

## SIAN E. CHRISTIE

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Qualified for teaching positions where academic leadership, entrepreneurial acumen, innovative business plan development and the ability to implement strategies will be of value. A 35-year career in marketing and entrepreneurship in both the education and retail sectors reflects the ability to effectively define the needs of changing markets in a global marketplace and plan and implement countless successful programs and events.

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### PROFESSIONAL EXPERIENCE

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**St. Olaf College, Northfield, MN**

**2004-current**

**Director, Business and Management Studies Program; Entrepreneur in Residence**

***Teaching: Design Thinking & Entrepreneurship, Marketing, Organizational Storytelling, Innovation in New Zealand, Management Policy & Strategy, Internship Reflection seminar***

- Director of Business and Management Studies program (2009-10) (2015-16) (2020-present)
- Collaborated with 150 for-profit and nonprofit organizations to develop community-based research in all classes (grants writing or marketing/ business plans for businesses and organizations)
- Engage over 30 alumni and business people annually for class guest speakers to provide content-based class discussions and panels
- Supervise 8-10 academic internships per year to prompt active reflection for working students
- Supervise 3-4 independent studies annually in a wide range of topics
- Use Design Thinking, Team Based Learning and Civic Engagement (community-based research) active-learning activities in all classes

#### ***Study Abroad and off-campus Programs***

- Developed and led Business 260: Innovation in New Zealand (January 2017, 2019, scheduled 2024)
- Program Advisor\* for Curtin University, Australia (2015-2021)
- Field Supervisor for Environmental Sciences in Australia/New Zealand (Feb – May, 2018)
- Field Supervisor for Global Semester (Sept – Feb, 2011-2012)
- Program Advisor\* for Otago University, New Zealand Study Abroad (2010-11)
- Program Advisor\* for Associated Colleges of the Midwest (ACM) Business and Ethics in Society Chicago Program (2009-2018)

*\* advise St. Olaf students of course offerings in study away programs*

#### ***College administration and service***

- Member of the college-wide Curriculum Committee (2022-present)
- Marketing and Communications Editorial Advisory Board (2019-present)
- Member of the Academic Civic Engagement Advisory group (2014-16) (2019-2021)
- Participated in the Critical Global Learning Community of Practice organized by the Smith Center for Global Engagement (2021)
- Member of the Institute for Freedom and Community Director's Council (2019-2020)
- Participated in the ACM FaCE grant, Making the Most of Immersion workshop (2019)
- Mentored students in the Social Entrepreneurship Scholars Program where a cohort of students live in community and work for Minneapolis/ St. Paul non-profits (summers 2012-2020)
- Member of college-wide Faculty Life Committee (2015-17)
- Supervised and mentored students in the Mayo Innovation Scholars summer program where students write and present a feasibility plan to prominent Mayo Clinic executives (summers 2012-16)
- Regularly present at summer and fall St. Olaf admissions events.
- Member of the Chief Marketing Officer search committee (2016)
- Member of the Media Studies Advisory group (2015-16)
- Member of the Ole Cup Business Plan Planning Committee (2013-14, 2014-15)

SIAN E. CHRISTIE, DIPMGT, MBA

- Member of the Engagement Committee - committee led by the Vice President for Advancement looking into ways to effectively engage alumni and parents (2012-2013)
- Member of the Advising Coordinating Group - committee led by the Registrar of the College looking into effective academic advising practices (2012-2013)
- Proposed the 'Innovation in the Liberal Arts' 2012-13 Theme year and have chaired the planning group (funded six learning communities, organized a kick off panel, hosted five innovation lunch conversations, and conducted a student innovation competition).
- Presented at St. Olaf on the Road in NYC, Chicago, Washington, Minneapolis & San Francisco, "Entrepreneurship" versus "Entrepreneurship": Are Entrepreneurs Made or Born? (2010-14)
- Assisted with annual planning and execution of Entrepreneurship Week and the General Mills Case Challenge (2005-2011)
- Developed, planned and implemented six successful *Making it in the Arts* Conferences (15-20 alumni panelists and student attendance between 150-300) (2007, 2008, 2010, 2012, 2013, 2014). Obtained matching funding from *Self Employment in the Arts* to support the event. Facilitated and lead the fine arts faculty planning group to execute decisions

