

## CURRICULUM VITAE

**Tim P. McMahon MA PhD**

17712 Patrick Avenue Omaha, NE 68116  
Phone: 402-496-9952 Mobile: 402-660-1165  
tim@mm-mkt.com

### Experience:

#### ***Higher Education***

Creighton University, Omaha, NE Heider College of Business

Clinical Associate Professor, 2011 – present; Adjunct: 2005-2011

Courses: Marketing and Management

Faculty Advisor, the iJay, an Apple authorized campus store (2011-2016)

Committees: Chair, Recon Technology Committee (2013-2015); Chair, Apple Authorized Campus Store Acquisition Committee (2012-2013); Curriculum developer and lead instructor, iJay Practicum. Developed strategic communication courses – Public Relations, Corporate Communication, Brand Management, Social Media.

Significant professional activity in PRSA, and mentoring students for careers in business and communications.

Awards: Creighton Heider College of Business Graduate Business Faculty Member of the Year (2016) Cahill Award (2011, 2012, 2013); Iggy Award for student advising (2013); Beta Gamma Sigma teacher of the Year award (2016; 2015), Judge – Murphy Cup (2014-15)

New York University, NY, NY

M.S. in Public Relations and Corporate Communications

Clinical Assistant Professor, 2008 – 2013 (Clinical Asst. 2008-2009; Adjunct 2010-2013) Courses: Corporate Communication, Public Relations Research, Leveraging Social Media, Corporate Communications, Communications Law, Ethics & Regulation, Public Affairs, and Integrated Marketing Communications

Responsibilities: Oversee the master candidate practicum projects working with employers to design and monitor completion. This is the principle program for student application and practice as a core requirement for course completion. Advised on dozens of master's theses.

Elon University, Elon, NC, School of Communications

Assistant Professor (2009-2010)

Taught Public Relations & Civic Responsibility, Communications Research and Strategic Campaigns

Served on Undergraduate Research Committee

Dr. McMahon has also taught as a visiting professor in the Food Marketing Program at St. Joseph's University (Philadelphia, PA), NYU business certificate program taught in Santo Domingo in conjunction with the government of the Dominican Republic, and in the MA in Strategic Communication Leadership at Seton Hall University, where courses included Organizational Change and Leadership Communication. Invited to teach and consult at Shandong Jaitong University in Jinan, China in the summer of 2017. Repeated visiting role in Summer 2018.

#### ***Business Practitioner***

JetLinx Aviation, 2018-present

Culture, Leadership & Learning Officer

Responsible for leading development of Jet Linx University, developing company culture, and consulting to leadership on matters of growth, engagement, and human capital performance.

McMahon Marketing LLC

Principal, 2003 – present

Consult senior management on management and marketing issues. Focus on marketing, communications, crisis communication, culture, and organizational commitment.

ConAgra Foods, Inc.

Senior Vice President, Corporate Marketing and Communications (1997-2003).

Vice President-Marketing at Trading & Processing Div. (1997)

Responsible for all aspects of \$26-billion firm's marketing and communication functions. Served as liaison to the

board of trustee's reputation committee. Key officer responsible for cross-platform marketing/branding, crisis management, public relations and reputation. Teams won an Effie, a Silver Anvil, a Nicholson (for financial comm) and national recognition by the National Chamber of Commerce for corporate social responsibility. Developed award-winning marketing and communication campaign which launched the company's transformation and re-positioning from agri-business giant to integrated food company. The *Hungry?* campaign included financial communication, business-to-business outreach, employee programming, and partnerships with the NASCAR Joe Gibbs Racing, the NCAA Big East Tournament, The USPGA Skins Game and sponsorship of the ESPN Hawaii Bowl.

McMahon Marketing Communication Founder/President (1986-1997)

Founded and managed award-winning advertising and public relations agency with \$24-million capitalized billings serving local, regional, national and international accounts in advertising, promotion, public relations and internal communication challenges. Clients included B2B, B2C, local, regional, and national accounts.

