
Rick Holaway, D.B.A.
Assistant Professor
College of Business: Management, Entrepreneurship & Marketing
Lipscomb University
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Academic Background

D.B.A. George Fox University.

M.B.A. Lipscomb University.

B.S. Lipscomb University.

Memberships

American Marketing Association, 2018-Present

Christian Business Faculty Association, 2018-Present

Marketing Management Association, 2018-Present

Society for Case Research, 2018-Present

WORK EXPERIENCE:

Academic Experience

Chair of Management, Entrepreneurship, Marketing, Lipscomb University (2019 - Present), Nashville, Tennessee.

Assistant Professor, Lipscomb University (2018 - Present), Nashville, Tennessee.

Director of Graduate Programs, Lipscomb University (2018 - Present), Nashville, Tennessee. Director of the MBA programs.

Adjunct Professor, Lipscomb University (August, 2013 - April, 2018), Nashville, Tennessee. • Teach Principles of Marketing to undergraduate students within the College of Business • Teach Strategic Marketing to graduate students within the College of Business • Teach variety of Management & Marketing topics in Masters of Management program including strategy, leadership styles, value creation, consumer behavior, positioning, and promotion

Non-Academic Experience

National

Co-Founder, Simply Told (January, 2018 - Present), Nashville, Tennessee. Simply Told was created to help non-profits with their communication and organizational efforts. The goal is to help them accomplish their mission.

Vice President of Enrollment Management, Lipscomb University (November, 2011 - April, 2018), Nashville, Tennessee. • Provide vision, strategy and direction to the various efforts associated with enrollment management in order to provide a cohesive, streamlined process for entering students • Utilize a \$4M+ budget to provide a recruiting experience that surpasses competition • Helped increase net tuition revenue from \$33M (2004) to over \$100M (2016) through leadership in traditional undergraduate, graduate and online enrollment • Increased the university's diversity to > 20% through key, targeted initiatives • Implemented complex marketing plans through robust CRM software that provides data to direct strategic decision making, while communicating directly to the Banner system • Responsible for selecting, hiring and overseeing marketing firms • Developed a comprehensive prospecting strategy including the creation of new marketing materials, digital campaign, and university enrollment website • Work closely with President, CIO, CFO, executive leaders, faculty, and Board of Trustees to create and implement meaningful opportunities for students in the enrollment process • Created multiple new scholarship programs to target high achieving students, Latino populations, international students, as well as freshmen and transfer students • Ensure seamless communication and coordination between admission, financial aid and registrar's offices • Created Graduate and Adult Office of Admissions through realigning ~30 university staff and resources

Senior Director of Admissions and Marketing, Lipscomb University (April, 2004 - November, 2011), Nashville, Tennessee.

• Hire, train and manage 27 full-time and 55 part-time employees • Implemented a program for staff regarding team building and opportunities for advancement in their career • Developed strong customer service skills in all employees through new training program • Supervise operations for campus recruiting events, visits and NCAA recruiting regulations • Work with

the CFO to coordinate pricing strategies and discount programs • Developed and executed a targeted, integrated marketing campaign using social media, direct marketing, calling campaigns, personal selling, events and digital media

Consulting

2020-2021: Self Employed, Helping new President, Executive VP and Director of Admissions with Enrollment Objectives and Process

2018-2019 – 2020-2021: Simply Told, Madison Community Church

2017-2018: Credo Higher Ed, Ongoing consulting

TEACHING:

Courses Taught

Courses from the Teaching Schedule: Becoming a Professional II, Global Marketing, Healthcare Quality/Outcomes, Human Resources Management for Leaders, Independent Study in Management, Integrated Decision Making, International Business, Internship in Marketing, MBA Travel, Managing Decisions for Results I, Managing Decisions for Results II, Managing Yourself & Others I, Managing Yourself & Others II, Managing for Results III, Managing Yourself & Others III, Marketing Management, Marketing Strategy, Principles of Marketing, Prof Development-Healthcare, Relationship Marketing, ST:Creating Personal Brand, Storytelling for Customers, Strategic Marketing, Strategic Marketing, The Global Manager II

Courses taught, but not in the Schedule:

INTELLECTUAL CONTRIBUTIONS:

Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1		1	2
Articles-in-Progress (All)	3	1	2	6
Presentations of Non-Refereed Papers		2	1	3

Refereed Articles

Bamber, J. R., Holaway, R., & Ivey, J. (2020). The Good Fill - A Unique. American Journal of Management (AJM), 20 (4).

