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**Visiting Professor**  
**College of Business: Management, Entrepreneurship & Marketing**  
**Lipscomb University**  
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### **Academic Background**

M.B.A. Massachusetts Institute of Technology, 2008.

B.S. Vanderbilt University, 2001.

### **Certifications**

Inbound Marketing Certified, 2017

### **WORK EXPERIENCE:**

#### **Academic Experience**

Clinical Professor, Lipscomb University (August, 2015 - Present), Nashville, Tennessee.

- Transformational teaching integrates faith, future career, and relevant activities for students, resulting in 4.5 course rating and consistent nominations for Outstanding Teacher Award
- Implement Flipped Classroom and activity based learning into all courses
- Taught a wide range of courses including Entrepreneurship, Marketing, Leadership, and Ethics

Adjunct Professor, Lipscomb University (January, 2013 - May, 2015), Nashville, Tennessee.

Teaching Assistant for New Enterprises Course, MIT Sloan School of Management (August, 2007 - May, 2008), Cambridge, Massachusetts.

- Coordinated high profile guest speakers including founders of Nantucket Nectars, iRobot, HubSpot, and other firms
- Led team-based course, creating and grading assignments

#### **Non-Academic Experience**

##### **National**

Founder, CEO, Spark Marketing (October, 2011 - Present), Nashville, Tennessee.

- Provide a full range of marketing services from website development to SEO, advertising, and social media strategy for over 30 clients
- Created an in-depth internet marketing class to take new students through the process of creating a website and comprehensive online marketing strategy

Marketing Intern / Consultant, HubSpot (June, 2007 - May, 2008), Cambridge, Massachusetts.

- Lead Salesforce.com implementation, importing over 17,000 leads and trained Sales team on best practices.
- Created competitive analysis and video report of other industry competitors to determine product focus.
- Built and managed online PPC, SEO, and email marketing efforts to early customers.

IT Manager / Property Manager, Southeast Venture, LLC (February, 2004 - July, 2006), Nashville, Tennessee.

- Created IT manager role, managing all technology solutions and outside consultants
- Managed \$17M commercial property portfolio, leading team of in-house staff and external vendors to provide value for institutional owners and building tenants.

Business Sales Associate, Dell Computers (July, 2002 - February, 2003), Nashville, Tennessee.

- Used customer focused selling to improve results, resulting in consistently high ratings among business consultants.

- Led sales team by sharing best practices, helping the team place 1st out of 32 teams in a quarterly sales contest.

**International**

Cofounder / Chief Marketing Officer, Assured Labor, Inc. / EmpleoListo (June, 2008 - November, 2011), Managua, Nicaragua.

- Cofounder of Social Enterprise, creating a viable social business model, building a founding team and raising over \$2M in Angel and Seed Investment
- Managed online marketing campaigns to acquire over 50,000 users in Mexico and Nicaragua
- Recruited and trained Marketing and Sales team

**Consulting**

2019-2020: Thermography, Marketing Training, Trained 10 business franchise owners in Social Media marketing, including content creation, advertising, geotargeting, and lead generation.

2018-2019: Mitchell Construction, Mitchell Construction, Helped client with a small marketing plan, including:  
 Website Redesign  
 Content Marketing Plan  
 Celebration Event Planning

2017-2018: Tammy Rochelle Music, Kickstarter Marketing Project, Helped client successfully raise \$10,000 using Kickstarter crowdfunding platform  
 Comprehensive marketing project included:  
 Competitive research  
 Extensive video shooting and editing  
 Graphic Design  
 Email Marketing  
 Social Media  
 Online Advertising  
 Analytics and Funnel Tracking

2017-2018: Thermography, Website Redesign, Create new marketing strategy and informational structure  
 Install and update Wordpress website  
 Redesign website home page and landing pages

**ADMINISTRATIVE DUTIES:**

**Field reserved for University Use No. 1**

**Field reserved for University Use No. 2**

**Field reserved for University Use No. 3**

**Field reserved for University Use No. 4**

**Field reserved for University Use No. 5**

**TEACHING:**

**Courses Taught**

**Courses from the Teaching Schedule:** Business Ethics, Engagements: Servant Leadership, Entrepreneur's Intro to Busins, Independent Study in Marketing, Internet Marketing, Marketing Management, Principles of Marketing, Professional Selling, Retail Management, ST: Internet & Social Media, Social Media Marketing, Special Topics in Marketing, Special Topics: Social Media Marketing, Strategic Marketing

**Courses taught, but not in the Schedule:**  
 Servant Leadership

**Teaching-Other**

### **Course Redesign Non-Compensated**

2017-2018 - Social Media Course Redesign - New book, flipped chapter components, and live social media exercise. Course Redesign Non-Compensated.