Rollheiser Holland Kahler Advertising Senior Account Executive (1985-1986)

Responsible for account management of B2B and B2C accounts.

Pizza Hut, Inc. div of PepsiCo.

Director of National Advertising (1982-1985)

Responsible for creation of all national advertising including Oooo, Ahhh Umm campaign that returned the chain to national leadership; and the first Hispanic Advertising Campaign launched by the chain.

Godfather's Pizza, Inc.

Executive Director of Marketing (1978-1982)

Responsible for development and execution of advertising and trend-setting promotion that fueled growth from several score of stores to more than 850 in three years making it the fastest growing restaurant chain in the country for three years running.

**Education:**

Ph.D., Leadership Studies, Gonzaga University, 2009 Concentration: Leadership effect on organizational performance. Dissertation: *Social Construction of Charismatic Leadership: A Case Study*

M.A., Strategic Communication and Leadership, Seton Hall University, 2005 Concentrations: Strategic Communication, Leadership

B.G.S., Broadcast Journalism, University of Nebraska-Omaha, 1977

**Research Skills:**

Qualitative skills, phenomenological; Applied quantitative in areas of evaluation, performance, and segmentation

**Presentations:**

Shandong Jiaotong University (Jinan, Shandong, PRC), *Career Development of Business Faculty* (05/03/18)

Shandong Jiaotong University (Jinan, Shandong, PRC), *Career Development for Business Faculty* (05/09/18)

Shandong Jiaotong University (Weihai, Shandong, PRC), *Building Culture* (05/11/18)

Shandong Jiaotong University (Jinan, Shandong, PRC), *Multiculturalism and Management* (05/14/18)

UNO PRSSA Farewell Keynote (12/2/17) *Now What?*

ConAgra Culture Crew "Ed Talks" speaker *Nothing gets done until you are committed to doing it* (02/17) *Learning to Learn* (04/17)

American Management Association Super Bowl Ads critique presentation (02/17)

Creighton University School of Medicine, Curriculum Meeting, Omaha, NE, (09/15), "Leadership in a Crisis"

Freshman Leadership Project, Creighton University, Omaha, NE (09/15), "Positive Organizational Leadership"

Anna Tyler Waite Leadership Forum (05/15) Keynote: "Lessons to my 20-year-old self"

Apple Campus Store Leadership Forum, Cupertino, CA, (07/14) Academic Alignment Session: "Framework for Success"

Union Pacific Agricultural Division Conference (05/14) Keynote: "Tweet this: Can social media make a difference?"

PRSA Professional Development Conference (05/14). Keynote: "Leading like your career depended on it"

PRSSA Regional Conference (04/13). Keynote to student conference. Topic: Leadership.

Chamber's Social Media Expo (02/12) – Panel moderator on discussion of social media experts presented to 200+ business owners

Creighton University MBA Program Keynote Speech (2012)

Public Relations Society of America International Conference in Orlando (10/11) – Integrating Social Media with Traditional Marketing (Paid Attendance)

Danisco / DuPont Global Marketing Group - Global Strategy Seminar (06/11). Honorarium), NASCAR Owners and Track Operators Conference, Atlanta, GA (09/09) – Partnership opportunities

Dool, R., & McMahon, T. (2008). Dialogue intensive learning. In *Proceedings of 24<sup>th</sup> Annual Conference on Distance Teaching and Learning*, Madison, WI.

McMahon, T. P. (2008). Opening Panel: Why does social media matter to public relations? In the proceedings of Euroblog 2008, March 13-15, 2008, Brussels, Belgium.

McMahon, T. P. (2006). Corporate confrontation: A trigger event. In *Proceedings of the 2<sup>nd</sup> Biennial Gallup Leadership Institute Summit, A Global Look at Accelerating Positive Forms of Leadership Development*, Washington, DC.

McMahon, T. P. (2006). Charisma to the rescue: The role of socialized charismatic leadership in creating lasting, meaningful enterprises. In *Proceedings of the International Leadership Association 8<sup>th</sup> Annual Conference*, Chicago, IL.

