creation and marketing.
- Accomplished career in the technology industry focused on marketing and executive strategy.
- Strong entrepreneurial experience both in corporate entrepreneurship and new venture creation.
- Extensive experience in senior management roles including CEO, COO, and marketing management positions.
- Good communicator with strong planning, organization, and leadership skills.

**Education:**

**Ph.D. in Business Administration**, Executive Research, Oklahoma State University, Spears School of Business, Tulsa, Oklahoma, Research Focus: Entrepreneurship, December 2014

**MBA**, Northwestern University, Kellogg School of Management, Evanston, Illinois, 2007

**B.S., Business Administration**, California Coast University, Santa Ana, California, 1993

**Academic Honors and Awards:**

**Selected**, Outstanding Mentor of the Year Award, Capital Factory, 2017

**Best Paper Award**, Casual or Committed: Using social behavioral theories for understanding the contributors to user commitment in user-generated content sites, Fifth International Conference on Engaged Management Scholarship, Baltimore, Maryland, September 2015

**Nominated**, Outstanding Adjunct Faculty Award, St. Edward's University, School of Management and Business. Austin, Texas. 2012-2013

**Selected**, Doctoral Consortium, Third International Conference on Engaged Management Scholarship. Atlanta, Georgia. September 2013

**Selected**, Beta Gamma Sigma International Honor Society, December 2014

**Selected**, Golden Key Honor Society, December 2013

**Academic / Teaching Experience:**

**Interim Dean**, St. Edward's University, Bill Munday School of Business, Austin, July 2018 to Present

**Associate Dean of Academic Programs and MBA Program Director**, St. Edward's University, Bill Munday School of Business, Austin, January 2018 to June 2018

**MBA Program Director (Interim)**, St. Edward's University, Bill Munday School of Business, Austin, Texas, May 2015 to July 2016

- Responsible the administration for three MBA programs; traditional evening MBA, full-time Digital Management MBA (DMBA), and a new low-residency MBA program
- Oversaw the launch and rollout of a new MBA curriculum and pedagogy (low-residency MBA)
- Transitioned the MBA administration to the Associate Dean of Academic Affairs

**Assistant Professor of Entrepreneurship**, St. Edward's University, School of Management and Business, Austin, Texas. 2013 to Present

**Adjunct Professor**, St. Edward's University, Austin, Texas, 2008 to 2013

- Taught New Venture Creation and Digital Marketing courses to undergraduate students in the Digital Media Management Program (DMM).
- Taught Digital Marketing and Branding courses to graduate students in the Digital MBA Program (DMBA).

### **Academic Papers:**

Spinuzzi, C., Altounian, D., Pogue, G., Lily, Z., Robert, C. (2018). **"Articulating problems and markets: A translation analysis of entrepreneurs' emergent value propositions."** Written Communications.

<http://journals.sagepub.com.ezproxy.stedwards.edu/eprint/ST7VY5Rul6Y2j4sYfG4K/full>

Zahay-Blatz, D., Altounian, D., Pollitte, W., James, J. **"Effective Resource Deployment in Digital Marketing Education."** Marketing Education Review. – Conditional Acceptance

**Included: "Outside the Box Teaching Moments: Classroom-Tested Innovations"**, D. Joel Whalen Kesha K. Coker, Marketing Education Review Vol. 26, Iss. 2, 2016

**Conference Proceedings Introduction**, Fourth International Conference on Engaged Management, Sept. 2014 Proceedings Co-Chair. <http://ssrn.com/abstract=2552598>

**"Casual or Committed Users? Understanding the Factors that Drive Deeper Engagement on User Generated Content Sites"**, PhD Dissertation, Published September 2014.

