

Rachel Bodell

Asst. Mktg. Prof. • Personal Branding Evangelist • High-Touch-High-Tech Multi-Modality Instructor • European Study Away Specialist • Faith and Service-Learning Advocate • Gen X Leadership Promoter
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CURRICULUM VITAE SUMMARY

Education: D.B.A. (2019) | M.Sc. Marketing Management (2006) | B.Sc. International Business (2003)

Research: Ethical Marketing | Ethical Consumer Behavior | Persuasion | Promotion | Decision Making Process

Experience: 11+ Years University Lecturer | 15+ Years Business Development, Marketing, Sales, & Service

Top 3 LinkedIn Endorsed Skills: Leadership | Public Speaking | Marketing Strategy

Top 5 Strengths: Strategic | Futuristic | Achiever | Restorative | Input (StrengthQuest©2009)

EDUCATION

Doctor of Business Administration

University of Manchester, Alliance Manchester Business School (AACSB), United Kingdom 2019

- Division | Management Science and Marketing
- Dissertation | *How to Use Marketing to Persuade Consumers with Differing Values to Increase Ethical Purchasing Intentions: A Theoretical Re-Conceptualization and Experiment*

Master of Science Marketing Management

EDHEC Business School (École Des Hautes Études Commerciales du Nord) (AACSB); France 2006

- Thesis Nomination | *New Value Perspectives in Branding and Social Development*
- Certificate | Marketing Law

Bachelor of Science International Business

Azusa Pacific University, Wilden School of Business and Management, California 2003

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

Graduate of International Business Institute

Study Abroad: 18 cities in Europe, Scandinavia, and Russia 2002

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)

CERTIFICATIONS

- **Diversity Ambassador Certification** (2019) Center for Diversity, Equity, and Inclusive Excellence, Azusa Pacific University
- **Blended Learning Certification** (2015) Office of Innovation Teaching & Technology, Azusa Pacific University.

TEACHING POSITIONS

- **Assistant Professor, Marketing and Entrepreneurship Department** 2009-Present
Azusa Pacific University, Wilden School of Business & Management; Los Angeles County, California
 - **Adjunct Professor, School of Business and Management** 2007-2009
Azusa Pacific University, Wilden School of Business & Management; Los Angeles County, California
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RECENT AWARDS AND NOMINATIONS

- **Nominated for a Community Engagement Award** (2018), Azusa Pacific University
 - **Nominated for a Service-Learning Cornerstone Award** (2017), Azusa Pacific University
 - **Favorite Marketing Professor of the Year Award** (2015-2016), Azusa Pacific University
 - **Excellence in Teaching Award** (2016, April) Sigma Alpha Pi, The National Society of Leadership and Success
 - **5 Years of Service Recognition & Appreciation Award** (2016, May) Azusa Pacific University
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COURSES TAUGHT AND SUBJECT MATTER EXPERT (SME) COURSE DEVELOPMENT

- **Consumer Behavior** (undergraduate face-to-face and SME)
 - **Principles of Marketing** (undergraduate face-to-face and SME)
 - **Global Marketing Management** (undergraduate face-to-face; study abroad, and SME)
 - **Strategic Digital Marketing** (graduate online)
 - **Marketing Strategy** (taught graduate online and SME online graduate course development)
 - **Sales and Sales Management** (undergraduate face-to-face)
 - **International Business** (undergraduate face-to-face; study abroad)
 - **International Marketing** (graduate online; independent study)
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TEACHING EXPERIENCE HIGHLIGHTS

Principles of Marketing (MKTG260)

- Created a personal branding project with long-term student value
 - Developed a nominated social advocacy service-learning project where marketing students learned to conduct interviews, target a middle-school audience on social issues like bullying and develop a 45 second public service announcement using advertising strategy on YouTube.
 - Co-created a student event marketing project for the domestic abuse and treatment center WINGS-YMCA with a local businesswomen's network, ARDENT's. The annual INSPIRE health and wellness event and fundraiser resulting in over \$10,000 in donations.
 - Spearheaded a student awareness marketing campaign project including video creation and distribution of a grant supplied non-invasive one step iFOB (FIT) testing kits for Colo-Rectal Cancer by Hemosure to an at-risk population in Azusa, CA in partnership with St. Frances, The Azusa Neighborhood Wellness Center, and Azusa Pacific Nursing Department.
 - 8 years of experience teaching a 3-unit course on the movement of goods, services and ideas in a value exchange process within an economic system.
 - Designed curriculum for face-to-face and online classes in Canvas and Sakai ranging from 6 to 88 students
 - Implemented difference methods and practices of teaching, assignments, and rubrics to accommodate different student learning styles
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Consumer Behavior (MKTG362)

- 10 years of experience teaching a 3-unit course on the factors influencing consumer behavior in relation and the development of marketing strategy in the buying and selling process
- Developed an at-risk target market analysis service-learning project for the Department of Child and Family Services in Glendora, CA to provide key marketing communication insights to connect key resources with their population of youth aging out of the system.
- Co-create middle school workshops with students in the course as a service-learning project on consumer behavior, specifically the theory and practice of influence, motivation, and identity for St. Frances of Rome Middle School students.