2017-2018 - Internet Marketing - Pilot New Top Hat Textbook, Canvas, and MAcc Advertising Partnership. Course Redesign Non-Compensated.

2015-2016 - ENT 2503 - Intro to Entrepreneurship. Course Redesign Non-Compensated.

### **Course (New) - Creation/Delivery: Conventional**

2018-2019 - Revise LUEG 3033 Servant Leadership. Course (New) - Creation/Delivery: Conventional.

2017-2018 - Created and Co-Taught MBA Strategic Marketing. Course (New) - Creation/Delivery: Conventional.

2017-2018 - Professional Relationships Marketing - new course, sales panel. Course (New) - Creation/Delivery: Conventional.

2017-2018 - MBA - Strategic Internet Marketing. Course (New) - Creation/Delivery: Conventional.

2016-2017 - MMHR / MMNP Digital Marketing Course. Course (New) - Creation/Delivery: Conventional.

2015-2016 - Marketing Management. Course (New) - Creation/Delivery: Conventional.

2015-2016 - MMEC Marketing Course. Course (New) - Creation/Delivery: Conventional.

2015-2016 - MMEC Digital Marketing Course. Course (New) - Creation/Delivery: Conventional.

2015-2016 - Principles of Marketing. Course (New) - Creation/Delivery: Conventional.

2015-2016 - MMHR / MMNP Marketing Course. Course (New) - Creation/Delivery: Conventional.

### **Course (New) - Creation/Delivery: Online**

2019-2020 - BU6632 - International Business. Course (New) - Creation/Delivery: Online.

### **Student Assign-Clinical/Practicum/Internship**

2018-2019 - SALT Project for United4Hope. 28 students. Student Assign-Clinical/Practicum/Internship.

### **Student Assign-Students Advised (UG)**

2017-2018 - Advising. 26 students. Student Assign-Students Advised (UG).

2016-2017 - Advising. 35 students. Student Assign-Students Advised (UG).

### **Innovations in Course Content / Presentation**

2017-2018 - Internet Marketing - New Textbook and Student Exercise. Innovations in Course Content / Presentation.

2015-2016 - Created Global Marketing Exercise (Role Based). Innovations in Course Content / Presentation.

### **Other Teaching Activities**

2018-2019 - Create Student Organized Sales Panel Event. Other Teaching Activities.

2018-2019 - Musical Learning Experience with Chuck Capps for Servant Leadership. Other Teaching Activities.

2018-2019 - Social Media Panel - Student Organized. Other Teaching Activities.

2017-2018 - Guest Speaker for several courses. Other Teaching Activities.

## **INTELLECTUAL CONTRIBUTIONS:**

### **Grid**

Category	BDS	AIS	TLS	Total
Articles-in-Progress (All)		4	1	5
Publications of Non-refereed or Invited Papers		1		1
Presentations of Non-Refereed Papers		1	1	2

### **Non-Refereed Proceedings**

#### **Full Paper**

Bamber, J. R., & Borchers, A. S. (2019). Revisiting the Purpose of Business. CBFA Annual Conference.

### **Invited Articles/Reviews**

Bamber, J. R., & Borchers, A. S. (in press, 2020). Revisiting the Purpose of Business. Journal of Biblical Integration in

Business, 23 (1).

Bamber, J. R., Holaway, R., & Ivey, J. (in press, 2020). The Good Fill - A Unique "Zero Waste" Business Deals with Unexpected Success and Potential Expansion Opportunities. American Journal of Management (AJM), 20 (4).

## **Textbooks**

Bamber, J. R. (2018). Professional Relationship Marketing.