### **Research & Grant Seeking**

- Accepted onto the Fulbright Specialist Roster for a tenure of three years beginning on 10/13/2023.
- Received a Collaborative Undergraduate Research and Inquiry (CURI) summer research grant (summers 2017-2020) for "Developing entrepreneurial skills in students to enhance study abroad and internship experiences"
- Accepted and attended the United States Small Business and Entrepreneurship (USASBE) "Go Deep Scholars program (August, 2017)
- Applied for, and received, an Associated Colleges of the Midwest (ACM) Seminars in Advanced Interdisciplinary Learning (SAIL) Grant "*Silicon Valley as an Innovation Ecosystem*" (summer 2016)
- Received a CURI summer research grant (2015-16) for "Ecotourism in Japan" in collaboration with Prof. Katherine Tegtmeyer Pak (Asian Studies/Political Science), with support from the Luce/LIASE grant
- Applied for, and received, a Target Corporation Grant of \$500 (fall 2014) and \$1,000 (fall 2015) for conducting a marketing plan competition
- Received a CURI summer research grant (2011-12) for "Economic Impact of the Arts in Northfield" then attended the Imagining America National conference: *Linked Fates and Futures: Communities and Campuses as Equitable Partners?* in NYC and presented a poster '*Economic Impact of the Arts in Northfield*' (October 2012)
- Received a CURI summer research grant (2009-10) for research into best practices in arts event management in collaboration with Prof. Paul Neimisto (Music)
- Civic Engagement Summer Institute Participant (2009)
- Presented paper "Entrepreneurial Skills for Life-Long Employability" at the National Consortium for Entrepreneurship Centers (2005)
- Co-authored a successful grant application for \$17,000 to the Coleman Foundation to fund summer entrepreneurial interns (2004)

### **St. Olaf College, Northfield, MN**

**2004-2008**

#### **Associate Director**

#### ***Finstad Office for Entrepreneurial Studies, Center for Experiential Learning***

- Facilitated student learning by developing, implementing and evaluating student exploration of entrepreneurial theories, ideas and opportunities through classes and programs
- Designed and managed all aspects of the Finstad Grant Program
- Enhanced linkages with academic programs/departments through the development and implementation of experiential learning activities into the curriculum

- Provided entrepreneurial experiences for students by developing networks with alumni, friends of the college and outside organizations

**Dartmouth College, Hanover, NH**

**2001-2004**

**Program Coordinator**

***Dartmouth Entrepreneurial Network (D.E.N.)***

- Facilitated the rapid growth of the network that supplied over thirty active start-up teams with the support, education and guidance that was required to commercialize their business idea
- Designed and managed the marketing, operations and administrative functions of the D.E.N. including development of all promotional materials, updating the website, and public relations
- Developed, planned and implemented three annual Conferences (40 VIP panelists and a capacity crowd of over 450 attendees), over 10 quarterly workshops, and an entrepreneurship mini-course
- Edited and contributed articles for the bi-monthly newsletter publication with a readership of over 1,200
- Researched, monitored and advised on Government Funding Options for start-ups
- Advised a diverse population of undergraduates on business development

**Video Works (Previously United Video), Dunedin, New Zealand**

**1991-1999**

***Manager***

- Recruited and trained over forty staff in four stores. This included maintaining team targets and incentives, conducting performance appraisals and disciplinary procedures, and defining training needs for continual improvement of service
- Prepared annual budgets of \$1.5 million and developed and implemented the annual business plan
- Managed all aspects of a busy entrepreneurial business with a membership base of 13,000 customers, including promotion and budgeting, and administration

**EDUCATION**

**Massey University**

**1996-1998**

Palmerston North, New Zealand  
*Masters of Business Administration*

**Otago Polytechnic**

**1989-1994**

Dunedin, New Zealand  
*Diploma in Management and Certificate in Business Studies*

**OTHER ACHIEVEMENTS & VOLUNTEER ACTIVITIES**

Northfield Arts Guild Board Member, President

**2012-2017**

- Lead the organization from a failing deficit to balancing and growing the budget by 25%

St. Olaf College Gertrude Hilleboe Award for Faculty Involvement in Student Life

**2011**

Northfield Enterprise Center Board Member, President, Secretary and Treasurer

**2005-2009**

Member of the Northfield Rotary

**2005-2008**

**REFERENCES AVAILABLE ON REQUEST**