

LESLIE S. SEIPP

Student Transformation Center – 242C Wehner | Department of Marketing |
Mays Business School | Texas A&M University | College, Station, TX 77843 – 4219 |
lseipp@mays.tamu.edu

EXPERIENCE

Texas A&M University, College Station, TX
Student Transformation Center
Director 2020 - Present
Department of Marketing
Senior Lecturer 2016-Present
Lecturer 2009-2016

EDUCATION

Texas A&M University, College Station, TX
PhD Candidate in Adult Education 2015-Present
Rice University, Houston, TX
MBA 2008
University of North Carolina-Chapel Hill, Chapel Hill, NC
BA in English 1998

Courses Taught | Texas A&M University

Prefix	Course No.	Title
MKTG	443	The Business of Healthcare
MKTG	432	Corporate Social Responsibility
MKTG	323	Marketing Research
MKTG	409	Principles of Marketing (Online)
MKTG	448	Marketing Strategy
MKTG	402	International Marketing Study Abroad (Europe)
MKTG	401	Global Marketing (Online)
MKTG	440	Services Marketing
MKTG	321H	Principles of Marketing - Honors
BUSN	489	Women & Business

ACADEMIC SERVICE AND PROFESSIONAL DEVELOPMENT

Teaching and Transformational Learning Technologies Committee (Spring 2021)
Center for Teaching Excellence – *Designing for Transformative Learning* Workshop (Spring 2021)
National Association of System Heads – Association of College University Educators
(NASH – ACUE) *Scaling Instructional Excellence for Student Success* Program (2020 – 2021)
Freshman Business Initiative (BUSN 101) Committee, Chair (Fall 2020)
Center for the Management of Information Systems – College Review Committee (Spring 2020)
Mays Undergraduate Curriculum Committee, Chair (2020-Present)
Mays Assessment Steering Committee, Co-chair (2018-Present)
College of Business Ph.D. Assessment Coordinator (2016-Present)
Department of Marketing BBA Assessment Coordinator (2013-2020)
Mays Strategic Learning Framework Mindsets Committee (2020 – Present)
Assessment Review Executive Committee (2017)
Mays Undergraduate Curriculum Committee (2018-2020)
Mays Core Body of Knowledge (CBK) Review Committee (2018-Present)
Mays Transformational Learning Faculty Community (2018-2020)
Mays Curriculum & Assessment Committee (2012-2018)
Marketing Undergraduate Committee (2012-Present)
Maroon & White Leadership Coach (2020-Present)
Women’s Faculty Network (2017-2019)
University Summer Reading Program (2017, 2019, 2020)
Instructional Technology Services – Flip Your Course Faculty Institute (Summer 2018)
Mays Academy for Learning & Teaching - Workshops
Department of Marketing Undergraduate Advisor (2009-2014)

AWARDS AND RECOGNITION

Mays Business School Summer Teaching Grant – 2019
Association of Former Students’ Distinguished Achievement Award College Level – 2018
Center for Teaching Excellence Student Success Faculty Fellow - 2017-2018
Mays Business School Summer Teaching Grant – 2017
Herb Thompson Teaching Award in Marketing – 2016
Texas A&M Women’s Soccer Guest Coach – 2010

POSTER SESSION

Seipp, L. (2018, May). *Challenging Students’ Assumptions about Corporate Social Responsibility Through Critical Reflection and Discourse*. Poster session presented at the Transformational Teaching & Learning Conference, College Station, TX.

PRESENTATION

Parish, J., Lampo, S., & **Seipp, L.** (2019, May). *How to Turn Student Groups into Effective Teams*.
Presentation at the Transformational Teaching & Learning Conference, College Station, TX.

INDUSTRY EXPERIENCE

Smith Breeden Associates, Inc., Durham, NC

Proposal Writer **2004-2005**

- Wrote detailed Request for Proposals (RFPs) for new accounts
- Produced 65 RFPs resulting in \$2 billion in new business
- Analyzed financial models for performance reports

Oak Value Capital Management, Inc., Durham, NC

Account Administrator **2001-2002**

- Reconciled trading activity for investment accounts
- Participated in due diligence activities
- Produced investment account reports for clients

Raymond James Financial Services, Inc., Chapel Hill, NC

Office Manager **1999-2001**

- Obtained Series 7 & 63 securities licenses
- Reconciled trading accounts for \$85 million in assets under management
- Performed operations and client service duties for brokerage firm

COMMUNITY SERVICE

Stewardship Campaign Committee, St. Thomas Episcopal Church (2020 – 2021)

Finance Committee, St. Thomas Early Learning Center (2014 – Present)

SOCIETAL IMPACT STATEMENT

I teach Corporate Social Responsibility for the Department of Marketing. I originated and designed this class to teach students the importance and value of societal impact. As Director of the Student Transformation Center, I oversee Societal Impact initiatives at Mays Business School. Through this work, I am participating in our college's strategic plan and vision to advance the world's prosperity.