

# Shannon Deer, PhD, CPA

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## Education

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<b>PhD</b>	<b>Education Human Resource Development Specialization in Adult Education</b> Dissertation: <i>A Qualitative Study of Women's Experiences Transitioning from the Sex Trade to Legal Employment Opportunities</i>	<b>Texas A&amp;M University</b> College Station, TX	<b>May 2017</b>
<b>MS</b>	<b>Finance</b>	<b>Texas A&amp;M University</b> College Station, TX	<b>May 2004</b>
<b>BBA</b>	<b>Accounting</b>	<b>Texas A&amp;M University</b> College Station, TX	<b>May 2004</b>

## Academic Positions

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### Mays Business School

#### Texas A&M University, College Station, TX

*Associate Dean for Undergraduate Programs*

*December 2020-present*

- Oversee budget and operations for undergraduate programs, including: the Undergraduate Advising Office, the Student Transformation Center, the Center for International Business Studies, and the Office of Diversity and Inclusion.
- Manage students' academic and behavioral issues.
- Maintain data on progress to degree and admissions.
- Lead recruiting efforts for high-target recruits.
- Manage high-impact programming for undergraduate students such as the Honors Program, Fellows, and the Communication Lab.

*Assistant Dean for Graduate Programs*

*September 2018-December 2020*

- Managed the budget for all MBA programs, and stand-alone programs such as MS Analytics and MS Business.
- Oversaw the allocations of the MS fee budget for 15 programs.
- Supervised 7 direct reports with widely varied job responsibilities.
- Provided support to directors of all graduate programs within Mays, with more intensive support provided to the 5 MBA program, recruiting, and career management directors.
- Oversaw the process of transitioning the MS Analytics program from the College of Science to Mays Business School.
- Hired a marketing firm to manage the create and advertising buy for MBA programs.
- Founded a podcast to promote graduate programs' and college's culture.

*Clinical Assistant Professor*

*September 2018-present*

*Full-Time MBA Director*

*December 2015-December 2018*

- Increased revenues in 2017-2018 by approximately \$700,000 through fee increases, reduced costs by about 20%.
- Managed \$2,000,000 in revenue and directly control over approximately \$400,000 in costs.
- Designed curriculum and support faculty across all business disciplines
- Directed an advisory board with over 20 executives
- Coordinated and founded track programs to allow students more customization within a condensed 18-month program
- Organized two-week orientation for 60-75 students, including new student and international student orientation; started the veterans orientation

*Assistant Department Head, Accounting Department*

*January 2008-December 2015*

- Coordinated over 40 faculty course assignments and teaching loads to meet course needs and budget limitations
- Counseled faculty (especially non-tenure track) faculty on complex student, teaching, and administrative issues
- Scheduled department courses (over 225 sections) based on availability and faculty preferences
- Supervised advisors and oversaw department advising functions

*Senior Lecturer*

*September 2014-December 2015*

*Lecturer*

*January 2008-September 2014*

*Senior Academic Advisor*

*April 2006-December 2007*

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- Coordinated with recruiters to provide students with opportunities in careers of their interest (100% internship placement in 2006 and 2007 recruiting seasons)
- Prepared students for interviews and recruiting through development seminars and mock interviews
- Provided academic advising to 250 graduate and undergraduate students

## Non-Academic and Consulting Experience

### **Oh. My. Word. Conversations, LLC**

*Owner and Chief Operations Officer*

*July 2019-present*

- Create online courses to support parents in having difficult conversations with their children.
- Maintain the financial documents.
- Run all operating aspects of the business – budgeting, contracting, marketing, founding, etc.

### **PricewaterhouseCoopers, Houston, TX**

*Experienced Audit Associate*

*July 2004-April 2006*

- Provided integrated audit services to SEC registrant and large private exploration and production companies
- Audited primarily non-routine transactions such as derivatives, asset retirement obligations, and depreciation
- Developed internal controls testing and performed Sarbanes-Oxley 404 walkthroughs of company's key operations - depletion, impairment, products marketing, and geological services related to financial reporting.
- Coached and evaluated less experienced associates and interns in work and assigned tasks

*Intern*

*January 2003-April 2003*

### **Richmond Equipment, Richmond, TX**

*Consulting*

*June 2007-August 2012*

- Advised mid-sized (approximately \$5 million in revenue) golf cart company on accounting issues
- Selected accounting software and assisted in implementation

