

**Brian Satterlee, Ed.D., D.B.A**  
**Professor**  
**School of Education and**  
**School of Business**

## **EDUCATIONAL BACKGROUND**

- 1999 The University of Sarasota**  
Doctor of Business Administration  
Major: Management  
Dissertation Area: International Business
- 1991 Central Michigan University**  
Doctor of Education  
Major: Vocational-Technical-Occupational Education  
Dissertation Area: Program Review and Evaluation
- 1987 Central Michigan University**  
Master of Science in Administration  
Emphasis Area: General Administration
- 1985 Southwest University**  
Bachelor of Science  
Major: Construction Management
- 1983 Delgado Community College**  
Associate of Arts  
Major: General Arts  
Emphasis: Engineering and Technology

## **FULL TIME TEACHING EXPERIENCE**

**2001 to present**

**Professor**

School of Business, School of Education -- Liberty University (Lynchburg, VA)

- *The 2004-05 recipient of the **Chancellor's Award for Teaching Excellence**.*
- *Serve as Lead Dissertation Faculty.*
- *Serve on doctoral dissertation committees as chair and member.*
- *Served as founding Managing Editor for the *Liberty Business Review*, a peer-refereed scholarly journal.*
- *Conceptualized, developed, and implemented the Global Executive Institute.*
- *Serve as faculty for the 2008 International Business Study Tour –Jordan and Israel.*
- *Serve as faculty for the 2006 International Business Study Tour –Italy, Greece and Turkey.*
- *Serve as faculty for the 2005 International Business Study Tour – Austria, Germany, Liechtenstein, and Switzerland.*
- *Developed the MBA specialization in Global Business*
- *Developed and implemented the online undergraduate degree in Business Administration.*

- *Develop and teach MBA courses in*
  - *Entrepreneurship*
  - *Nonprofit Management*
  - *International Business*
  - *Entering Global Markets*
  - *Information Systems Management*
- *Instituted and mentored the International Business Council for students; arranged guided student visits with the following embassies in Washington, DC:*
  - *New Zealand*
  - *Saudi Arabia*
  - *Bulgaria*
  - *Uruguay*
  - *Egypt*
  - *Chile*
  - *Jordan*
- *Arranged and led delegations to:*
  - *Attend the Iraq Investment and Reconstruction Task Force briefing held in Washington, DC.*
  - *Tour the World Bank headquarters*
  - *Tour International Trade Center in Washington, DC.*
  - *Tour the White House, the U.S. Capitol, and the U.S. Customs and Border Protection (security clearances required for each tour).*
  - *Tour the Library of Congress*
- *Developed (in collaboration with colleagues) an undergraduate specialization in International Business.*
- *Obtained a \$47,500 software grant (Exporting Management).*

## **1998 – 2001**

### **Professor of Business**

Averett University (Danville, VA).

- *Primarily develop and teach MBA courses in:*
  - *Business Research Methods*
  - *Human Resource Management*
  - *International Business*
  - *Organizational Behavior*
  - *Strategic Management;*
- *Created and taught online courses in the areas of E-Business, International Business, and Business Policy (BlackBoard.com platform);*
- *Researched, created, and led a study tour of Commerce and Distribution in the Netherlands (February 2001).*
- *Researched and created a study tour of Commerce and Distribution in Ireland (for May 2002).*

## **1995 - 1998**

### **Professor of Business**

Warner Southern College (Lake Wales, FL).

**1992 - 1995**

**Associate Professor of Business**

Warner Southern College (Lake Wales, FL).

- *Develop and teach upper-division courses in:*
  - *Organizational Behavior*
  - *Human Resources Management*
  - *Quality and Continuous Improvement*
  - *Leadership*
  - *Research Methods and Statistics*
  - *Business Policy.*

**1980 - 1987**

**Building Technology Instructor**

Delgado Community College (New Orleans, LA).

- *Develop and teach courses in construction technology and drafting.*

**ADJUNCT TEACHING EXPERIENCE**

**Since beginning my college teaching career in 1980, I have served on an adjunct basis at various times, with the following institutions.**

**Graduate Faculty Associate Member** --Central Michigan University (VA, GA, NJ military installations) Approved to teach graduate-level courses in both the College of Business and the College of Education (extended learning format).