### **Research in Process:**

**"Do Funding Networks Affect Venture Investment in Metro Areas? An Analysis of Network Effect on Venture Capital Investing Using Metcalfe's Law."** Working paper with Amy Burnett. Accepted on R&R by Engaged Management Review. Withdrawn by Authors May 2018. Reworking for resubmission to different journal

**"Using Social Penetration Theory as a Model for Understanding User Commitment in User-Generated Content Sites"**, Working Paper

**"Goal Development Theories and the Use of Terminal Goals In Organizational Goal Setting"**. Working Paper with Dr. Mary Dunn and Dr. Keith Ward

### **Academic Conferences:**

Society for Marketing Advances Conference, Orlando, Florida, November 2012

USASBE Annual Conference, San Francisco, California, January 2013

Academy of Management Annual Conference, Orlando, Florida, August 2013

Third International Conference on Engaged Management, Atlanta, Georgia, September 2013

USASBE Annual Conference, Fort Worth, Texas, January 2014

Academy of Marketing Sciences, Indianapolis, Indiana May 2014  
Academy of Management, Philadelphia, Pennsylvania, August 2014  
Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September 2014  
USASBE Annual Conference, Tampa Bay, Florida, January 2015  
Academy of Marketing Sciences, Denver, Colorado, May 2015  
Fifth International Conference on Engaged Management, Baltimore, Maryland, September 2015  
USASBE Annual Conference, San Diego, California, January 2016  
Society for Marketing Advances, San Antonio, March 2016  
Academy of Management Conference, Atlanta, Georgia, August 2017  
USASBE Annual Conference, Los Angeles, California, January 2018  
Academy of Management Conference, Chicago, Illinois, August 2018

**"Casual or Committed Users? A Conceptual Model for Understanding Engagement in User Generated Content Sites"**, In development, accepted for presentation at the Third International Conference on Engaged Management, Atlanta, Georgia, September 2013

**"Casual or Committed Users? Understanding the Factors that Drive Deeper Engagement on User Generated Content Sites"**, Academy of Marketing Sciences Conference 2014, Indianapolis, Indiana

**"Casual or Committed: Using Social Behavioral Theories for Understanding the Contributors to User Commitment in User-Generated Content Sites"**, Fifth International Conference on Engaged Management Scholarship, Baltimore, Maryland, September 2015

**"Understanding the Customer Journey"** Special Session Chair, Academy of Marketing Sciences Conference 2014, Indianapolis, Indiana (paper above presented during this session)

**Co-Chair**, Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September 2014

**"Goal Development Theories and the Use of Terminal Goals In Organizational Goal Setting"**. Accepted for presentation at Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September 2014  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2553323](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2553323)

**Participant** – PLS-SEM Workshop at AMS 2014 with Dr. Joe Hair, Indianapolis, Indiana, May 2014

**Participant** – PLS-SEM Update Workshop at AMS 2015 with Dr. Joe Hair, Denver, Colorado, May 2015

**Co-Chair**- Entrepreneurial Finance Pre-Conference Workshop, USASBE Conference, January 2016

**Academic Service:**

**Reviewer**, 2013 Academy of Management Conference, ENT and TIM Section Paper Reviewer

**Reviewer**, Doctoral Consortium Submission, Third International Conference on Engaged Management, Atlanta, Georgia, September, 2013

**Reviewer**, Academy of Management Conference, ENT Division, August, 2014

**Reviewer**, Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September, 2014

**Reviewer**, USASBE Conference, January 2015

**Reviewer**, Fifth International Conference on Engaged Management, Baltimore, Maryland, September 2015

**Editorial Board Member**, Engaged Management Review, Case Western Reserve 2014 – Current

**Co-Chair**, USASBE Venture Finance SIG, 2014-2015

**Reviewer**, USASBE Annual Conference 2017, Competitive Research Papers Track, September 2016

**Reviewer**, Academy of Management Conference, Entrepreneurship SIG Papers, February 2017

**Reviewer**, USASBE Annual Conference 2018, Competitive Research Papers Track, May 2017

**Reviewer**, Academy of Management Conference, Entrepreneurship SIG Papers, March 2018

**Professional Work Experience:**

**Founder, Chairman, CEO, Motion Computing, Austin, Texas, July 2008 - October 2012**

Returned to the company as COO in July 2008 to lead a turn-around effort at the request of the company's board of directors. Managed the restructuring of the balance sheet and debt structure as well as drove organizational changes to improve the financial condition of the company, resulting in a return to profitability and revenue growth. Named CEO in January of 2009.

