

Rachel Bodell

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CURRICULUM VITAE

Education: D.B.A. candidate (2016) | M.Sc. Marketing Management (2006) | B.Sc. International Business (2003)

Research: Luxury Brands | Conspicuous Consumption | Ethics

Experience: 6+ Years University Lecturer | 15+ Years Business Development, Marketing, Sales, & Customer Service

EDUCATION

Doctorate of Business Administration (D.B.A.) Candidate 2016 A.B.D. 2013

University of Manchester, Manchester Business School (MBS¹), United Kingdom

- Division | Marketing, International Business and Strategy
- Dissertation | *Does Conspicuous Animal Leather Social Ascription Add Value to Luxury Brands?*

Master of Science (M.Sc.) Marketing Management

EDHEC Business School² (École Des Hautes Études Commerciales du Nord); France

2006

- Thesis Nomination | *New Value Perspectives In Branding And Social Development*
- Certificate | Marketing Law

Bachelor of Science (B.Sc.) International Business

2003

Azusa Pacific University³; California

- Presidential Scholar, Magna Cum Laude, and Senior International Business Award

Graduate of International Business Institute

2002

Study Abroad: 18 cities in Europe, Scandinavia, and Russia

Highlights: 3.8 GPA; reported on business strategies through executive access to corporate visits including: Nokia, Electrolux, Nestlé, BAE, ECB, Royal Ahold, KLM Airlines, UPM, Deutsche Bank, American Embassy in Moscow, Ministry of Finance in Stockholm, KPMG, and Daimler-Chrysler.

Additional Scholastic and Citizenship Accolades | Valedictorian (99), Honor Society (96-99), Washington State Honors Award recognized as top 10% of Washington state students (Superintendent of Public Instruction) (99), Nominated Daughter of the American Revolution (DAR) Good Citizen (Narcissa Whitman Chapter) (99), Director's Award | Outstanding Music Student (99), Association of Christian Schools International (ACSI) Vocal Duet Winner for Latin Classical piece, Pie Jesu (99), ACSI Classical Vocal Solo Winner for Classical German piece, Heidenröslein (97)

PUBLICATIONS & CONFERENCES

- Bodell, R. and Kang, J. (2012, July). An Exploratory Study of Luxury Fashion Brand Handbag Consumers: Does it Pay to Be Good to Animals? Global Marketing Conference, Seoul, South Korea.
- Bodell, R. (2011, June). Certified participant in the Manchester Business School DBA Research Conference.
- Sharpe, R. (2009, March). On the Presidential Docket: Technological Healthcare. *Round-Up Magazine, Technology*, 29-32.
- Sharpe, R. (2009, February). Electronic Prescribing. *Round-Up Magazine, Technology*, 18-21.
- Sharpe, R. (2008, November). Lowering health-care costs, city-wide medical records network improves health cost-effectively, *Yakima Valley Business Journal*, 6.

¹ Triple accredited by AACSB, AMBA, and EQUIS. Ranked in the top 20 European business schools by Business Week 2010.

² Triple accredited by AACSB, AMBA, and EQUIS. Ranked in the top 5 business schools in France by SIGEM (22 July 2008) and ranked in the top 20 European business schools by Business Week 2010. Financial Times ranked EDHEC in the top 40 in 2011.

³ AACSB candidate; Forbes ranked among best colleges in 2013; ranked one of the nation's best colleges of 2013-14 by U.S. News and World Reports

RELATED EXPERIENCE

Director, European Business Study Abroad Program (L'APEU) 2010-Present
Azusa Pacific University, Center for Global Learning & Enrichment, Los Angeles County, California

- *Marketing Management* resulting in **40% growth** in recruitment.
- *International Logistics Management* controlling and accounting in 5 currencies for an **operational budget over \$100,000** annually; negotiating competitive bids for dozens of **international vendors**.
- *International Key Account Management* developing a rolodex of international **executives and organization visit** opportunities across **nine European countries** including briefings, tours, and activities organizations like: PepsiCo, Adidas, American Express, Shire BioPharmaceuticals, Nestlé, LVMH (Fendi & Pucci), Sony, The Marketing Store, L'Occitane, Tetra Pak, SunPower, CompuGROUP, NormaGROUP, Opel, Consultilo, ABLE GROUP, Nymphenberg GROUP, Audi, BMW, McKinsey & Co., Cincetta Studios, World Health Organization - F.A.O., the United Nations, Heaven Sent Ministries and the Immanuel Conference Center.

Assistant Professor, Marketing 2009-Present
Azusa Pacific University, Wilden School of Business & Management; Los Angeles County, California

- Teaching Experience
 - Principles of Marketing
 - Global Marketing and Management
 - Consumer Behavior
 - International Business
 - Graduate Independent Study, International Marketing
 - Co-taught Sales and Sales Management, student project **raised over \$45,000** in its first year for diabetic research
- Teaching Focus
 - Service Learning marketing projects for Visiting Angels and Ardent Group
 - Personal Branding
 - Moral Imagination

Adjunct Professor, Marketing 2007-2009
Azusa Pacific University, Wilden School of Business & Management; Los Angeles County, California

- Courses Taught: Consumer Behavior

Business Development Manager 2005–2009
CompuGROUP Medical USA (a.k.a. ChartConnect and Noteworthy Medical Systems); Koblenz, Germany

- Moved from customer service in Washington through sales and marketing in California to business development in two years
- Advisor to three mergers and acquisitions on effective marketing and sales strategies, specifically market growth and acquisition of new markets in California
- **Secured over \$100,000** for healthcare technology projects through grant writing and client consultation
- In one year, **achieved 542% increase in consumer usage** of electronic prescribing transactions resulting in higher client adoption and satisfaction
- Spearheaded a campaign which **won 1 of only 6 industry network awards** leading to a highly sought after co-branding endorsement increasing our sales and recognition

Career Note: Additional professional history includes roles as Sales Promotion & Artist for BOBBI BROWN (subsidiary to Estee Lauder, Inc.) (2003-2004); Intern Account Executive for Outlook International (2004); Logistics Manager for the Council of Business Students at Azusa Pacific University School of Business and Management (2002-2003); Certified District Trainer (CDT) for Red Robin Gourmet Burgers, Inc. (2002-2003).