Developed and taught courses in:

International Management  
Computers in Education  
Contemporary Issues in Education  
Strategies and Techniques for Teaching  
Administration of Instruction in Non-Traditional Settings

**Adjunct Faculty Member** – Northcentral University (AZ)

*Teach graduate courses in:*

*International Business*  
*International Business Research*  
*Cultural Environments of International Business*  
*Global Business Strategic Management*  
*Leadership in Organizations*

*Serve on doctoral dissertation committees*

**Adjunct Online Faculty** -- Corinthian Colleges (CA)

Taught MBA courses (**e-College platform**) in:

Managerial Ethics  
Organizational Behavior  
Managerial Assessment and Control  
International Business

**Adjunct Faculty** -- Averett University (VA)

*Taught MBA capstone courses in Management Strategy*

**Adjunct Online Faculty** -- St. Leo University (FL)

Taught MBA courses (**Web-CT platform**) in Professional Development

**Adjunct Online Faculty** -- Mary Baldwin College (VA)

Taught undergraduate courses (**Blackboard platform**) in:  
International Business  
E-Commerce

**Adjunct Online Faculty in Organizational Management** --Virginia University of Lynchburg (HBCU member)

Taught undergraduate courses (**eCollege platform**) in:  
Organizational Behavior  
Coaching and Mentoring  
Quality Control and Assurance  
Nonprofit Management  
Leadership

**Adjunct Faculty in Organizational Management** --Bluefield College (VA)

Taught undergraduate courses in:  
Organizational Behavior  
Human Resources  
Quality Control  
Leadership

**Adjunct Faculty in Management** -- Northwood University (New Orleans Naval Support Activity Center).

Taught upper-division courses in:  
*Management*  
*Marketing*  
*Advertising*

## ***ADMINISTRATIVE EXPERIENCE***

### **1998 – 2000**

**Dean, Graduate and Professional Studies**

Averett University (Danville, VA).

Graduate and Professional Studies offers the Master of Business Administration, Bachelor of Business Administration, and Associate of Science in Business Administration to 1200 students enrolled throughout four regions in Virginia. I provided the overall leadership and direction for regional campuses (Greater Washington - including the Quantico Base; Virginia Beach; Richmond; and Southern Virginia), a professional staff of 27, and over 200 adjunct faculty.

### **1995 - 1998**

**Dean, Adult and Continuing Education**

Warner Southern College (Lake Wales, FL)

Adult and Continuing Education offered the Bachelor of Arts in Organizational Management to 300 students enrolled at various sites in Florida (Orlando, Daytona Beach, Titusville, Melbourne, Ft. Pierce, Leesburg, Lake Wales, and Tampa). I was the inaugural dean, providing the overall leadership and direction for geographic expansion, curriculum design, enrollment management, instructional delivery, regional accreditation, and organizational design.

## **1992 - 1995**

### **Chair, Department of Business**

Warner Southern College (Lake Wales, FL)

The Department of Business offered the Bachelor of Arts in Business Administration. As department chair, I was responsible for the design and implementation of new academic concentrations (human resources, finance, information systems, and marketing), as well as a new major in Accounting.

## **1989 - 1992**

### **Director, Technical and Industrial Education**

Seminole Community College (Sanford, FL).

Technical and Industrial Education offered associate degrees to 1200 students enrolled in the following areas: Architectural Engineering Technology, Automotive Services Technology (Ford ASSET program and GM Training Center designations), Computer Technology, Construction Technology, Drafting and Design Technology, Electronics Engineering Technology, HVAC Technology, Interior Design Technology (FIDER accredited), Marine Mechanics Technology, and Welding Technology. I was the chief academic officer for this division.

## **1987 - 1989**

### **Chairperson, Division of Engineering/Technology**

Delgado Community College (New Orleans, LA).

Engineering and Industrial Technology offered associate degrees to 1000 students enrolled in the following areas: Aircraft Maintenance Technology, Architectural Engineering Technology, Automotive Services Technology (Ford ASSET program and GM Training Center designations), Building Construction, Engineering Technology (Architectural, Civil, Computer, Drafting and Design, Electronic, Mechanical), Electronics, HVAC, and Welding. I was the chief academic officer for this division.