## Grants & Funding

**Total funding (solo projects): \$297,500**

<b>Halliburton Accounting in Energy Grant</b> Funding to support energy accounting course and energy related programs  Role: Proposal development, sole developer of energy program, case competition coordinator, and course instructor	<b>Halliburton Foundation</b> Funding for case competition, course support, faculty fellowship	\$25,000	2017
		\$15,000	2016
		\$30,000	2015
		\$30,000	2014
		\$15,000	2013
		\$20,000	2012
<b>Phillips 66 Energy Accounting Funding</b> Funding to support energy accounting course and energy related programs Role: Proposal development, sole course developer and instructor	<b>Phillips 66</b> Funding for educational programming support	\$10,000	2011
		\$15,000	2017
		\$20,000	2016
		\$20,000	2015
<b>Mays Teaching Fellowship</b> Competitive teaching fellowship	<b>Texas A&amp;M University</b> Mays Business School	\$20,000	2014
		\$20,000	2013
		Selected	2015
<b>Business Solutions to Social Problems Case Competition Funding</b>	<b>Texas A&amp;M University</b> Mays Business School	\$5,000	2015
<b>Mays Teaching Grant</b> Competitive summer teaching grant	<b>Texas A&amp;M University</b> Mays Business School	\$7,500	2014
		\$7,500	2013
		\$7,500	2012

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## Publications

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### Revise and Resubmit

**Deer, S.,** Zarestky, J., & Baumgartner, L. M. (revise and resubmit). ‘Relive My Life from Scratch’: Learning Through Transition for Women Exiting the Sex Trade. *Learning, Culture, and Social Impact*. Revise & Resubmit.

### Peer Reviewed Journals

**Deer, S.,** & Simpson, N. (2020). “Solvitur Ambulando” (it is solved by walking): Learning business leadership on the Camino De Santiago. *Journal of Management Education*, online, 1-29. doi: 10.1177/1052562920913078

**Deer, S.,** Zarestky, J., & Baumgartner, L. M. (2019). “Learn how to hustle for good:” Women’s work transitions out of the sex trade. *Human Resource Development Quarterly*, 21(1), 31-48. doi: 10.1002/hrdq.21382

**Deer, S.,** & Baumgartner, L.M. (2019). “I can relate”: Survivor leadership supporting women transitioning out of the sex trade. *Adult Learning*, 30(4), 167-175. doi: 10.1177/1045159519848681

**Deer, S.** & Zarestky, J. (2017). Balancing profit and people: Corporate social responsibility in business education. *Journal of Management Education*, 41(5), 727-749. doi: 10.1177/1052562917719918

Cherrstrom, C. A., Zarestky, J., & **Deer, S.** (2017). “This group is vital”: Adult peers in community for support and learning. *Adult Learning*, 29(2), 43-52. doi: 10.1177/1045159517739701

### Conference Proceedings

**Deer, S.** (2017). “The money...was far more of a relapse for me”: A qualitative study of women’s experiences transitioning from the sex trade to legal employment. Proceedings of the 58th Annual Adult Education Research Conference, Norman, OK: University of Oklahoma. Retrieved from <http://newprairiepress.org/aerc/2017/papers/24/>

Josefy, M. & **Deer, S.** (2015). Rethinking liability of newness as a categorization problem: Insights from anti trafficking organizations. *Frontiers of Entrepreneurship Research (Babson)*, 35(2), article 12. Retrieved from: <http://digitalknowledge.babson.edu/fer/vol35/iss2/12>

Josefy, M. & **Deer, S.** (2015). Moral legitimacy & biased resource provision for anti-trafficking/anti-slavery organizations. *Academy of Management Proceedings*, 1, Vancouver, BC: Academy of Management. doi:10.5465/AMBPP.2015.15830abstract

**Deer, S.** & Zarestky, J. (2016). Business education for corporate social responsibility and social justice. Proceedings of the 57th Annual Adult Education Research Conference (pp. 84-89), Charlotte, NC: The University of North Carolina at Charlotte. Retrieved from <http://newprairiepress.org/aerc/2016/papers/14/>

**Deer, S.** & Josefy, M. (2015). Anti-human trafficking: A descriptive study of adult education programs in relationship to policy and funding (empirical). Proceedings of the 56th Annual Adult Education Research Conference, Manhattan, KS: AERC. Retrieved from <http://newprairiepress.org/aerc/2015/papers/21/>

**Deer, S.** (2014). Human resources development solutions to commercial sex. Proceedings of the 21st Annual Academy of Human Resource Development (AHRD) Conference, Houston, TX: AHRD.

