

**Katrice Branner, DBA**  
Clinical Assistant Professor  
Darla Moore School of Business  
University of South Carolina  
Columbia, South Carolina  
Phone: 803-576-7636  
Email: katrice.branner@moore.sc.edu

---

## EDUCATION

- **Doctor of Business Administration** May 2020  
Belk College of Business  
The University of North Carolina at Charlotte
  
- **Master of Business Administration** May 2006  
Owen Graduate School of Management  
Vanderbilt University  
Concentrations: General Management; Human & Organizational Performance
  
- **Bachelor of Science** May 1998  
University of Tennessee  
Major: Chemical Engineering  
Minor: Business Administration  
NCAA Student-Athlete – Track & Field / Cross Country Scholarship

---

## ACADEMIC EXPERIENCE

- **The University of South Carolina** Fall 2020 – Present  
Darla Moore School of Business – **Clinical Assistant Professor**
  
- **The University of North Carolina at Charlotte** Fall 2018 – Spring 2020  
Belk College of Business – **Lecturer**
  
- **Queens University of Charlotte**  
McColl School of Business – **Adjunct Instructor** Fall 2016 – Summer 2018  
McColl School of Business – **Guest Lecturer** July 2015
  
- **Johnson C. Smith University** Spring 2016 – Fall 2017  
Business Management Department – **Adjunct Instructor**
  
- **Vanderbilt University**  
Owen Graduate School of Management 2005  
**Teaching Assistant** with Professor Luke Froeb, the William and Margaret Oehmig

Associate Professor of Management

**Research Assistant** with Professor Joe Blackburn the James Speyer Professor of Management

---

## **DBA DISSERTATION**

**Katrice Branner:** Small–and Medium-Sized Enterprises' Customer Relationship Management Processes Impact on Firm Performance Moderated by Entrepreneurial Orientation

**Dissertation Advisor:** Dr. Franz Kellermanns, UNCC Academic Director, DBA Program and Professor and Addison H. & Gertrude C. Reese Endowed Chair

---

## **TEACHING EXPERIENCE**

- **The University of South Carolina** Fall 2020 – Present  
MGSC 395 – Operations Management
  - **The University of North Carolina at Charlotte**  
(Average Overall Course Evaluations 4.7/5)  
INFO 2130 Introduction to Business Computing Spring 2019  
OPER 3100 Operations Management Spring 2020, Fall/Spring 2019, 2018  
INFO 3130 Management Information Systems Fall 2019, 2018
  - **Queens University of Charlotte**  
(Average Overall Course Evaluations 4.8/5)  
ECO 204 Microeconomics Summer 2018  
BUS 210 Business Analytics for Undergraduates Fall 2017 – Spring 2018  
PMB 635 Business Analytics for Professional MBA Summer 2017  
BUS 410 Business Analytics for Undergraduate Spring 2017  
FIN 483 Bank Management Fall 2016  
FIN 473 Commercial Lending Analysis Fall 2016  
FIN 380 Fundamentals of Banking 2016, 2017
  - **Johnson C. Smith University**  
(Average Overall Course Evaluations 4.7/5)  
MGT 440 Total Quality Management Spring 2016 – Fall 2017  
MGT 334 Human Resource Management Summer 2016
- 

## **CERTIFICATIONS**

- **AACSB Bridge Program** 2015  
Babson College

- **Six Sigma Master Black Belt** 2010  
Bank of America
- **Project Management Professional** 2008  
Project Management Institute
- **Six Sigma Black Belt** 2002  
Dow Chemical Company

---

## CURRENT RESEARCH INTERESTS

- Primary research interests focus on small business operations management.

## PROFESSIONAL AFFILIATIONS

- **Academy of Management**
- **Southern Management Association**

---

## INDUSTRY EXPERIENCE

- **Branner Consulting, LLC**  
**Founder & President (2008 – Present)**  
Branner Consulting, LLC is an independent consulting firm that started in 2008 with a focus on helping small businesses. In addition to working with small businesses on improvements in operations, supply chain, and logistics, we work with small businesses on their customer relationship management processes.
- **Bank of America**  
**Senior Vice President (2006 – 2015)**  
Small Business Lending, Deposits, and Payments Product Delivery Manager in Global Technology & Operations responsible for end to end execution for new small business products or processes that required technology platform enhancements. Previous leadership roles across Global Technology & Operations in Channel Technology, Data Analytics & Modeling, Quality & Change Delivery, and Corporate Staff Technology.
- **Citigroup**  
**MBA Summer Associate (Summer 2005)**  
Generated a statistical model that predicted the balances saved on credit cards based on various business metrics. The framework was used to set business goals and as a coaching tool for front-line call center managers.

- **The Dow Chemical Company**  
**Chemical Engineer (1996 – 2004)**  
Production and process engineer to manufacturing plants in multiple locations across the US, Canada, and Germany
- 

## **HONORS AND AWARDS**

- The Honor Society of Phi Kappa Phi – UNCC Chapter Representing the top 10% of Graduate Students 2019, 2020
  - Selected to participate in the 2019 Southern Management Association (SMA) Late-Stage Doctoral Consortium in Norfolk, VA
  - Bank of America Diverse Leaders Award 2013, 2014
  - Columbia University Executive Education/Bank of America Leadership Program Recipient in 2012
  - Vanderbilt University Owen Merit Scholarship 2004 - 2006
  - National Black MBA Mercedes Benz Scholarship Recipient 2005
  - National Action Council for Minority Engineers Scholarship Recipient 1997
  - University of Tennessee Cross Country Athlete of the Year 1996
  - University of Tennessee Track & Field / Cross Country Athletic Scholarship 1993 – 1998
- 

## **OTHER ACTIVITIES / INTERESTS**

- Hands-on Charlotte Volunteer 2014 - Present
- Charlotte Mecklenburg Schools Parent Volunteer 2008 – Present
- CMS Elementary School Leadership Team 2008 – 2009