

Heather Lynn Harris

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Curriculum Vitae

EDUCATION

Academy of Art University

Academy of Art University, San Francisco, CA

- **Masters of Fine Art**, Illustration
- Anticipated date of completion 2015

William E. Simon Graduate School of Business Administration

University of Rochester, Rochester, NY

- **Masters of Business Administration**, June 1992
- Concentrations in Finance and Organizations & Markets

Crouse-Hinds School of Management

Syracuse University, Syracuse, NY

- **Bachelor of Science** in Marketing Management – Cum Laude, May 1989
- Member of Beta Gamma Sigma (National Business Honor Society)
- Four-year volleyball scholarship (NCAA Division I) – Academic All American 1986 & 1988

ACADEMIC EXPERIENCE

Villa Maria College of Buffalo, Buffalo, NY

April 2013 – Present

Assistant Professor

Responsible for business program development, curriculum review, and development of a new four year bachelor of business administration program that was approved by the New York State Education Department on 12/18/2012. Also responsible for development of new business curriculum, such as Social Media Marketing, that keep business program relevant in today's dynamic business environment and development of experiential learning trips that immerse students in real world learning situations. I continue to teach marketing, advertising, and retailing courses while also serving the college through committee participation. Administratively, I manage scheduling of all business courses, manage part-time faculty, and collect and analyze outcomes data upon student graduation. Pursuit of scholarly activity is also part of my responsibility and I have prepared and presented several teaching and learning papers to academic colleagues at local educational conferences.

2

Villa Maria College of Buffalo, Buffalo, NY

September 2005 – April 2013

Instructor

Responsible for teaching marketing, advertising and retailing courses to undergraduate students at a private, liberal arts college. Teaching methods include student centered learning via active learning, in-class demonstrations, discussion and debate, and traditional lecture. Teaching focus is on discovery and application facilitated by instructor. More specific responsibilities include:

- Designing, preparing and developing teaching materials for traditional and blended on-line courses.
- Assessing student's performance through setting and marking examinations
- Supporting students through academic and career advisement
- Developing and implementing curriculum improvements and new methods of teaching to reflect outcomes assessment.
- Establishing collaborative links outside the college with business professionals to maintain credibility and keep abreast of industry developments and internship opportunities
- Representing the college at professional conferences and seminars through academic presentations

PROFESSIONAL MARKETING EXPERIENCE

redFISH Art Studios & Gallery, East Aurora, NY

April 2005 to April 2011

Co-Founder

Conceptualized, developed, and renovated historic cheese factory building in East Aurora, NY into an artistic venue that provides serious artists with a platform of support, inspiration, encouragement, and growth within their field and medium. redFISH Art Studios & Gallery is dedicated to providing a bridge between artists, their projects and the community, by giving artists a means to create and connect their art on a local as well as a global level, and by bringing social consciousness to the community through art exhibits and fund raising events. Our professional gallery is used to showcase fine art works of national, regional and resident artists, and our studio space provides serious artists with workspace and community. Responsibilities include:

- All marketing, advertising, and promotion and communication
- Financial management and long-term vision and growth
- Art workshops and retreats

Fisher-Price, East Aurora, NY

April 2000 to April 2005

Senior Marketing Manager

Worked within a creative team of design, engineering and marketing to conceptualize and produce toys that develop and delight preschool age children. Responsible for leading the team in the development of the toy lines through seven business cycles using strategic business planning, consumer directed market research, ideation and concept refinement, competitive analysis, and concept testing to create meaningful and differentiated products. Created positioning statements for each toy line and delivered creative execution against positioning working with advertising agencies to create print advertising, packaging, in-store promotion, and TV advertising. Developed pricing strategies of toy lines and managed profitability to company targets. Represented and communicated toy line to Fisher-Price executive management, field sales people and retail buyers for selection to store inventory. Toy lines included:

- Power Wheels: battery powered ride-ons for 1 – 5 years old
- babygear: bouncer seats, swings, high chairs and other gear for newborn babies – 2 years old
- newborn toys: teethers, rattles, playmats and gyms for newborn babies – 9 months old

Rich Products Corporation, Buffalo, NY

May 1995 – December 1999

Marketing Manager

Worked for large privately owned frozen food manufacture in the non-dairy and bakery divisions to develop and deliver products and services for their respective customers. Worked with both institutional and retail customers in an advisory role to understand and analyze their businesses using category management principles and developed recommendations for products or services that would enhance their growth. Within Rich's I was assigned to and led projects that researched and launched new "value-added" packaging, products, or services for customers. Developed positioning for projects and directed all creative execution against positioning. Developed full promotional support of projects utilizing elements such as PR campaign, "in-store" promotion, product samples, coupons, press kits, drive time radio, and TV promotion on local morning shows.

