

An experienced, award winning, creative teacher with a desire to promote critical thinking and problem-solving skills. Dedicated to researching, creating, and teaching innovative, experiential learning curriculum to enhance students' academic experience and career success. Extensive real-world experience in entrepreneurship, leadership, business management, marketing, and civic duty.

EDUCATION

- **Ph.D.** ABD, University of Alabama, Tuscaloosa, Alabama. Major: Organization Behavior within Entrepreneurship
- **M.S.** 2012, University of Alabama, Tuscaloosa, Alabama. Major: Marketing
- **B.S.** 2001, University of Alabama, Tuscaloosa, Alabama. Major: Business Management
Concentration: Entrepreneurship and Small Company Management

ACADEMIC WORK EXPERIENCE

Clinical Professor, University of Alabama 8/18-Present

- Teach undergraduate level Business Entrepreneurship
- Develop all necessary curriculum, syllabus, assignments and exams
- Create, emphasize and utilize experiential learning techniques
- Deliver dynamic lectures and engage students in learning process with an emphasis on critical thinking and experiential learning techniques
- Create and Implement Student Group, G.R.I.T. Group to enhance social and emotional intelligence of students prior to graduation

Adjunct Professor, University of Alabama 08/12-5/18

- Teach undergraduate level Business Entrepreneurship and Leadership
- Develop all necessary curriculum, syllabus, assignments and exams
- Deliver dynamic lectures and engage students in learning process with an emphasis on critical thinking

Adjunct Professor, Shelton State Community College 08/13-12/13

- Teach Small Company Management
 - Develop all necessary curriculum, syllabi, assignments and exams
- Deliver dynamic lectures and engage students in learning process with an emphasis on critical thinking

Graduate Teaching Assistant, University of Alabama 7/03-12/06

Courses taught: Entrepreneurship and Small Company Management
Foundations of Entrepreneurship
Leadership
Principles of Management

INDUSTRY WORK EXPERIENCE

Business Owner, Regina Holdings, LLC dba Soluna Strategies

01/10-Present

- Founded private coaching, consultant and investment company focused on entrepreneurs, business professionals, angel investments, and real estate investments
 - Certified Professional Coach
 - Energy Leadership Index Master Practitioner
 - Member of Central Alabama Angel Network

Chief Executive Officer, Tuscaloosa Tourism & Sports Commission

02/14-5/17

- Oversee all aspects of sport event recruitment, support, and event management resulting in record setting levels of economic impact for the City of Tuscaloosa
- Developed and led community wide branding initiative for the City of Tuscaloosa
- Established first Downtown Entertainment District in the City of Tuscaloosa
- Develop, recommend and implement the annual organization budget and business plan for Board approval in order to achieve the organization mission, vision and annual performance objectives.
- Develop and maintain positive relationships with elected and appointed City and County officials as well as all represented entities of the tourism industry both within and outside the Tuscaloosa area.
- Develop, implement and oversee organization's human resource functions within the approved budget including staffing levels, recruitment, hiring, compensation, training, evaluation, performance standards, payroll functions, discipline and termination.
- Oversee the adoption of information technology to assist the organization fulfilling its mission, vision and meeting annual performance objectives.

Community Director, The Edge, Center for Entrepreneurship & Innovation

01/13-02/14

- Create and execute full scale marketing strategy with limited budget
 - Create and manage social media sites (Facebook, Twitter, LinkedIn)
 - Develop and implement media publicity strategy
 - Numerous targeted speaking engagements
 - Create marketing materials (Flyers, One Page Information Sheets)
 - Maintain communication and professional relationships between partners
- Direct and Manage Incubation Program
 - Recruit viable tenants
 - 100% occupancy in six month time span
 - Screen applicants for presentation to Advisory Board
 - Provide ongoing consulting services
 - Perform quarterly performance reviews
 - Evaluate firms for graduation
- Develop operational policies and procedures for employees and tenants
- Provide all levels of business consulting to full range of community and student entrepreneurs
- Recruit and maintain a volunteer group of Business Experts/Coaches to aid entrepreneur growth

Business Co-Owner, VeloCity Pro Cycle, LLC

4/06-09/13

- Established new business from ground up, which is a full-service bicycle retail and repair shop
- Responsible for all aspects of business, including customer service, sales, purchasing, accounting and employee hiring and training
- Achieved profitability in second year of operation and sustained annual growth in sales
- Developed partnerships to establish and foster community events such as the Tour de Tuscaloosa, USA Triathlons, Spooktacular Cyclo-Cross Race, and the Hot Hundred
- Sold Business in September, 2013

Business Co-Owner, Gilco Contracting, Inc.

