

Dr. Kasie Whitener

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kasie@clemsonroad.com • [@KasieWhitener](https://www.instagram.com/KasieWhitener) • <http://lifeonclemsonroad.blogspot.com>

• Educator • Writer • Researcher • Consultant •

PhD Organization & Management, Capella University, 2014

MA English, Winthrop University, 2004

BA English, Clemson University, 1999

Academic Experience

Darla Moore School of Business January 2018 – Present

Management 479 (Advanced Issues in Entrepreneurship) Spring 2018, Spring 2019 – oversight of student consulting teams in completing short-term projects for entrepreneurs recruited through community relationships.

Management 478 (Strategic Management) Fall 2018, Spring 2019 – developed course structure utilizing user-driven content and student-oriented approach to facilitated learning.

Management 473 (Building and Launching New Ventures) – facilitation of entrepreneurial venture inception, development, and market research to support launch.

Columbia College January 2019 – July 2019

MBA 503 (Marketing Management) Summer 2019, online asynchronous class

MBA 512 (Entrepreneurship & Innovation) Summer 2019, online asynchronous class

Business 455 (Research Methods) Spring 2019, online asynchronous class

Business 325 (Entrepreneurship) Spring 2019, online synchronous class

Strayer University January 2005 – June 2014

Business 115 & 205; Business curricula specific to Strayer/Verizon partnership co-locate campus

English 090 (Basic Grammar); English 115 (Collegiate Writing), English 215 (Business Writing)

Midlands Technical College, Columbia, S.C., Aug 2012 – May 2014

English 101 (Composition), 165 (Business Writing), 160 (Technical Writing)

Greenville Technical College, Greenville, S.C., Aug 2005 – Dec 2005

English Composition

Tri-County Technical College, Pendleton, S.C., Aug 2005 – May 2006

English Composition, Basic Grammar

Winthrop University, Rock Hill, S.C., Fall 2004

English 101

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Relevant Research and Funding Projects

Women's Business Center of South Carolina January 2018 – Present

Resource Mapping Project: led team of 1 graduate student and 2 undergraduates to create a comprehensive resource database for entrepreneurs and small business owners in South Carolina. Over 200 resources identified, categorized, and verified.

Grant Applications: contributed to successful bids for \$100,000 seed funding from SC Department of Commerce Office of Innovation and \$100,000 seed funding from Google's Grow Your Business.

Doctoral Research August 2008 – August 2013

The Impact of Terror on Business: A comparative case study of Western Firms in Morocco and the Philippines

- Comparative case study consisting of two U.S.-based commercial firms
- Interviews conducted as primary research
- Conclusions included centric themes of trust, organizational change, and cultural sensitivity

Masters Thesis May 2004

"Deliver me from clever art": Naked Realism in American Fiction

- Identifies Naked Realism as the evolution of postmodernism
- Examines texts by Jeffrey Eugenides, Chuck Palahniuk, and Ethan Hawke
- Explores themes: rejection of idealism, abandonment of objectivity, commonality of the human experience.

Practitioner Experience

Clemson Road Consulting, LLC, Columbia, S.C., January 2016 – Present

Business services company providing research, writing, and training for consultants. Authorship of professional management book on Knowledge Alternative Work Models; methodology mapping and documentation projects; curricula development and deployment.

Women's Business Center of South Carolina at Columbia College, January 2018 – January 2019

Co-Founder and strategic lead in community building and programming. Responsible for content development, operations including team member onboarding and oversight, and community outreach work including Board of Directors engagement.

AAC Utility Partners, Columbia, S.C., March 2014 – December 2015

Learning & Development consultant for Emera Maine Customer Information System adoption project.

Curriculum authorship, development, software mastery, process re-design

Change Management consultant and organizational researcher for Emera Maine Customer Information System adoption

Corporate Researcher and Case Study Author – two proprietary studies examining implementation project operational success

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SYNNEX Corporation, Greenville, S.C., July 2005 – April 2012

SYNNEX Corporation is a Fortune 300 global supply chain services company

Business Analyst (August 2011 – April 2012)

Solved financial leakage via software application analysis:

- Fully investigated bar-code capture process via research project designed and executed; corrected rebate claim error earning \$10k per month
- Corrected return merchandise process earning \$30k per month

Senior Corporate Trainer (April 2007 – August 2011)

- Senior member of team -- goal setting and strategic planning for department
- Revised SYNNEX on-boarding process and created blended learning curriculum; new reps average 119% of goal within 4 months on the job
- Facilitated on-site call center job training in Manila and Los Angeles following acquisitions
- Delivered online webinars and distance learning for customers and internal participants

PROFESSIONAL AFFILIATIONS

- 1 Million Cups Entrepreneurship Education, Lead Co-Organizer
- Women's Business Center of South Carolina at Columbia College, Co-Founder, Spring 2018
- Junior Achievement Entrepreneurship Instructor, Westwood High School, Spring 2017
- South Carolina Humanities Council Speakers' Bureau, Literary Speaker
- South Carolina Writers Association, Presenter and Board Member
- ATD Midlands, Presenter and Member
- Wordsmith Studio, Board Member

SPEAKING ENGAGEMENTS

Faculty, Fairfax County Public Library Book Club Conference, Fairfax, Virginia, October 2019

Faculty, Annual Book Club Convention, Pat Conroy Literary Center, October 2018

Mentor, Annual Lead SC event, South Carolina State Chamber of Commerce, October, 2018

Faculty, Lead Your Story workshop, Orangeburg County Library, September 2018

Workshop Presenter, Columbia Small Business Week SBDC Conference, Columbia, SC, May 2017, 2018

Workshop Presenter, Richland Library, "From Hobbyist to Entrepreneur," October 2017, January 2018

Guest lecturer, Midlands Technical College Fast Track Program for entrepreneurs, January 2017, 2018

Faculty, Winter Wheat Literary Festival, Bowling Green State University, November 2017

Workshop Presenter, Association for Fundraising Professionals, Charlotte Chapter, April 2017

Regular Contributor, 1 Million Cups Entrepreneur Education session

Guest lecturer, University of South Carolina, entrepreneur class, September 2017

Workshop Presenter, Virginia AWWA Customer Service Conference, October 2015

Workshop Presenter, No Frills Conference, SC Two Year Colleges Annual Conference, 2014

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Workshop Presenter, Annual Conference, American Society of Training and Development (ASTD), 2014

PUBLISHED WORK

Columbia Business Journal, contributing columnist in entrepreneurship and start-up community, 2018
ClemsonRoad.com/blog original thought leadership in remote, asynchronous work environments, 2018

StartSomethingColumbia.blog weekly installments of learning workshops delivered via radio and podcast, 2018

WriteOnSC.blog weekly installments of learning workshops delivered via radio and podcast, 2018

“Cover Up,” Carrie McCray Award Winner for Short Fiction, 2016

“Cover Up,” Pushcart Prize nominee, 2016, Published by The Petigru Review (www.myscwa.org/the-petigru-review)

“Two Trunks,” Spry Literary Magazine, (<http://www.sprylit.com/fiction/two-trunks/>) January 2014

“Casket Fresh,” Enhance Literary Magazine, (<http://enhancemag.onimpression.com/post/81934780043/enhance-the-last-issue-buy-a-print-copy-or-read>) April 2014