

Shannon Deer, PhD, CPA

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Education

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

Academic Positions

Mays Business School

Texas A&M University, College Station, TX

Associate Dean for Undergraduate Programs

February 2023-present

Interim Associate Dean for Undergraduate Programs

December 2020-February 2023

- 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.
- Supervise a team of approximately 30-35 faculty and staff, with at least four direct reports.
- Manage 5,000+ undergraduate student enrollment.
- Oversee students' academic and behavioral issues.
- Maintain data on progress to degree and admissions.
- Lead recruiting efforts for high-target recruits.
- Develop strategic plans for units such as the Student Transformation Center, Office of Diversity and Inclusion, and the Undergraduate Advising Office.
- Manage high-impact programming for undergraduate students such as the Honors Program, Fellows, and Freshmen Business Initiative.

Clinical Associate Professor

September 2022-present

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-September 2022

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

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- 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

- 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

Grants & Funding

Total funding (solo projects): \$347,500

Halliburton Accounting in Energy Grant Funding to support energy accounting course and energy related programs Role: Proposal development, sole developer of energy program, case competition coordinator, and course instructor	Halliburton Foundation Funding for case competition, course support, faculty fellowship	\$25,000	2018
		\$25,000	2017
		\$15,000	2016
		\$30,000	2015
		\$30,000	2014
		\$15,000	2013
Phillips 66 Energy Accounting Funding Funding to support energy accounting course and energy related programs Role: Proposal development, sole course developer and instructor	Phillips 66 Funding for educational programming support	\$20,000	2017
		\$20,000	2016
		\$20,000	2015
		\$20,000	2014
		\$20,000	2013
Mays Teaching Fellowship Competitive teaching fellowship	Texas A&M University Mays Business School	\$15,000	2017
		\$15,000	2016
		Selected	2015
Business Solutions to Social Problems Case Competition Funding	Texas A&M University Mays Business School	\$5,000	2015
Mays Teaching Grant Competitive summer teaching grant	Texas A&M University Mays Business School	\$7,500	2014
		\$7,500	2013
		\$7,500	2012

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Publications

Book

Deer, S., & Miller, C. (2021). *Business doing good: Engaging women and elevating communities*. Rowman & Littlefield.

Peer Reviewed Journals

Deer, S., Zarestky, J., & Baumgartner, L. M. (2021). 'Relive My Life from Scratch': Learning Through Transition for Women Exiting the Sex Trade. *Learning, Culture, and Social Impact*, 29(1). doi: 10.1016/j.lcsi.2021.100501

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. (2020). "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

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 20th 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

AOC Deans Committee

Member

December 2020-present

- Engage with academic deans across all colleges and schools on campus.
- Navigate issues such as student success, academic advising, and academic policies.

Academic Civil Rights Investigation Committee (ACRIC)

Investigator

September 2017-August 2019

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

Mays Graduate Curriculum Committee (MGCC)

Founding Chair

August 2020-December 2021

- 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

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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

Center for Teaching Excellence Advisory Board

Member

August 2011-August 2013

- Provided input on proposed and existing programs

Awards and Honors

National

- Richard A. Swanson Research Excellence Award - 1st Runner Up, Academy of Human Resource Development, 2021
- 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
Undergraduate Courses				
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
	In person	Fall 2011	3	112
		Summer 2011	1	31
		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	

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		Fall 2008	3	~90
		Summer 2008	3	~90
		Spring 2008	3	~90
		Fall 2007	2	~90
				~60
ACCT 322: Professional Development Seminar	In person	Spring 2015	1	13
ACCT 315: Intermediate Accounting for Finance Professionals	In person	Summer 2015	1	16
		Summer 2014	1	21
		Summer 2013	1	23
		Fall 2010	2	51
ACCT 229: Principles of Accounting	Hybrid	Summer 2013	1	26
		Summer 2012	2	55
		Spring 2012	2	120
ACCT 209: Survey of Principles of Accounting (non-majors)	In person	Summer 2010	1	81
BUSN 101: Freshman Business Initiative	In person	Fall 2021	1	100
		Fall 2022	1	109
		Fall 2023	1	100
BUSN* 302: Advanced Excel	In person	Spring 2015	1	28
		Fall 2013	1	30
		Spring 2013	1	30
		Fall 2012	1	29
		Spring 2012	1	32
		Fall 2011	1	27
BUSN 302: Energy Seminar	In person	Fall 2015	1	35
		Spring 2015	1	30
		Fall 2014	1	29
		Fall 2013	1	43
		Spring 2013	1	20
		Fall 2012	1	25
		Spring 2012	1	20
BUSN 302: Business Ethics and Freedom	In person	Fall 2014	1	10
		Spring 2014	1	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
Graduate Courses				
FINC* 662: Energy Finance	Online/In-person	Spring 2022	1 in-person	19
		Spring 2021	1 online/1 in-person	14/20
	In person: approximately every other weekend	Spring 2020	1 online/1 in-person	23/20
		Spring 2019	1 online/1 in-person	11/27
		Spring 2018	1	27
		Spring 2017	1	25
		Spring 2016	1	28
		Spring 2015	1	27
		Spring 2014	1	26
ICPE* 607: Energy Accounting	Hybrid	Fall 2017	1	8
	In person	Fall 2017	1	18

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		Fall 2016	1	21
Stacked Graduate and Undergraduate Courses				
ACCT* 603/403: Energy Accounting	Online	Summer 2018	1	42
	Hybrid	Summer 2017	1	43
	In person	Summer 2016	1	42
		Summer 2015	1	59
		Summer 2014	1	45
		Spring 2014	1	61
		Spring 2013	1	47
		Spring 2012	1	57
		Spring 2011	1	34
		Spring 2010	1	27

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

Advising

Student	Role	Department
Hannah Martin	Doctoral Committee Member	Agricultural Leadership, Education, and Communication (ALEC)
Hailey Welch	Masters Committee Member	Education Administration
Kyle Broxon	Masters Committee Member	Education Administration

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-present
- Patterson UTI – Business Acumen 2022-present
- 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