4/00-08/07

- Cofounded a utility construction company specializing in water and sewage construction
- Designed and implemented all administrative duties, including strategic planning, financial evaluations, cost accounting, human resource functions, project management, marketing plans, and revenue forecasting
- Established new company that became profitable in less than one year.
- Annual revenues of over \$30 million
- Sold Company in August 2007
- Opened two other companies as subsidiaries of Gilco Contracting, LLC
 - G&S Properties – Still in operation
 - S&G Equipment – Liquidated following sale of Gilco Contracting, LLC

Motivational Speaker/Presenter, TMP Worldwide, Inc.

7/01-08/02

- Present highly interactive program to high school freshman across the Southeast
- Establish relationships with high school guidance counselors, teachers, principals, and students
- Maintain 95% approval rating for presentation skills

PROFESSIONAL CERTIFICATIONS

- ELI-MP, 2017 - Energy Leadership Index Master Practitioner, Institute Professional Excellence in Coaching, New Jersey.
- CPC, 2017 – Certified Professional Coach, Institute Professional Excellence in Coaching, New Jersey.

HONORS AND AWARDS

- Recipient, 2018. The Steve Woodruff Outstanding Adjunct Faculty Award. Culverhouse College of Business, University of Alabama.
- Recipient, 2014. Woman of Distinction. Tuscaloosa Soroptimists Club
- Recipient, 2014. The Steve Woodruff Outstanding Adjunct Faculty Award. Culverhouse College of Commerce, University of Alabama
- Recipient, 2012. Elton B. Stephens Management and Marketing Scholarship. Culverhouse College of Commerce, University of Alabama
- Recipient, 2011. Roots and Wings Award. Women in Business Council, West Alabama Chamber of Commerce
- Recipient, 2009. Rising Star Entrepreneurship Award. West Alabama Chamber of Commerce

- Recipient, 2002-2005. Fredrick Augustin Brett Memorial Endowed Scholarship. Culverhouse College of Commerce, University of Alabama
- Graduate Teaching Fellow, 2003-2004; 2004-2005; 2005-2006. University of Alabama Graduate School
- Recipient, 2005-2006. Minnie C. Miles Human Resource Management Endowed Graduate Award Scholarship. Culverhouse College of Commerce, University of Alabama

PROFESSIONAL MEMBERSHIPS/ACTIVITIES

- 2017-Present, Advisory Board Member, SmartBank
- 2017-Present, Steering Committee Member, Empowering Women in Industry
- 2016-Present, United Way Volunteer Allocation Team
- 2017-2020, Advisory Committee Member, Tuscaloosa Bicentennial Commission
- 2016-2017, University of Alabama College of Continuing Studies Board of Visitors
- 2017, 2018, Entrepreneurship Judge, Aldag Business Plan Competition, University of Alabama
- 2015, 2016, 2018, Entrepreneurship Judge, Startup Tuscaloosa
- 2016, City of Tuscaloosa Downtown Parking Task Force
- 2015, Graduate of Leadership Tuscaloosa
- 2016-2017, Board of Directors, MyVA Alabama Operation Entrust Community
- 2010-2017, Board of Directors, Chamber of Commerce of West Alabama
- 2013-Present, Board of Directors, Finn & Quinley Infant and Children's Fund
- 2014-2017, Executive Leadership Council for Heart Walk, American Heart Association
 - 2015 Chairman
- 2010-2014, Board of Directors, Tuscaloosa Tourism and Sports Commission
 - 2011-2013, Chairman of the Board of Directors
 - 2012, Chairman, CEO Search Committee
- 2010, Future PAC Board of Directors
- 2012, City of Tuscaloosa Downtown Entertainment District Committee
- 2009-2010, River Market Development Committee

ACADEMIC PUBLICATIONS/ACTIVITIES

- Publication
 - Lohrke, F. T., Simpson, R. W., & Hunt, D. M. 2007. Extending the bargaining power model: Eighteenth century lessons from Pantan, Leslie and Company in managing political risk. *Journal of Management History*, 13: 153-171.
- Presentation
 - Simpson, Gina & Armstrong, Craig. USASBE Annual Conference, 2020, Emerging Teaching Exercises. What Good Are Bad Products? A Classroom Activity For Developing Persuasive Pitching Skills
- Reviewer
 - Southern Management Association, 2003, Entrepreneurship and Strategy Division
 - Southern Management Association, 2004, Entrepreneurship and Strategy Division
 - Southern Management Association, 2004, Methods Divisions

- Academy of Management, 2004, History Division
- Academy of Management, 2005, Organization Behavior Division

➤ Discussant

- Southern Management Association, 2003, Entrepreneurship Track
- Southern Management Association, 2004, Entrepreneurship Track
- Southern Management Association, 2004, Methods Divisions