

## CURRICULUM VITA

Deborah L. Wise, PhD

Summary: Academically qualified instructor/administrator with professional corporate development and media background seeking position in social media and culture

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Institution: University of Colorado Denver, Denver, Colorado USA

Department: School of Education and Human Development

### EDUCATION

2006-2011 Doctor of Philosophy in Educational Leadership and Innovation  
University of Colorado Denver, Denver, Colorado  
Dissertation directed by Alan Davis, Ph.D.  
Title: Life as Art: The Interplay of Real and Crafted Identities Among  
Virtually Performing Musicians in Second Life

2002 Master of Science in Global eManagement (MBA for electronic commerce  
and Web 2.0), University of Denver, Daniels School of Business, Denver,  
CO  
Bachelor of Arts in Counseling, Biblical Life College and Seminary,  
Marshfield, Missouri  
Associate of Science in Business, St. Louis Community College, St. Louis,  
Missouri

### PROFESSIONAL EXPERIENCE HIGHLIGHTS

2002 - Present Founder and Managing Director, Bytesight, Inc., Castle Rock, Colorado.  
Formed company to manage the branding, delivery and execution of digital  
marketing campaigns for small to medium business and to develop  
ecommerce solutions that increase revenue and reduce costs. In 2010,  
company made a shift to developing the infrastructure and resources to  
assist instructors in the mobile delivery of curriculum and other training  
materials. Adopted the tagline "ByteSight – Turbocharged Mobile  
Learning."

2006 - Present Founder, House of Flames Media, Inc., Castle Rock, CO. Business model  
first tested as a live music venue in virtual spaces, making the transition to a  
physical streaming media company that hosts live performance, produces  
music video, and assists with the marketing efforts of live performers in  
physical and virtual worlds. Partnered on specific events with HBO, NBC,  
and SONY. Hosted first 24-hour, continuous live global music festival in a  
virtual environment in 2007. Hired by PR company representing the  
Canadian Postal Service to host festivities for their grand opening promotion  
in Second Life, the world's largest user-created virtual world.

2009 - 2010 Assistant Director, Emerging Technology, Global Energy Management  
Program, University of Colorado Denver, Denver, CO. Improved program  
marketability and exposure through 100% mobile delivery of curriculum,  
live broadcasting of industry speakers, social media presence and key  
partnerships. Designed industry portal as a web-gateway for students. Was  
webmaster for the Global Energy Management Program website and  
assisted with the technical execution of student cohorts. Tim McMahon,  
Supervisor

2008-2009 Business Analyst, Apple Inc., Denver, CO. Contracted to create custom  
reports to identify areas of opportunity in customer satisfaction ratings.

Metrics support and analysis to help iPhone technical support team achieve #1 in global customer satisfaction. Supervised Quality Control Department, developing a coaching plan through mentor-directed training. Part of the Reduction in Workforce Management Team, reducing staff 60% within three weeks according to flex workforce model.

2008-2009

Instructional Systems Analyst, College for Financial Planning, Apollo Group, Denver, CO. Contracted to review all initiatives regarding electronic curriculum delivery and student interfaces. Researched best practices in curriculum delivery and design, using empirical studies and market expectations. Presented feedback on implementation and proof of concept, with plan for execution. Findings were presented as written project plan to cross-departmental committees.

2005-2007

University Director, Education Technology, Colorado Technical University, Colorado Springs, CO. Responsible for initiatives surrounding digital delivery of curriculum materials to increase retention and profits. Oversight on Podcasting and iTunes University efforts. Training contact for faculty and student use of delivery systems. Subject Matter Expert for Information Technology and champion for technology use on six satellite campuses. Served on Curriculum Committee and as part of the PhD administrative team. Scott Van Tonningen, PhD., Supervisor.

2002-2004

Director of Media (marketing) Services, Cook Financial Associates, Castle Rock, CO. Drive overall product and marketing strategy. Improve direct sales productivity and technical and solutions selling capability. Streamlined corporate processes resulting in tiered accounting services and administration of §125 Plan benefits. Handle media relations. P&L responsibility. Grew brand awareness by 60% by adding continuity to marketing efforts and reduced costs by 25% by standardizing undocumented processes. Acted as account analyst, conducting reconciliations and accounting functions during tax season. Held NASD stockbroker license. Dan Cook, Supervisor.