**Founder, CEO, iTaggit Inc., Austin, Texas, January 2006 - June 2008**

Founded a Web 2.0 company focused on providing organization, valuation, and showcasing tools for collectors and dealers while a student at Kellogg School of Management. Created the business plan and led the team through the Series A funding round. Raised \$2M in Seed and Series A capital.

**Founder, COO, Motion Computing, Austin, Texas, September 2001 - January 2006**

Founded a startup company developing Tablet PC hardware and software products for the vertical marketplace. Formed the founding team and developed the core business strategy. Led the marketing and development teams as well as the strategic partnerships with the manufacturing partners and technology providers. As founder I was a member of the board of directors.

**Various Management Roles, Dell Computer Corporation, Austin, Texas, August 1994 - December 2000**

**August 1999 – December 2000**

**Director, New Product Concepts, Dell Labs**

Managed the technology team responsible for evaluating new emerging technologies and products for the Personal Systems Product Group. Responsible for the development of technical, business, and financial due diligence of new product opportunities as well as participating in the development of long term technology strategies for Dell's client product businesses.

**November 1996 – August 1999**

**General Manager, Precision Workstation Line of Business (LOB), Europe**

**Director, WW Product Marketing, Precision Workstation Division**

Based in Bracknell, UK, managed the marketing, finance, and operations team responsible for Dell's Workstation products in Dell EMEA (Europe, Middle East, and Africa) region.

**August 1994 - November 1996**

**Director, WW Product Marketing, Portables Division**

Managed the product marketing team responsible for the planning and management of Dell's portable computer products in Dell's central product group.

**Director, Third-Party Business Development, Motorola Inc., Wireless Data Group, Schaumburg, Illinois, January 1992 - August 1994**

Managed the joint venture opportunities with strategic third parties to support emerging personal wireless communications products.

**Manager, ISHV Relations/Industry Marketing, Compaq Computer Corp., Houston, Texas, April 1989 - January 1992**

Managed a department of approximately 20 staff responsible for maintaining engineering and marketing relationships with key industry vendors.

**Business Development Manager, Ashton-Tate Corporation, Torrance, California, March 1987 - April 1989**

Responsible for managing a department consisting of Product Analysts and a Contracts Administrator. Responsible for management of acquisitions, mergers, and licensing of products and technologies for incorporation into the Ashton-Tate product lines.

**Staff Consultant, Ernst & Whinney, Los Angeles, California, 1983 - March 1987**

Worked as a staff consultant in the Western Region office in the Information Systems Group. Assigned to projects that required strong technical leadership with new technologies.

**Professional Education Programs:**

**Digital Marketing Circuits Program Completion**, General Assembly, Austin Texas, December 2015

**HootSuite Certification**, HootSuite, 2013

**Advanced Executive Program (AEP)**, Northwestern University, Kellogg School of Management, Evanston, Illinois, 2005

**Leadership Development Program (LDP)**, Center for Creative Leadership, San Diego, California, March 1999

**Civic, Professional, and Board Roles:**

**Board Member**, Greater Austin Chamber of Commerce, Austin, Texas  
January 2018 - Current

**Partner and Mentor**, Capital Factory, Austin, Texas  
May 2013 – Current

**Board Member**, Austin Technology Council, Austin, Texas  
2009 – Current

**Board Member**, GRC Cooling, Austin Texas  
2017 - Current

**Board Member**, Ideabud LLC (Ticketbud), Austin Texas  
2014 - Current

**Board Member**, Texas Association of Business, Austin, Texas  
2011 – 2014 (term limits)

**Technology Committee Member**, Texas Association of Business, Austin, Texas  
2011 - 2014

**Advisory Board Member**, St. Edward's University, School of Business and Management, Austin, Texas  
2003 - 2013

**Board Member**, Motion Computing, Austin, Texas  
September 2001 - June 2006 and July 2008 - October 2012

**Board Member**, LetsGel Inc, A Consumer Products Company, Austin, Texas  
2006 - 2009

**Commissioner, President** (2003-2005), Travis County Emergency Services District #9, Austin, Texas, Board of Commissioners  
2001 - 2005