Sales and Sales Management (MKTG364)

- Co-taught with Dean Emeritus Ilene Bezjian a 3-unit course on personal sales strategies and how to manage the entire sales process including topics like forecasting, budgeting, negotiation and ethics.
- Mentored students on the design and implementation of a fund-raising campaign which included a silent auction event and a team bike tour across the United States which resulted in over \$35,000 in donations for the Juvenile Diabetic Research Foundation (JDRF)

ADMINISTRATIVE APPOINTMENTS & COMMITTEES

- **Diversity and Inclusion Committee** (2018-2019) tasked with understanding how to design and implement faculty experiences to enhance the meaningful practice of diversity and inclusion.
- **Chair of the Open-Door Challenging Hearts Sub-Brand Committee** (2017-2018) tasked with implementation strategy recommendations for the Wilden School of Business and Management, Azusa Pacific University
- **University Learning Management System Recommendation Committee** (2016-2017) tasked with directing the decision making during the lifecycle of the project, including requirements, investigation, development (configuration) and user acceptance testing (UAT). The committee selected Canvas.
- **University Valuing People Communication Task Force** (2016) 1 of 5 invited marketing and communication members tasked with proposing recommendations to allow over 2,000 employees to have a clearer understanding of what is happening and why at Azusa Pacific University.
- **New Business Student Mentor** for two Zventure (an APU business plan competition) student finalists seeking to win \$15,000 and launch their ideas: Finalist mentees included: Agape natural fragrances by Drew Dierickx (2016) [@agapefragrances](https://www.instagram.com/agapefragrances); Laurel Magazine by Hunter Foote (2015) <http://laurelmag.com/>

RESEARCH PROJECTS, PUBLICATIONS, & SPEAKING ENGAGEMENTS

- **Bodell, R.** (2021 submission). The Impact of Religious Affiliation and Personal Faith on Fairness and Worthiness Perceptions of Applying Marketing Skills to Service-Learning. *Christian Higher Education*. Special Issue.
- **Bodell, R.** (2017, November). Guest Speaker on Service-Learning for Community Partners and APU Faculty
- **Bodell, R.** (2017, November). Guest Panelist on Marketing in VOC 200: Exploring Vocation course
- **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.
- **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.

RESEACH IN DEVELOPMENT

- A Pragmatic Re-Conceptualization of Ethical Marketing Strategy
- An Integrative Conceptual Model of Ethical Consumer Behavior
- Experimental Ways of ‘Nudging’ Consumers Towards Increased Ethical Purchasing Intentions
- A Generational and Ethnic Comparison of Women’s Perceptions of Marketed Contraceptives
- A Global Grounded Theory Comparison Study: How Moms Introduce their New Babies on Social Media

SEMINARS, TRAINING, & CONFERENCES ATTENDED

- **A Lived Theology of Work, Whole Life Discipleship** (2018, April) by Boian, Jeff & Davis, Courtney
- **Faculty Media Training** (2017, April) by a former CNN reporter and radio broadcaster, Brundage, Dick
- **Vocation & Calling Faith Integration Summer Seminar** (2015, May) by Kaach, Paul
- **Christian Ethics Faith Integration Summer Seminar** (2014, May) by Steve Wilkens and Rico Vitz
- **Manchester Business School DBA Research Conference** (2011, June)

MARKETING & ENTREPRENEURIAL EXPERIENCE

Entrepreneur

2019-Present

Rachel Bodell, Anaheim Hills, California

- Marketing consultant for a cosmetic medical service
- Online upcycling retailer

Founder, European Business Study Abroad Program (L’APEU)

2010-2015

Azusa Pacific University, Center for Global Learning & Enrichment, Los Angeles County, California

- Rebranded and redesigned a business oriented European study abroad experience with a service-learning project for the Wilden School of Business and Management
- Developed a study away program marketing strategy resulting in **40% growth** in student recruitment from past programs using a promotional focus on service-learning and up-close learning experiences in international organizations and unconventional historic and cultural tours (e.g., bikes and vespas). Initial growth achieved with a small advertising budget allocated for strategically placed posters, events, key partners and announcements with social media marketing and positive referrals for word of mouth marketing as the ongoing annual program success factor.
- Began a service-learning community partner and business student project regarding sustainable **advocacy and event coordination** by partnering with the Youth for Christ Immanuel Conference Center in Dlouhý, Czech Republic to deliver annual events for and with local at-risk and special needs youth.
- Managed international logistics using forecasting, financing and accounting in 4 currencies for an **operational budget over \$100,000** annually; negotiating competitive contracts with dozens of **international vendors**.
- Initiated international program business partners by creating a rolodex and relationship with international **executives and organization visit** opportunities across **nine European countries** including briefings, tours, and activities with British Airway, 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 – Food Administration Organization (FAO), and the United Nations.

Business Development Manager

2005–2009

CompuGROUP Medical USA (a.k.a. ChartConnect and Noteworthy Medical Systems); Koblenz, Germany

- Quickly advanced; promoted from a Washington based internship in customer service, training, and sales to a new position in California with a wide range of responsibilities in business development and marketing within two years
- **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 using targeted innovator consumer behavior strategies
- Spearheaded a user adoption campaign and vendor management relationship which resulted in **1 of only 6 industry network awards** leading to a highly sought-after co-branding endorsement increasing corporate sales and recognition
- Advisor to two mergers and acquisitions on effective marketing and sales strategies, specifically market growth and acquisition of new markets in California

Other Marketing, Sales, and Managerial Experience: Sales Promoter and Artist for Bobbi Brown cosmetics (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 for Red Robin (RR) Gourmet Burgers, Inc. (2002-2003), intermittent server and lead hostess for RR (1997-2003); professional singer and songwriter (1995-2003), played a lead role in a community theater series performance of Babes in Toyland, won ACSI vocal competitions in Latin and German, performed solos and duets on international and domestic tours with the Continental Singers and acted as the lead vocalist for two commercial organizations through an ABC syndicate, KAPP-35.