Bamber, J. R. (2018). Internet Marketing.

## **Presentation of Non-Refereed Papers**

### **National**

Bamber, J. R., Holaway, R., & Ivey, J. (2019-2020, January). The Good Fill - a unique "zero waste" business deals with unexpected success and potential expansion opportunities. Invited presentation at Society for Case Research, Chicago, Illinois.

Bamber, J. R. & Borchers, A. S. (2019-2020, October). Revisiting the Purpose of Business. Invited presentation at CBFA Annual Conference, Siloam Springs, Arkansas.

## **Working Papers**

Borchers, A. S. & Bamber, J. R. (2020). "Revisiting the Purpose of Business," targeted for Journal of Biblical Integration in Business.

Bamber, J. R. & Borchers, A. S. (2019). "Revisiting the Purpose of Business," targeted for Christian Business Academy Review.

Bamber, J. R. & Liddle, G. B. (2018). "Can Uber Protect Users and Its Brand Image?," targeted for Journal of Critical Incidents.

## **Intellectual Contributions-Other**

### **Teaching and Learning Scholarship**

2017-2018: Bamber, J. R., Improv Ethics Theatre: Factory Closing and Outsourcing. This is based on a real life scenario of a large multinational company closing a small town factory and outsourcing the jobs. The roles involved are the mayor of the town, a reporter, the HR director of the company, and an employee at the factory. These issues create turbulence and the potential for ethical challenges at work. Four students read their roles in private and then "act out" their decisions in front of the class. Once their role play is over, then have them each reveal their role to the class and have the class discuss the ethical decision that each actor had to play.

2016-2017: Bamber, J. R., Global Market Entry - Live Case. This is a live role play case developed to help students understand the challenge of a sales / marketing interaction in different global markets. The students learn about cultural differences, interviewing and asking questions to help sales and marketing efforts, customizing product lines and offerings based on local market needs, and selling the right product to the company.

2016-2017: Bamber, J. R., Improv Ethics Theatre: Workplace Affair. This is based on a real life scenario of how home and work issues can create turbulence and the potential for ethical challenges at work. Four students read their roles in private and then "act out" their decisions in front of the class. Once their role play is over, then have them each reveal their role to the class and have the class discuss the ethical decision that each actor had to play.

2016-2017: Bamber, J. R., Improv Ethics Theatre: References and Hiring. This is based on a real life scenario of a young job seeker and the web of chaos that results from their choice of references as they apply to a new job. These issues create turbulence and the potential for ethical challenges at work. Four students read their roles in private and then "act out" their decisions in front of the class. Once their role play is over, then have them each reveal their role to the class and have the class discuss the ethical decision that each actor had to play.

## **SERVICE:**

### **Service to the University**

#### **College Assignments**

##### **Administrative Duties Documentation:**

2015-2016: MAC Marketing Consultation

2015-2016: COB Marketing Meeting

2015-2016: Evaluate FoxFuel Marketing Proposal for COB

##### **Faculty Advisor:**

2015-2016 – 2018-2019: Kittrell Business Pitch Feedback - Mock Judge

**Mentoring Activities:**

2017: Student Business Mentor

2015-2016 – 2017-2018: Elevator Pitch Judging for CEO club

**Other Institutional Service Activities:**

2019-2020: COB How Not to Zoom Video

2017-2018: Christmas Lunch Entertainment

2015-2016: Honors College Speaker

2015-2016: Florence Planning Committee & Student Learn Sessions

**Writing Student Recommendations:**

2017-2018 – 2018-2019: Multiple Student Recommendations

**University Assignments****Committee Member:**

2016-2017 – 2020-2021: Faculty Senate Council

**Faculty Sponsor:**

2019-2020: AMA Student Club Launch

2018-2019 – 2019-2020: AMA Conference - New Orleans March 2020 (Cancelled)

**Mentoring Activities:**

2018-2019 – 2019-2020: Advising and Mentoring

**Other Institutional Service Activities:**

2017-2018: Provost Dinner / Prospective Students

**Service to the Profession****Advisor**

2015-2016: Millennial View. Advise new Consulting Firm on following:

- Choosing business model
- Website and marketing strategy
- Content Creation
- Book publishing and revision

2014-2015: TrabajoTN.