**Board Member**, Knowbility, Accessibility Non-Profit, Austin, Texas  
Past Board Member

**Board Member**, Austin Social Vendor Partners, Social Venture Non-Profit, Austin, Texas  
Past Board Member

**Board Member**, Girl Scouts Lone Star Council, Austin, Texas  
Past Board Member

**General Publications:**

"Embracing the Hackathon in Higher Education," Huffington Post. (2018). – with Sarah Sharif

"4 Reasons to Rethink Entrepreneurship Education" – Huffington Post. February 2015

"Redefining Entrepreneurship – 4 Common Myths Debunked" – Huffington Post. May, 2014

Included as a highlighted entrepreneur: "A cup of cappuccino for the entrepreneur's spirit volume II. United States: Entrepreneur", Enterprises.Nord, J.H. and Thompson, C.P. (2009)

Contributor: "Naturally Caffeinated: The Community Edition (Director's Cut) Hardcover", Guengerich, Steve, Weeva Inc.(2015)

"The Wireless Software Gap - challenges facing software developers in the area of wireless communications", Article, Author, Software Magazine, January 1993

"Quick and Easy Macintosh Guide for MS-DOS Users", Rusel DeMaria and David Altounian, Book Co-Author, Ashton-Tate Press, 1989

"Financial Information Systems Manual", 1987 Update Edition  
Contributing Author, Chapter, Warren, Gorham, and Lamont, 1987

**General Conference Presentations:**

"Entrepreneurial Education – Addressing Four Myths" – Panel Participant, SXSW Edu 2015, March 2015, Austin Texas

“Capital Landscape Panel” – Panel Moderator, Austin CEO Summit 2015, May 2015, Austin Texas

“Capital Landscape Update” – Keynote Speaker, Price Waterhouse Cooper’s Technology, Accounting, and Business Update, March 2016, Austin Texas

“Capital Landscape Update” – Corporate Presentation, Maxwell Locke & Ritter Employee Meeting, April 2016

“Economic Small Business Trends Panel” – Panel Moderator, Small Business Festival, May 2016, Google Fiber

“Managers vs. Leaders: Which one are you?” – Speaker, Austin Young Leaders Group, May 2016, St. Edward’s University

“State of Innovation” – Panel Moderator, Austin Inno Event, May 2016, Austin Texas, AT&T Center

Best Paper Award, Fifth International Conference on Engaged Management Scholarship. (September 1, 2015). “Casual or Committed: Using social behavioral theories for understanding the contributors to user commitment in user-generated content sites.”

**Other:**

Named inventor on 10 issued patents to date:

- 8,156,105 Rapid item data entry for physical items in the control of a user in an item data management server
- 8,065,385 Transferring information and records via a data structure for a physical item in the control of a user
- 8,005,874 Data tag creation from a physical item data record to be attached to a physical item
- 7,859,550 Item data management over a data network for physical items in the control of a user
- 7,523,132 Data tag creation from a physical item data record to be attached to a physical item
- 7,434,076 Device and method for wireless communication selection and control
- 6,914,197 Flexible circuit board for tablet computing device
- D506,195 Tablet personal computer
- 6,856,506 Tablet computing device with three-dimensional docking support
- D480,730 Expansion base for a slate or tablet type computing device

**Professional Affiliations:**

- Academy of Management, Member, Current
- Society for Marketing Advances, Member, Current
- U.S. Association for Entrepreneurship and Small Business, Member, Current
- Academy of Marketing Sciences, Member, Current