**Deer, S.,** Zarestky, J., & Cherrstrom, C. A. (2013). Building community in adult education graduate programs. Proceedings of the 54th Annual Adult Education Research Conference (pp. 347-349). St. Louis, MO: The University of Missouri-St. Louis. Retrieved from <http://www.adulterc.org/Proceedings/2013/roundtables/deer.pdf>

### Textbooks

Smith, L. M., Smith, K. T., **Deer, S.** (2014). *Financial accounting and reporting* (2nd ed.). Chicago, IL: CCH (Wolters Kluwer).

Smith, L. M., Smith, K. T., **Deer, S.** (2012). *Financial accounting and reporting*. Chicago, IL: CCH (Wolters Kluwer).

### Book Chapters

Zarestky, J. & **Deer, S.** (2017). Maximizing motivation: Talent development in NGOs. In F. M. Nafukho, K. Dirani, B. Irby (Eds.), *Talent development and the global economy: Perspectives from special interest groups*. Charlotte, NC: Information Age Publishing.

**Deer, S.,** & Zarestky, J. (2017). Non-formal adult education in non-governmental organizations. In A. Knox, S. Conceição, & L. Martin (Eds.), *International Compendium of Adult and Continuing Education*.

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**Deer, S.** & Chlup, D. T. (2016). Listen carefully, act thoughtfully: Exploring sex work as an adult education context. In R. C. Mizzi, T. S. Rocco, & S. Shore. *Disrupting adult and community education: Teaching, learning, and working in the periphery* (pp. 65-82). New York, NY: SUNY Press.

## Poster Sessions

**Deer, S.** & Baumgartner, L. M. (2017, March). *A qualitative study of women's experiences transitioning from the sex trade to legal, economically sustainable employment opportunities*. Poster session presented at the Women Researching Women Symposium, College Station, TX.

**Deer, S.,** Zarestky, J., Baumgartner, L. M. (2016, March). *A qualitative study of women's transitional learning experiences from sex work and prostitution to new employment opportunities*. Poster session presented at the Women Researching Women Symposium, College Station, TX.

## Presentations

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### National

**Deer, S.** (2017). "The money...was far more of a relapse for me": A qualitative study of women's experiences transitioning from the sex trade to legal employment. *Adult Education Research Conference*, Norman, OK.

**Deer, S.** (2017). Online and flipped class teaching. *Wakonse Teaching Conference*, Shelby, MI.

**Deer, S.** & Josefy, M. (2015). Anti-human trafficking: A descriptive study of adult education programs in relationship to policy and funding. *Adult Education Research Conference*, Manhattan, KS.

**Deer, S.** (2015). Engaging students in flipped classes. *Wakonse Teaching Conference*, Shelby, MI.

**Deer, S.** (2014). Human resources development solutions to commercial sex. *Academy of Human Resource Development (AHRD) Conference*, Houston, TX.

**Deer, S.,** Zarestky, J., & Cherrstrom, C. A. (2013). Building community in adult education graduate programs. *Adult Education Research Conference*, St. Louis, MO.

**Deer, S.** (2013). Who gives a flip? Application of the flipped course model in adult education. *American Association for Adult and Continuing Education*, Lexington, KY.

Alfred, M. V., Cherrstrom, C. A., Zarestky, J. & **Deer, S.** (2013). A conceptual model for building community in adult education graduate programs. *American Association of Adult and Continuing Education Annual Conference*, Lexington, KY.

**Deer, S.** (2011). Teaching flipped classes. *Wakonse Teaching Conference*, Shelby, MI.

### Regional

**Deer, S.** (2018, October). The Power of Language. *Women's Leadership Initiative Conference*, Houston, TX.

**Deer, S.** (2017) Women exiting the sex trade. *University of Houston Women, Gender & Sexuality Studies 20<sup>th</sup> Annual Table Talk Luncheon*, Houston, TX.

**Deer, S.** (2016). Navigating difficult business decisions, *Committee of Senior Business Administrators Conference (CBSA Conference)*, College Station, TX.

**Deer, S.** (2016, October). Leading with purpose: Resilience, power, and collaboration (moderator). *Mays Business School's Women's Leadership Initiative*, Houston, TX.

**Deer, S.** (2016, April). Power and influence: Leading in typically male-dominated environments (panel moderator). *Mays Business School's Women's Leadership Initiative*, Houston, TX.

**Deer, S.** (2014). Rock the first day. *Wakonse South Conference for College Teaching*, Burnet, TX.

**Deer, S.** (2014). Overcoming teaching challenges. *Wakonse South Conference for College Teaching*, Burnet, TX.

**Deer, S.** (2013). Reflections on teaching. *Wakonse South Conference for College Teaching*, Marble Falls, TX.

**Deer, S.,** & Zarestky, J. (2012). Self-directed learners. *Wakonse South Conference for College Teaching*, Burnet, TX.