**Presentation**

2018-2019: Esslingen - School of Applied Sciences, Esslingen, Germany. Andy Borchers and I presented the topic of "Revising the Purpose of Business" based on our paper of the same name. The audience was a mixed group of Faculty and graduate students from the Esslingen School of Applied Sciences as well as the Lipscomb students on their Maymester Study Abroad trip.

**Service to the Community****Chair of a Committee**

2019-2020: COB Virtual Graduation Reception, Led team of COB staff to create an engaging virtual graduation experience for both undergrad and graduate students.

**Member of a Committee**

2019-2020: COB Recruiting, Used HubSpot to create CRM for Faculty / Student recruiting purposes. Helped to lead coaching and training for faculty and students on using the CRM and best practices for calling and emailing prospective students.

2018-2019: COB Service Day with Samaritan's Feet, Participated in the COB service day and helped recruit around 15 student volunteers from my classes to attend the event. It was an amazing day of service!

2017-2018 – 2018-2019: Glenciff Entrepreneurship STEAM magnet school - Shark Tank Judge, As part of Lipscomb's partnership with Glenciff elementary, I was invited to be the judge for their first Shark Tank event. It was a fun and rewarding experience and I hope we can continue to partner with this school.

### **Other Community Service Activities**

2018-2019: Cumberland Elementary Service Day, Participated and loved being a part of the Lipscomb COB service day at Cumberland Elementary. Hope to do this again!

2016-2017: Nicaragua Service Trip - March 2017, Visited several different organizations in Nicaragua, including a home for girls and a day school for students with disabilities. Led music and art workshops, as well as songwriting, and shared copies of the CD's that these same children had been able to sing on in previous trips. What a wonderful trip and so great to see them light up hearing their voices on a CD!

### **Speech / Presentation at a Community Meeting**

2017-2018: Chapel - Worship Leading, Led Worship for Lipscomb COB Chapel on 11/16/17

2016-2017: Musician's Corner & Looby Center - Music and Art Workshops, Led music and art workshops for children at both Centennial Park and the Looby Center through the non-profit Musician's Corner. Taught art, music, and songwriting to students along with my wife.

2016-2017: Summer Music Tour, Played music and shared the gospel with people during 26 concerts in Germany, Switzerland, England, and Ireland.

2016-2017: Lipscomb Graduation Lunch, Shared music and encouraging stories with Lipscomb Students and Community for the COB Graduation Lunch.

## **Faculty Development**

### **Assurance of Learning - Professional Development**

2015-2016: CTL Workshop. Learned about "Teaching Naked" vs. Flipped Classroom philosophy  
Applying these concepts to my classes

### **Technology-Related Training**

2015-2016: Faculty Development Work Session.

SEDONA Training for New Faculty

## **Honors & Awards**

### **Award**

2018-2019: Lipscomb Campus Being a Difference Award Winner, NASBA.

### **Honor**

2016-2017 – 2018-2019: Outstanding Teacher Nominee, Lipscomb University. Nominated for the Outstanding Teacher award.

2016-2017: Class Sponsor, Lipscomb University. Selected by the class of 2017 as the Class Sponsor. It was a great honor for me.

## **Other Activities**

2020-2021 - Teaching Philosophy

2020-2021 - Application for Promotion

2020-2021 - Sample Assignments Introduction

2020-2021 - Course Updates based on Evaluations and Professional Growth in Syllabi : These seemed very similar / redundant so I have combined them.

2020-2021 - Teaching Responsibilities - Signed

2020-2021 - Student Evaluations Synthesis

2019-2020 - Faculty Development Evaluation 2019-2020

2019-2020 - Intellectual Pursuits Overview

2019-2020 - Curriculum Vitae

2018-2019 - Faculty Development Evaluation 2018-2019

2017-2018 - Faculty Development Evaluation 2017-2018

2016-2017 - Faculty Development Evaluation 2016-2017

2015-2016 - Faculty Development Evaluation 2015-2016

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**Last updated by member on 30-Sep-20 (03:20 PM)**