## **SCHOLARLY ACTIVITY: PUBLICATIONS**

Satterlee, B. (2008 January). *Global Business: From Theory to Practice*. Synergistics Publishing Inc., Roanoke, VA. ISBN 978-0-9788748-6-5

Satterlee, B. (2006 June). *Essentials of International Business: Core Principles, Concepts, and Strategies*. Synergistics Publishing Inc., Roanoke, VA. ISBN 13: 978-0-9788748-0-3.

Satterlee, B. (2006 June). *Essentials of Knowledge Management* Virginia University of Lynchburg Press, Lynchburg, VA. ISBN 978-1-4116-9210-7.

Satterlee, B. (2005 September). Reviewer *Handbook of Information Security* Edited by Hossein Bidgoli, John Wiley and Sons. ISBN 0-471-64833-7.

Satterlee, B. (2005 August). *Globalization: advantages and disadvantages*. Liberty Business Review. Volume 3, No. 3. August 2005.

Satterlee, B. (2004 August). *Outsourcing as a global strategy*. Liberty Business Review. Volume 2, No. 2.

Satterlee, B. (2004 June). *Nonprofit management: instructor manual and supplements*. John Wiley and Sons.

Satterlee, B. (2003 September). *Applications of technology, used in business and industry, to education*. Clearinghouse for Information and Technology, **Syracuse University**. ERIC ED 472 679.

Satterlee, B. (2001 September). *E-Commerce: A Knowledge Base*. Universe Publications, Lincoln, NE. ISBN 0-595-19371-4

Satterlee, B. (2001 June). *Strategic Management: Core Concepts from the Internet*. iUniverse Publications, Lincoln, NE. ISBN 0-595-18478-2.

Satterlee, B. (2001 September). *Annual Editions PowerWeb: Business and Society 2001/02* . (Advisory Board Member). McGraw-Hill/Dushkin ISBN 007-2490-993.

Satterlee, B. (2001 September). *Annual Editions PowerWeb: Business Communications 2001/02* . (Advisory Board Member). McGraw-Hill/Dushkin ISBN 007-249-1027.

Satterlee, B. (2001 February). Annual Editions: Internet and Business 2001/02 (Advisory Board member). McGraw-Hill/Dushkin ISBN 0-07-239624-5.

Satterlee, B. (1999 July). *The validation of a multi-national, graduate-level program in international business*. UMI Dissertation Publishing, Publication Number AAT 9933341. ISBN 9780599341715.

Satterlee, B. (1999 June). *The acquisition of key executive skills and attributes required for international business in the third millennium*. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 032-147.

Satterlee, B. (1999 March). *International culture and management education: a synopsis of the literature*. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 032-146.

Satterlee, B. (1998 January). Investment and portfolio management: the development of a graduate-level business course. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 409-797.

Satterlee, B. (1997 September). *Internationalizing graduate-level business curricula*. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 410-787.

Satterlee, B. (1997 March). *Executive leadership concepts for higher education*. Clearinghouse for Community Colleges, **University of California, Los Angeles**. ERIC ED 405-928.

Satterlee, B. (1997 February). *Continuous improvement and quality: implications for higher education*. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 399-845.

Satterlee, B. (1996 August). *International partnership in educational strategic planning and evaluation: the Muffles College project*. Clearinghouse for Community Colleges, **University of California, Los Angeles**. ERIC ED 409-514.

Satterlee, B. (1996 March). *International partnership in educational evaluation: the NEWLO project*. Clearinghouse on Educational Management, **The University of Oregon**, ERIC ED 404-345, March 1996.

Satterlee, B. (1996 February). *The development of a stress management program for the adult degree completion program admissions team at a four-year, private liberal arts institution*. Clearinghouse on Adult and Career Education, **The Ohio State University**, ERIC ED 391-886, February 1996.

Satterlee, B. (1995 September). *The application of break-even analysis to determine the costs associated with the implementation of an off-campus bachelor degree completion program*. Clearinghouse for Higher Education, **The George Washington University**, ERIC ED 394-387.