### Local

**Deer, S.** (2017-2020). Decision making and problem solving. *MS Business*, College Station, TX.

**Deer, S.** (2018). Women's Transition Out of the Sex Trade. *Women Researching Women Symposium*, College Station, TX.

**Deer, S.** (2016). Managing different management styles. *College of Engineering, Texas A&M University*, College Station, TX.

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- Deer, S.** (2016). Working with and through gender differences, *College of Engineering, Texas A&M University*, College Station, TX.
- Deer, S.** (2016). Navigating difficult business decisions, *Texas Engineering Equipment Station (TEES)*, College Station, TX.
- Deer, S.** (2014). Creative critical thinking. *Mays Academy for Learning and Teaching (MALT)*, College Station, TX.
- Deer, S.** (2014). Teaching portfolios: Process and product. *Mays Academy for Learning and Teaching (MALT)*, College Station, TX.
- Deer, S.** (2013). Faculty teaching academy (FTA): Flipped classrooms. *Center for Teaching Excellence*, College Station, TX.
- Deer, S.** (2013). Problem solving models. *Mays Business School Staff Development*, College Station, TX.
- Deer, S.** (2013). Who gives a flip? *Mays Academy for Learning and Teaching (MALT)*, College Station, TX.
- Deer, S.** (2012). Self-directed learning techniques. *Center for Teaching Excellence, MSC Grand Opening*, College Station, TX.
- Deer, S.** (2011). Flipping your course. *Information Technology Services Conference*, College Station, TX.
- Deer, S.** (2011). How learning works. *Mays Academy for Learning and Teaching (MALT)*, College Station, TX.
- Deer, S.** (2009). Teaching excellence seminar. *Mays Business School Annual Accounting Faculty Development*, College Station, TX.
- Deer, S.** (2013). New faculty orientation. *Mays Business School*, College Station, TX.
- Deer, S.** (2013). New faculty orientation. *Center for Teaching Excellence*, College Station, TX.
- Deer, S.** (2012). New faculty orientation. *Center for Teaching Excellence*, College Station, TX.

## University Service

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### **Academic Civil Rights Investigation Committee (ACRIC)**

*Investigator*

*September 2017-present*

- Investigation and complaints against faculty members for illegal discrimination, sexual harassment, or related retaliation charges

### **Mays Graduate Curriculum Committee (MGCC)**

*Chair*

- Review all graduate curricular adjustments.

### **Mays Academy for Learning and Teaching (MALT)**

*Founding Member*

*August 2011-August 2018*

- Formed an academy to promote increased effectiveness in learning and teaching for Mays faculty, staff and students

### **Mays Curriculum and Assessment Committee**

*Member*

*August 2008-December 2015*

- Developed unique curriculum programs for the college
- Promoted exploration of progressive pedagogy
- Prepared all new course proposals or revisions for the accounting department

### **Mays Common Body of Knowledge (CBK) Review Committee**

*Member*

*Fall 2013-Spring 2014*

- Developed proposal for changes to common business courses related to content, series, and execution
- Established a CBK faculty committee to increase integration across CBK courses

### **Accounting Curriculum and Assessment Committee**

*Chair*

*August 2009-December 2015*

- Coordinated department curriculum and assessment meetings and propose course revisions or additions
- Ensured assessment efforts are documented in Weave Online

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## Center for Teaching Excellence Advisory Board

Member

August 2011-August 2013

- Provided input on proposed and existing programs

## Awards and Honors

### National

- Graduate Student Paper Award, Adult Education Research Conference (AERC), 2017
- Halliburton Faculty Fellowship, 2011-2019

### Texas A&M University

- Fish Camp (freshman orientation camp) Namesake, 2013
- Student Led Award for Teaching Excellence (SLATE), 2009, 2010

### Mays Business School

- STAR Performance Award (administration), 2017
- PMBA Faculty Teaching Award, 2014-2015
- Mays Teaching Fellow 2015
- Nancy and William J. Gardiner '76 Teaching Excellence Award, 2014
- David and Denise Baggett Teaching Award, 2012
- Association of Former Students Teaching Award (college level), 2011
- Ernst & Young Faculty Excellence Award, 2011

## Teaching

All courses taught at Texas A&M University, College Station, TX. Teaching evaluations available upon request or a sample can be accessed at <https://shannondeer.weebly.com/>.

