

LESLIE S. SEIPP

Department of Marketing – 220M Wehner | Mays Business School |
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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

ACADEMIC EXPERIENCE

Texas A&M University, College Station, TX	
Department of Marketing	
Assistant Department Head	2023 - Present
Student Transformation Center	
Director	2020 - 2023
Department of Marketing	
Senior Lecturer	2016-Present
Lecturer	2009-2016

Undergraduate Courses Taught

Texas A&M University | Mays Business School

BUSN 101:	Freshman Business Initiative
BUSN 403:	Transformational Leader Portfolio
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

University, School, and Department Service

Transformational Leader Portfolio (BUSN 403) Committee, Chair (Spring 2023)
Center for Retailing Studies Director Search Committee (2022)
W&C Course Advisory Committee (Summer 2021 – 2023)
Teaching and Transformational Learning Technologies Committee (Spring 2021)
Mays Undergraduate Curriculum Committee, Chair (2020-2023)
Freshman Business Initiative (BUSN 101) Committee, Chair (Fall 2020)
Center for the Management of Information Systems – Mays Review Committee (Spring 2020)
Maroon & White Leadership Coach (2020-2022)
Mays Assessment Steering Committee (2020-2023)
Mays Assessment Steering Committee, Co-chair (2018-2020)
Mays Ph.D. Assessment Coordinator (2016-2023)
Department of Marketing BBA Assessment Coordinator (2013-2020)
Mays Strategic Learning Framework Mindsets Committee (2020)
Mays Undergraduate Curriculum Committee (2018-2020)
Mays Core Body of Knowledge (CBK) Review Committee (2018-2020)
University Summer Reading Program (2017, 2019, 2020)
Assessment Review Executive Committee (2017)
Mays Curriculum & Assessment Committee (2012-2018)
Department of Marketing Undergraduate Committee (2012-Present)
Department of Marketing Undergraduate Advisor (2009-2014)

Professional Development

LinkedIn Learning Path: Develop Conflict Management and Resolution Skills (March 2023)
Human Resources and Organizational Effectiveness – *Leading Others* Program (Spring 2022)
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)
Mays Transformational Learning Faculty Community (2018-2020)
Instructional Technology Services – Flip Your Course Faculty Institute (Summer 2018)
Women’s Faculty Network (2017-2019)
Mays Academy for Learning & Teaching – Various Workshops

PROFESSIONAL PRESENTATIONS

- 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.
- 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.

HONORS AND AWARDS

- 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