**Publications:**

McMahon, T. P. (In Press). Integrated Communication. In F. H. Garcia and J. Doorley, (Eds.), *Reputation management: The key to successful corporate and organizational communication*, Chinese and Korean eds. New York: Routledge (Taylor and Francis Group, plc).

McMahon, T. P. (In press) *The little green marketing book*, 2<sup>nd</sup> ed. Self published.

McMahon, T. P. (2015). Integrated Communication. In F. H. Garcia and J. Doorley, (Eds.), *Reputation management: The key to successful corporate and organizational communication*, 3<sup>rd</sup> ed. New York: Routledge (Taylor and Francis Group, plc).

McMahon, T. P. (2009). Integrated Communication. In F. H. Garcia and J. Doorley, (Eds.), *Reputation*

*management: The key to successful corporate and organizational communication*, 2<sup>nd</sup> ed. New York: Routledge (Taylor and Francis Group, plc).

Dool, R., & McMahon, T. (2008). Dialogue intensive learning. In *Proceedings of 24th Annual Conference on Distance Teaching and Learning*, Madison, WI.

McMahon, T. P. (2006). Corporate confrontation: A trigger event. In *Proceedings of the 2<sup>nd</sup> Biennial Gallup Leadership Institute Summit, A Global Look at Accelerating Positive Forms of Leadership Development*, Washington.DC.

McMahon, T. P. (2006). Charisma to the rescue: The role of socialized charismatic leadership in creating lasting, meaningful enterprises. In *Proceedings of the International Leadership Association 8<sup>th</sup> Annual Conference*, Chicago, IL.

McMahon, T. P. (2007). Integrated Communication. In F. H. Garcia and J. Doorley, (Eds.), *Reputation management: The key to successful corporate and organizational communication*, New York: Routledge (Taylor and Francis Group, plc).

#### **Awards and Honors:**

- Creighton Heider College of Business, Cahill Award for Excellence, May, 2018
- Creighton Heider College of Business Graduate Business Faculty Member of the Year (2016)
- Creighton Heider Beta Gamma Sigma Chapter Outstanding Undergraduate Faculty Member of the Year (2015, 2016, 2017)
- Creighton Heider College Cahill Award for distinguished contribution (2012, 2013, 2014)
- Iggy Award for advising - student Awarded (2013)
- University of Nebraska – Omaha Distinguished Alumni Award, (2011)
- Numerous team awards during professional career for achievement in various aspects of marketing, creative, and community service.

#### **Skills and Qualifications:**

- Microsoft Office, Internet, Social Media
- Academic Management
- FEMA Emergency Management Certification

#### **Service:**

- Public Relations Society of America (Midlands Chapter), Judge, awards competition (03/18)
- American Marketing Association, Judge, Student Case Study Competition 2018
- Book Review, Marketing Interrupted, Top Right LLC. 2017
- Textbook Review, McGraw-Hill, 2017
- Book Review Columbia University Press (02/17) (12/15) (05/15)
- Textbook Review, McGraw-Hill Education (12/16)
- Public Relations Society of America (Midlands Chapter), Judge, awards competition (03/17)
- American Marketing Association, Judge, Student Case Study Competition 2017
- Faculty, The Academy for Communication Excellence, London (2016)
- Committee member, Doctoral Dissertation of Kevin Gugliotta, EDD Candidate, Creighton University (2014/15)
- Chair, Heider College Recon Technology Committee (2014)
- Chair, Apple Authorized Campus Store Committee (2013)
- Advisor, Creighton RSP (2012, 2013, 2014)
- Judge, PRSA Silver Anvil Awards, New York (2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015)
- Judge, Bateman Student Awards (2012)
- Member, Heider College Strategy Committee (2012, 2013)
- Member, Distance Learning Committee, St. Joseph's University (2010)

- Member, Assessment Committee, Elon University (2009-2010)
- Member, Student Academic Research Publication Committee, Elon University (2008-09)
- Chair, Public Relations Speaker Series, (2008-09), New York University