## **TEACHING EXPERIENCE**

2010 - Present

Adjunct Professor, Virtual Entrepreneurship, Bard Center for Entrepreneurship, University of Colorado Denver, Denver, CO. *Virtual Entrepreneurship, ENTP6864*. (Graduate course ~up to 20 students per section). Responsibilities included development, design, and implementation of lectures and lesson plans for starting a business using the virtual world of Second Life. Additional responsibilities included creating and evaluating marketing plans, statement of cash flows, and business plans. Secondary duties included developing and maintaining a course shell in the university eCollege system for gradebook, discussion, and dropbox purposes.

2010 - Present

Online Instructor, Colorado Community Colleges Online, Denver, CO. *Various courses within business discipline*. Sections included 20-30 online undergraduate students at public community colleges throughout the state of Colorado. Responsible to facilitating developed curriculum using activities and platforms at my discretion. Responsible for course shell and ongoing CE teacher credentials.

2010 - Present

Online Instructor, University College, University of Denver, Denver, CO. *Various courses within business and information systems disciplines*. Responsible for implementing curriculum and developing activities to meet course master objectives. Sections can include up to 25 undergraduate students at a private university with no geographical boundaries.

2005-2007

Online Instructor, Foundations of Information Technology, Colorado Technical University Online, Colorado Springs, CO. Acted as Subject Matter Expert in Information Technology to develop course and activities

- for introductory lab on information technology as a entry course for degrees in technology and technology management. Courses delivered though synchronous virtual lectures and asynchronous activities.
- 2005 – 2006 Basic Learning Materials Production, Colorado Technical University, Colorado Springs, CO. Developed ground-based course designed for teachers and trainers in how to use media tools to help teach. Course covered video, photographs, social media, and the use of hyperlinks to help expand resources for learning. Course was approved for Colorado continuing education credits.
- 2009 - 2010 Guest Lecturer, University of Denver, Denver, CO. Returning guest lecturer in Information Systems and Electronic Commerce in the use of virtual spaces as business model simulations. Given to first year campus students as part of introductory MIS course.
- 1991-1995 Architectural Docent, Dana Lawrence House, Springfield, IL. Researcher in Frank Lloyd Wright architecture, giving academic tours through landmark home. Tours were given once per month by request, as my home was in St. Louis (2.5 hour commute each way).  
Tour Guide Seth Peterson Cottage, Mirror Lake, WI. Regular volunteer tour guide for Frank Lloyd Wright home, explaining Wright's architectural building principles and the home's history.

#### **ADDITIONAL EXPERIENCE**

- 2000-2001 Assistant Manager, Client Services. Great West Life, Denver CO. Established operational and tactical priorities using metrics to track progress. Monitored client service calls for nation-wide retirement plans to ensure contract compliance for response time and request turnaround. Managed timelines to produce solutions in complex situations, ensuring one-stop approach to client inquiries. Implemented, supported and developed best practices that maximized skill sets within the team. Oversaw processes relating to initiating, budgeting, planning, executing, control and reporting on projects. 15 direct reports. Improved customer service 15% by increasing productivity and efficiency. Developed user-friendly documentation for new reps in use of telephony equipment.
- 1996 - 2000 Founder, Planning Solutions. Madison, WI. Saw entrepreneurial opportunity when AnchorBank refused to develop trust services for aging depositor segment. Began estate planning business using financial instruments as trust repositories, becoming the estate executor for several high net worth clients.
- 1993 - 1996 Financial Advisor, AnchorBank SSB, Madison, WI. Consulted with bank clients on financial planning and investment issues, including estate planning. Bank was only bank in Dane county to remain under original name and purpose, with an aging depositor base. Responsible for retaining funds and researching investment options. Won weekend trip to Chicago and an award for most annuity sales. Held frequent seminars on responsible investing for seniors.
- 1992-1993 Multi-Unit Manager, PepsiCo, Inc., Madison, WI. Executed unit turnarounds using a 30-day template what examined financial statements, labor, cost of goods sold, and customer sentiment. Was awarded bonus on profitability as region was reclaimed as a corporate region from a franchisee.
- 1981-1988 Regional Training Manager, Taco Bell division, PepsiCo, Inc., St. Louis, MO. Monitored and managed training focused on customer service in 52 locations. Developed and supervised field instruction, course content and testing resulting in consistent management development. Trained franchise owners and teams in field operations ensuring franchise standards matched corporate requirements. Improved sales productivity and sales channels to

lower overall cost of sales. Hired, developed, and retained management team removing under-performers. P&L responsibility. 80 direct and 150 indirect reports. Grew sales 50% over previous year by executing high-quality rapid service and innovative marketing. Opened prototype store and achieved 100% real growth in less than 1 year by introducing innovative employee pay for performance management system.