Satterlee, B. (1994 November). *Seven future trends in the workplace*. Clearinghouse on Adult and Career Education, **The Ohio State University**, ERIC ED 386-587.

Satterlee, B. (1993 August). *Program review and evaluation: a survey of contemporary literature*. Clearinghouse on Educational Management, **The University of Oregon**, ERIC ED 356-261.

Satterlee, B. (1992 February). *A study to determine job satisfaction of college faculty members*. Clearinghouse on Adult and Career Education, **The Ohio State University**, ERIC ED 336-593.

Satterlee, B. (1992 February). *A study to determine the effects of college-level mathematics skills on engineering technology final grades*. Clearinghouse on Adult and Career Education, **The Ohio State University**, ERIC ED 336-592.

Satterlee, B. (1991 December). *The development of a handbook for technical advisory committee members*. Clearinghouse for Community Colleges, **University of California, Los Angeles**. ERIC ED 335-097.

Satterlee, B. (1991 December). *The development of an operational guidebook for college curriculum committee members*. Clearinghouse for Community Colleges, **University of California, Los Angeles**. ERIC ED 335-096.

Satterlee, B. (1991 June). *The development, implementation, and evaluation of a model for the review of associate in science degree programs*. UMI Dissertation Publishing, Publication Number AAT 9221583.

Satterlee, B. (1990). *Administrative manual for department chairs*. **Seminole Community College**,

## **SCHOLARLY ACTIVITY: PRESENTATIONS**

Satterlee, B. (2008 April). *The truth about motivation: engaging employees to maximize performance*. Association of Government Accountants 11<sup>th</sup> Annual Professional Development Conference, Richmond, VA.

Satterlee, B. (2004 August). *The evolution in current role of family conglomerates in Asian emerging markets*. Discussion leader for the Oxford Round Table on Adapting to Globalization in the 21<sup>st</sup> Century. Harris Manchester College in the University of Oxford, England.

Satterlee, B. (2004 August). *The role of nongovernmental organizations in regulating sustainable development*. The Oxford Round Table on Adapting to Globalization in the 21<sup>st</sup> Century. Harris Manchester College in the University of Oxford, England.

Satterlee, B. (2004 January). *Teaching styles and the virtual educational environment*. National Conference on College Teaching and Learning, Orlando, FL.

Satterlee, B. (2003 November). *Quality assurance in distance learning: issues and solutions*. TRACS 2003 Annual Conference, Nashville, TN.

Satterlee, B. (2003 August). *Export management: documents and procedures*. Facilitator for a workshop sponsored by Central Virginia Industries, Lynchburg, VA.

Satterlee, B. (2002 April). *Toxic leadership: a survival guide*. Keynote Address for the International Management Council East Region Conference, Myrtle Beach, SC.

Satterlee, B. (2002 April). *Creative decision-making*. International Management Council East Region Conference, Myrtle Beach, SC.

Satterlee, B. *Guidelines for Business Curriculum Development*. Fifth Annual Christian Adult Higher Education Conference, Grand Rapids, MI.

- Satterlee, B. (1998 November). *Trends in continuing education*. 20th Annual Equal Employment Opportunity Conference, Richmond, VA.
- Satterlee, B. (1998 October). *Auditing campus use of technology to support student learning*. National Conference for Independent College Chief Academic Officers, Toronto.
- Satterlee, B. (1998 May). *A strategic decision-making model for non-traditional adult degree programming*. National Conference on the Adult Learner, Richmond, VA.
- Satterlee, B. (1997 August). *Accreditation review process for non-traditional adult degree programming*. Third Annual Christian Adult Higher Education Conference, Deerfield, IL.
- Satterlee, B. (1997 April). "A model for overcoming resistance to integrating teaching, learning, and technology." National Conference on College Teaching and Learning, Jacksonville, FL.
- Satterlee, B. (1997 February). "The role of assessment in international economic development." National Conference of the Community Colleges for International Development, Orlando, FL.
- Satterlee, B. (1996). *Pedagogy, andragogy, and technology: a paradigmatic shift for educators*. National Conference on College Teaching and Learning, Jacksonville, FL.
- Satterlee, B. (1993). *An evaluation model for off-campus bachelor degree completion programs*. Council for Adult and Experiential Learning International Conference, New Orleans, LA.
- Satterlee, B. (1991). *Program review and evaluation*. Center for the Advancement of Education Summer Institute, Ft. Lauderdale, FL.
- Satterlee, B. (1990). *The effective use of program advisory committees*. American Technical Education Association Southeast Regional Conference, Atlanta, GA.
- Satterlee, B. (1990). *Integrating the humanities into technical associate degree programs*. American Technical Education Association National Conference, Oklahoma City, OK.
- Satterlee, B. (1990). *Business and education partnership in construction*. Florida Vocational Association Conference, Orlando, FL.
- Satterlee, B. (1989). *The shared visions project*. Community College Humanities Association National Conference, Washington, DC.
- Satterlee, B. (1989). *Technology transfer and the community college*. Florida Vocational Association Conference, Miami, FL.