Bausch & Lomb, Rochester, NY

July 1992 – May 1995

Product Manager

Worked with ophthalmologists, engineers and sales to develop and market a line of contact lenses to doctors that delivered visual correction to their astigmatic and presbyopic patients. Headed team and coordinated the development and launch of contact lens line extension for people with severe astigmatism. Also, helped to create new "occasional wear" positioning for launch of new bifocal contact lens product. Organized and delivered all marketing communication on contact lens programs to field sales force.

ACADEMIC AND COMMUNITY SERVICE

- Member Mission Integration Committee, Villa Maria College 2012 - present
- Member Academic Success Committee, Villa Maria College 2012 – present
- Founding Member Professional Development Committee, Villa Maria College 2012 - present
- Co-chair Curriculum Committee, Villa Maria College, 2009-2010
- Member Curriculum Committee, Villa Maria College, 2005- 2010
- Member Credit Hours Equivalency Committee, Villa Maria College, 2008 - 2010
- Member Faculty Senate, Villa Maria College, 2005 – present
- Member New Program Development Committee, Villa Maria College, 2008 - 2009
- Member Middle State Accreditation Committee, Villa Maria College, 2006 - 2008
- Organize and conduct a “Business Career Panel” forum for all students of Villa Maria College. Provided students a chance to interact with and discuss business career options with professionals. 2008-present.
- Organize and conduct an “Annual Business Tour” for all students of Villa Maria College. Provided students an opportunity to see the inner workings of successful, local companies across many industries (Buffalo News, GEICO, Father Sam’s Bakery, Choco-Logo) 2005 – present
- Member of the Young Life Committee for the Southtowns of Buffalo, NY 1995 – 1997, 2000-2004
- Volunteer at Orchard Park Middle School assisting with the running of the school bookstore. 2011 - present

HONORS AND AWARDS

- 2006 Susan B. Anthony Promise Award for excellence in leadership, wisdom and a career that promises to fulfill Susan B. Anthony’s vision, University of Rochester
- 2005 Five Year Service Award, Fisher-Price
- 2004 Marketing Excellence Award Newborn Team, Fisher-Price
- 2002 Fisher-Price Team Excellence Award Babygear Team, Fisher-Price
- 1994 Bausch & Lomb Contact Lens Marketing Team Award, Bausch & Lomb
- 1989 Fred Brightman Memorial Award for Excellence in Athletics and Personal Character, Syracuse University Alumni Club of Rochester

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- SCBWI
- Buffalo Society of Artists
- East Aurora Art Society

SELECTED PROFESSIONAL DEVELOPMENT

- 2014 Consultant to “Mountain Cabin Studio” Indiegogo campaign. Campaign successfully met it’s goal and funded start of project.
- 2014 Social Media Technology Conference, Niagara University, Niagara Falls, New York – “Using Social Media in the Classroom and Beyond”
- 2014 MAGIC MARKET WEEK, “The Business of Fashion”, Las Vegas, Nevada – attended several seminars on topics such as Omnichannel Marketing, Trend Analysis, and Social Media in the Retailing Environment
- 2013 12th Annual Niagara University International Conference on Teaching and Learning, Niagara University, Niagara Falls, New York – “Integrative Learning”.