#### **CERTIFICATIONS**

1993-2002 National Association of Securities Dealers Licenses 6, 63, 7 & 24  
1993 - 2002 Life, Accident and Health Insurance Licenses

#### **HONORS AND AWARDS**

2009 Invitation to join Golden Key Honor Society (member in good standing)  
1991 Invitation to become member of Phi Theta Kappa Honor Society  
1988 St. Louis regional award for Cost of Sales, Quality/Service/Cleanliness and Real Growth (Taco Bell).

#### **PROFESSIONAL MEMBERSHIPS**

2010 - Present Canadian Council for Small Business and Entrepreneurship  
2009 - Present Association of Internet Researchers <http://www.aoir.org>  
2008 - Present Resource Center for Cyberculture Studies <http://rccs.usfca.edu>

#### **ACADEMIC SERVICE**

2010 - Present Curriculum Chair, Coalition for Excellence in Digital Media, UCD  
2010 - Present Entrepreneurship Faculty Committee, Bard Center for Entrepreneurship

#### **COMMUNITY SERVICE**

2009 - Present Webmaster, Denver Petroleum Club

#### **FOREIGN STUDY**

2001 Global eManagement Consortium, Terragona, Spain  
2002 Global eManagement Consortium, Monterrey, Mexico  
2004 Colorado Ambassadors of Music, European Concert Tour

#### **PRESENTATIONS**

Wise, D. (2010) Virtual Entrepreneurship. In *Entrepreneurship and Community: The 26<sup>th</sup> Annual Conference of the Canadian Council for Small Business and Entrepreneurship*. Calgary, Alberta, Canada: Mt. Royal University

Wise, D. (2010). Virtual Entrepreneurship: The House of Flames in Second Life, previewed in "This is What Democracy Looks Like" panel at the Society for the Anthropology of North America, Denver, Colorado, April 15-17, 2010

Wise, D. (2008). Virtual Identity: How Virtual Worlds Affect Identity. In *Ecology of Diversities: The developmental and historical interarticulation of human mediational forms*. San Diego, CA: UCSD

Wise, D. (2006). Creating Community in the Virtual Classroom: Choosing Tegrity As A Pedagogical Tool . In C. Ho (Ed.), *Proceedings of Technology, Colleges & Community Worldwide Online Conference 2006* (pp. 52-58). Honolulu, HI: TCC

#### **PUBLICATIONS**

Wise, D.L. Synthetic world order [Review of the book *Synthetic Worlds: The Business and Culture of Online Games*]. *Learning, Media and Technology*, Vol. 34, No. 2, 2009, 185–189.

Wise, D.L. (2006). Creating Community in the Virtual Classroom: Breeze and Tegrity. Technical paper, Colorado Technical University, Colorado Springs. Retrieved February 7, 2006 from <http://library.colorado-tech.com/techreportalpha.htm>

Wise, D.L. Virtual entrepreneurship: Teaching real business skills in a virtual world [Accepted pending

revisions]. *Interactive Learning Environments*, 2011.

## **REVIEWS**

Solicited as a reviewer for the Journal of Interactive Learning Environments. Submission entitled "*History of the Virtual Worlds*." Review submitted November 2, 2010.

Solicited as a reviewer for THEN, the journal of Technology, Humanities, Education, and Narrative. Submission entitled "*Video Cameras As Teachers: Toward the Transformation of Student-School Relationships in High School*." Review submitted August 12, 2009.

## **CREATIVE ACTIVITY**

**Web Sites:** <http://www.houseofflamesmedia.com>, <http://www.debwise.com>  
**YouTube:** <http://www.youtube.com/user/ByteSight>  
**Facebook:** <http://www.facebook.com/debewise>  
**LinkedIn:** <http://www.linkedin.com>  
**Twitter:** <http://twitter.com/FlameheartSol>  
**Blog:** <http://houseofflames.wordpress.com>  
**Virtual:** Founder, House of Flames Music and Multimedia Venue in Second Life