Holaway, R., & Crawford, J. (2020). To Everything There is a Season--A Time to Live and a Time to Die: A Case Study of the History, Customs, Emerging Trends, And Market Responses in the Final Disposition Industry. Atlantic Marketing Journal.

Presentation of Non-Refereed Papers

International

Holaway, R., Bamber, J., & Ivey, J. (2020-2021, March). The Good Fill- Conference cancelled by Covid-19. Invited presentation at MBAA International, Chicago, Illinois.

Holaway, R. (2020-2021, February). Pricing Implications in Private Higher Ed- Conference cancelled by Covid-19. Invited presentation at Society for Advancement of Management Annual International Conference, Nashville, Tennessee.

National

Holaway, R. (2018-2019, July). Pricing Implications in Private Higher Ed. Invited presentation at Ruffalo Noel Levitz National Conference, Orlando, Florida.

Working Papers

Holaway, R. & Ivey, J. (2019). "DWE: Differentiation in the MBA Market."

Holaway, R. (2019). "Personal Brand on Social Media Platforms."

Holaway, R. (2019). "WOM Marketing & Christianity."

Holaway, R. (2019). "Case: Power of the Bracket (NCAA vs NIT)."

Holaway, R. & Paden, M. (2018). "Z Generation Servant Leaders in a Narcissistic World."

SERVICE:

Service to the University

Department Assignments

Faculty Advisor:

2018 – 2021: Student Advising

Other Institutional Service Activities:

2019-2020 – 2020-2021: College of Business

College Assignments

Faculty Sponsor:

2018-2019: Co-led trip to Israel

Member:

2018-2019 – 2020-2021: Writing Assessment Committee

University Assignments

Committee Member:

2019-2020: Hiring Committee for Lipscomb Online Leadership

Service to the Community

Other Community Service Activities

2019-2020 – 2020-2021: Hillsboro Church of Christ, teaching adult Sunday class

2018-2019 – 2019-2020: First Presbyterian, Coaching youth basketball

2018-2019: Hillsboro Church of Christ, teach multiple adult classes

2017-2018: Brentwood Hills Church of Christ, Room in the Inn volunteer

2017-2018: Volunteer at LEAS, Volunteered to serve at LEAS Physical Skills Day

Faculty Development

DS: Research-Related Conference/Seminar

2020-2021: Christian Business Faculty Association Annual Conference.

Other Professional Development

2020-2021: Society for Advancement of Management Annual International Conference. Explaining significant findings related to how price (tuition and fees) correlates with changes in enrollment figures, retention, financial aid, alumni financial involvement, class sizes, student to faculty ratios, and acceptance rates. Key takeaways for attendees include a broader understanding of how increased tuition, over time, impacts key institutional health indicators. The presentation will be a time for the audience and presenter to share experiences and relative outcomes so they will walk away with some best practices in hand.

2020-2021: MBAA International.

2018-2019: Ruffalo Noel Levitz National Conference. Explaining significant findings related to how price (tuition and fees) correlates with changes in enrollment figures, retention, financial aid, alumni financial involvement, class sizes, student to faculty ratios, and acceptance rates. Key takeaways for attendees include a broader understanding of how increased tuition, over time, impacts key institutional health indicators. The presentation will be a time for the audience and presenter to share experiences and relative outcomes so they will walk away with some best practices in hand.

Other Activities

2018-2019 - Graduate Director