## **PROFESSIONAL SERVICE**

### **Professional Recognitions**

Member, Oxford Round Table – Globalization emphasis area

The 2004-05 recipient of the Chancellor's Award for Teaching Excellence (Liberty University).



## **Accreditation Agency Service**

Reaffirmation of Accreditation Site Visitation Teams (Business Academic Programs, Distance Learning, Continuing Education), The Commission on Colleges of the Southern Association of Colleges and Schools.

College Credit Review Teams (Advanced Project Management, Leadership, Management)--  
American Council on Education

- CIA University (Northern VA)
- NASA National Headquarters (Washington, DC)
- Sigma Breakthrough Technologies, Inc. (San Marcos, TX)
- Learning Tree International (Washington, DC)
- Bisk Corporation (Tampa, FL)
- NASA (Wallops Island Flight Facility, VA)
- United States Army Management Staff College (Washington, DC)
- United States Army Logistics Management College (Washington, DC)
- United States Army, Ft. Bliss (El Paso, TX)

## **Advisory and Board Service**

Chair, Board of Directors, Hunger Education and Resources Training Inc. (FL).

Advisory Committee member – Global Entrepreneurship Institute

Member, Education Committee, Lake Wales Chamber of Commerce.

Technical Skills Evaluator for teaching certification, The University of Central Florida.

Advisory Committee Member for the Bachelor of Science degree program in Technology Education, the University of South Florida.

Advisory Committee member – CEOexpress.com

Education Committee member – International Society for Professionals in E-Commerce

Steering Committee Member, Central Florida Regional Center for Manufacturing Productivity.

President, Construction Technologies, Inc. (New Orleans, LA).

## **Consulting Service**

Consultant -- Reaffirmation of Regional Accreditation, Shorter College (GA).

Consultant -- Reaffirmation of Regional Accreditation, Keiser College (FL).

Consultant – Design, development and studio production of graduate-level video courses (International Business, Entrepreneurship), Liberty University (VA).

Consultant – design, implement, and evaluate online program in Organizational Management, Virginia University of Lynchburg (member, HBCU).

Consultant – Division of Business program review and evaluation, and School of Professional Studies administrative/programmatic planning, Cornerstone University (MI).

Consultant -- Graduate level management curriculum development, Institute for Professional Development (AZ).

Consultant – Online curriculum development, Corinthian Colleges, Inc. (CA).

Consultant -- Initiation of a graduate-level program in Management, Covenant College (GA).

Consultant -- Institutional Assessment, NEWLO Institute, **Grenada, West Indies.**

Consultant -- Strategic Planning, Muffles College, **Belize, Central America**

Consultant – DACUM Facilitator for Fire Services Technology Program, Delgado Community College.

Consultant -- Staff development seminars, U.S. Congressman Dave Weldon (15th District Offices – Capitol Hill and Melbourne, FL).

Consultant -- Organizational Evaluation, The Social Centre, **Dominica, West Indies.**

Consultant – Technical Training, Tenneco Petro-Chemical Refinery, New Orleans, LA

Consultant – Staff development seminars, The Oaks Retirement/Assisted Living/Critical Care Community (Madison, WI).

Consultant -- **Caribbean Basin** Education Initiatives, Florida Association of Volunteer Agencies.

Consultant – Technical Training, Homebuilder's Association of Greater New Orleans.