Course	Mode	Semester(s)	Number of Sections	Number of Students
<b>Undergraduate Courses</b>				
ACCT 327: Intermediate Accounting	Hybrid	Fall 2015	3	116
		Spring 2015	4	175
		Fall 2014	3	96
		Spring 2014	4	154
		Fall 2013	3	104
		Spring 2013	4	190
		Fall 2012	3	115
		Summer 2012	1	38
		Fall 2011	3	112
		Summer 2011	1	31
	In person	Spring 2011	2	54
		Fall 2010	3	82
		Summer 2010	1	31
		Spring 2010	2	47
		Fall 2009	3	101
		Summer 2009	1	~30 (prior data not available)
		Spring 2009	3	~90
		Fall 2008	3	~90
		Summer 2008	3	~90
		Spring 2008	3	~90
Fall 2007	2	~60		
ACCT 322: Professional Development Seminar	In person	Spring 2015	1	13

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ACCT 315: Intermediate Accounting for Finance Professionals	In person	Summer 2015 Summer 2014 Summer 2013 Fall 2010	1 1 1 2	16 21 23 51
ACCT 229: Principles of Accounting	Hybrid	Summer 2013 Summer 2012 Spring 2012	1 2 2	26 55 120
ACCT 209: Survey of Principles of Accounting (non-majors)	In person	Summer 2010	1	81
BUSN* 302: Advanced Excel	In person	Spring 2015 Fall 2013 Spring 2013 Fall 2012 Spring 2012 Fall 2011	1 1 1 1 1 1	28 30 30 29 32 27
BUSN 302: Energy Seminar	In person	Fall 2015 Spring 2015 Fall 2014 Fall 2013 Spring 2013 Fall 2012 Spring 2012	1 1 1 1 1 1 1	35 30 29 43 20 25 20
BUSN 302: Business Ethics and Freedom	In person	Fall 2014 Spring 2014	1 1	10 19
BUSN 302: Business Solutions to Social Problems	In person	Fall 2015	1	14
BUSN 302: Generation Next (Generational Differences in Business)	In person	Fall 2010	1	6
<b>Graduate Courses</b>				
FINC* 662: Energy Finance	Online/In-person  In person: approximately every other weekend	Spring 2021 Spring 2020 Spring 2019 Spring 2018 Spring 2017 Spring 2016 Spring 2015 Spring 2014	1 online/1 in-person 1 online/1 in-person 1 online/1 in-person 1 1 1 1 1	TBD 23/20 11/27 27 25 28 27 26
ICPE* 607: Energy Accounting	Hybrid  In person	Fall 2017 Fall 2017  Fall 2016	1 1  1	8 18  21
<b>Stacked Graduate and Undergraduate Courses</b>				
ACCT* 603/403: Energy Accounting	Online  Hybrid  In person	Summer 2018  Summer 2017  Summer 2016 Summer 2015 Summer 2014 Spring 2014 Spring 2013	1  1  1 1 1 1 1	42  43  42 59 45 61 47

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		Spring 2012	1	57
		Spring 2011	1	34
		Spring 2010	1	27

\*ACCT = Accounting; FINC = Finance; ICPE = Energy Institute – College of Engineering

## **Advising**

<b>Student</b>	<b>Role</b>	<b>Department</b>
Hannah Martin	Doctoral Committee Member	Agricultural Leadership, Education, and Communication (ALEC)

## **Teaching Related Innovations and Executive Development**

### **Teaching Innovation**

- Developed the Certificate in Energy Accounting (CEA) and an energy accounting course for approximately 60 graduate students and seniors
- Coordinated with corporations to develop a semester long project series to provide students with practical accounting and finance experiences
- Coordinated cross-disciplinary case competitions as a high impact learning experience with executive exposure
- Implemented a flipped course model, an innovative teaching method, to enhance students' learning experience

### **Executive Development Programs Taught**

- Entrepreneurship Bootcamp for Veterans 2018, 2019
- Concho Leadership Program 2018-2019
- Weatherford Leadership Program – case development and execution 2018-2019
- Excel and Math Boot Camp, Executive MBA Program, July 2014, 2015, 2016, 2017
- Finance for Managers, Frank's International 2016
- Financial Statement Modeling, Professional MBA Program, January 2017, 2018, 2019
- Income Outcome (finance and accounting simulation) – various companies and programs
- Texas A&M, Full-Time MBA Program, July 2016
- Hewlett Packard Enterprise, Sales Training, December 2015
- Texas A&M Executive MBA Program, August 2015
- Texas A&M, Professional MBA Program, July 2015
- Intermediate Excel, Mays Business School Staff, June 2016
- FASB Codification Seminar, Mays Business School Faculty, December 2009