- 2012 11th Annual Niagara University International Conference on Teaching and Learning, Niagara University, Niagara Falls, New York– “Enhancing Values-Based Learning and Intrinsic Motivation in the Active, Integrative Classroom” with keynote by Dr. Edward Deci.
- 2011 8th Annual The Teaching Professor Conference, “ Educate, Engage, Inspire” with keynote by Elizabeth F. Barkley
- 2010 4th Annual SUNY Fredonia Teaching and Learning Conference, “Universal Design of Learning: Accessible and Assistive Technologies to Enhance Student Learning” with keynote by Dr. Brett Christie & Emiliano Ayala,
- 2010 9th Annual Niagara University International Conference on Teaching & Learning, Niagara University, Niagara Falls, New York – “Teaching and Learning Multiculturally in a Diverse Classroom” with Dr. Mathew Ouellett
- 2009 8th Annual Niagara University International Conference on Teaching & Learning, Niagara University, Niagara Falls, New York – “Learning, Teaching and Engagement” with Jane Vella
- 2008 University of Buffalo Graduate School of Education Conference: “Diffusing School Conflict Lessons from the Field” with David Frahn, DPD Superintendent, Hopevale UFSD and Rubie Carlie, McKinley School Psychologist, Buffalo Public Schools.
- 2007 National Business Education Association 2007 National Conference, New York, New York
- 2005 “Professional Leadership” Training Workshop with Bonnie Hackford, Fisher-Price, East Aurora, NY
- 2004 “Professional Presentation” Workshop with Michael Pietak, Fisher-Price, East Aurora, NY
- 2003 “Managing Diversity” Training with Bonnie Hackford, Fisher-Price, East Aurora, NY
- 2002 “Sensitivity Training” with Bonnie Hackford, Fisher-Price, NY
- 1997 “Thinking Outside the Box” Training with The Performance Group, Rich Products, Buffalo, NY
- 1996 “Train the Trainer” Training with Mary Beth Debus, Rich Products, Buffalo, NY

PROFESSIONAL PRESENTATIONS

- 2013 11th Annual Niagara University International Conference on Teaching and Learning, Niagara University, Niagara Falls, New York
Conference presenter – “Ad-prentice Competition – An Integrative Learning Experience That Sparks Student Motivation”
- 2009 2nd annual Simon Women’s Conference, University of Rochester, Key Note Speaker – “A Look at Career Progression Afforded with an M.B.A.”
- 2008 2nd Annual Thinking Outside the Box Seminar, University of Rochester
Simon Early Leaders Program, University of Rochester, Key Note Speaker – “A Look At Entrepreneurialism”
- 2007 3rd Annual William E. Simon Graduate School National Case Competition, University of Rochester
- 2006 Simon Early Leaders Program, University of Rochester, Key Note Speaker – “Entrepreneurial Endeavors with an M.B.A.”
- 2005 1st Annual William E. Simon Graduate School National Case Competition, University of Rochester

FINE ART EXHIBITS AND BENEFITS

SELECTED FINE ART EXHIBITS

- 2013 Academy of Art University Spring Show, San Francisco, CA (Group), Juried Show
- 2013 East Aurora Art Society, East Aurora, New York (two person show), Narrative Paintings
- 2012 Heather Lynn Harris Studios, Orchard Park, New York – Recent Works Solo Show
- 2012 East Aurora Art Society Exhibition, East Aurora, New York (Group), Juried Show, 1st place oil
- 2011 Heather Lynn Harris Studios, Orchard Park, New York – Midpoint Solo Show
- 2011 Vanover Fine Arts Gallery, Springville, New York (solo show)
- 2010 East Aurora Art Society, East Aurora, New York (two person show) Portrait show

- 2009 East Aurora Art Society Exhibition, East Aurora, New York (Group), Juried show, 2nd place oil category
 - 2008 East Aurora Art Society Exhibition, East Aurora, New York (Group), Juried show, 2nd place oil category
 - 2008 redFISH Annual Member's Show, East Aurora, New York (Group)
 - 2007 GIMMESHILTER Art Show, East Aurora, New York, a national exhibition that raised over \$14,000 for the homeless
 - 2007 redFISH Resident Artists Show, East Aurora, New York (Group)
 - 2006 redFISH Small Painting Show, East Aurora, New York (Group)
 - 2002 Fisher-Price Artists Show, East Aurora, New York (Group)
 - 1998 TCC Visual Art Center Student Publication, Norfolk, Virginia (Group)
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COMPUTER SKILLS & INTERESTS

PC - Microsoft Excel • Microsoft Word • Microsoft Power Point • Microsoft Outlook

Macintosh – OS • Adobe Illustrator • Photo Shop •

Interests – Hiking • Skiing • Running • Volleyball • Storytelling • Young Life Ministry • Proficient in German