

EDWIN CLEIGH ARMBRISTER, JR.

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EDUCATION

Jurisprudence Doctorate, Business Transactional Law and Representing Enterprises, May 1999
THE UNIVERSITY OF TENNESSEE COLLEGE OF LAW, Knoxville, Tennessee

Master of Business Administration, Marketing and New Venture Management, May 1999
THE UNIVERSITY OF TENNESSEE, Knoxville, Tennessee

Bachelor of Science, Marketing Management, June 1987
VIRGINIA TECH, Blacksburg, Virginia

PROFESSIONAL EXPERIENCE

Adjunct Instructor – Department of Marketing & Supply Chain Management

Various Courses noted below ♦ August 2012 – May 2014 and August 2016 – present

**HASLAM COLLEGE OF BUSINESS ~ UNIVERSITY OF TENNESSEE
DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT**

- ♦ MKT468 ~ Sales Force Management
- ♦ MKT460 ~ Global Marketing Strategy (Capstone Course in Marketing)
- ♦ MKT350 ~ Consumer Behavior
- ♦ MKT300 ~ Introduction to Marketing & Supply Chain Management (For Non-Business Majors)
- ♦ Instruct junior and senior level students using state of the art materials and assignments
- ♦ Leverage Blackboard and other technologies to deliver course content, assessments and communications

Founder, President/CEO and Principal Performer/Speaker ♦ 1986 – 2017

**WORLD OF WONDER PRODUCTIONS – Corporate Entertainment/Retail Magic Shops
Knoxville, TN and Myrtle Beach, SC**

- ♦ Develop, implement and monitor marketing strategies for continued growth
- ♦ Create promotional materials for advertising and public relations campaigns
- ♦ Negotiate and draft performance contracts with a diverse clientele
- ♦ Conceive and design themed promotional strategies and tools to maximize visibility for tradeshow clients
- ♦ Recruit, hire, train and direct staff of assistants, technicians and product demonstrator/sales associates
- ♦ Maintain accounting systems and financial records and prepare budgets, financial statements, payroll, etc.
- ♦ Plan and direct facilities set-up and layout to optimize revenues for multi-state/multi-store retail operation
- ♦ Design/manufacture a line of custom products and packaged magic sets for retail shop locations

Founder, President/CEO and Principal Speaker/Consultant ♦ 2002 – 2016

**PINE HILLS EXECUTIVE CONFERENCES – Consulting & Employee Training Services
Knoxville, TN and Myrtle Beach, SC**

- ♦ Developed professional development and leadership training program offerings for corporate clients
- ♦ Cultivated strategic alliances with consulting partners including HR Alliance, Inc.
- ♦ Delivered consulting and speaking services as a member of The HR Group, Inc. Speakers Bureau
- ♦ Negotiated and contracted consulting engagements for event center and client-site programs
- ♦ Secured SHRM or other continuing education certification status for select programs and client organizations

Founder, President & CEO ♦ 1995 – 2011

CAMPCURTAINCALL, INC. /PRESTO PROPERTIES, L.L.C.

Seymour, TN and Dugspur, VA

- ♦ Developed comprehensive business plan for a summer camp-based diverse performing arts curriculum
- ♦ Consulted with various accrediting organizations & local government agencies
- ♦ Obtained equity investment from multiple sources
- ♦ Drafted Shareholders Agreement, Employee Stock Option Plan and other documents
- ♦ Developed real estate into multiuse camp and conference center facility within \$800,000 budget which appraised in excess of \$2.2 million when completed
- ♦ Managed successful launch of for-profit summer camp with annual revenue growth exceeding 50% and an annual operating budget of approximately \$250,000-\$300,000
- ♦ Maintain accounting systems and financial records and prepare budgets, financial statements, payroll, etc.
- ♦ Garnered regional television media coverage and national print media coverage for camp programs
- ♦ Established global reach for programs with nationwide and international pools of campers and staff
- ♦ Led summer staff of 30-35 people and additional pool of 6-10 contract vendors

Adjunct Instructor – Human Resource Management ♦ March 2014 – May 2014

**TENNESSEE WESLEYAN COLLEGE DEPARTMENT OF BUSINESS
ADMINISTRATION – MANAGEMENT EXCELLENCE EVENING PROGRAM**

- ♦ Instructed non-traditional adult students using state of the art materials and assignments
- ♦ Mastered Sakai/LAMP platform to deliver course content, assessments and communications

PROFESSIONAL EXPERIENCE (continued) *Subject Matter Expert – Strategic Entrepreneurial Management Course ♦ May – August 2013*
NEW CHARTER UNIVERSITY – UNIVERSITY NOW

- ♦ Created original test bank of two hundred questions of various levels of difficulty on relevant topics
- ♦ Reviewed, evaluated and suggested revisions to course syllabus, course project and resource materials

Director of MBA Case Competition Teams ♦ 1996 – 2005

UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – FULL-TIME MBA PROGRAM

- ♦ Grew UT Program participation from two competitions in 1995 to seven in 1999
- ♦ Coached three teams in regional, national & international competitions each academic year
- ♦ Led International Case Team to 2nd Place in Montreal in 1997 & 1999, 3rd in 2000 and 4th in 2002
- ♦ Led Non-Profit Case Team to 1st Place at George Washington University in 2000 and 2nd in 2002
- ♦ Led Finance Case Team to 1st Place at Tulane University in 1998

Assistant Department Head & Instructor/Lecturer – Introduction to Marketing ♦ 1999 – 2003

UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – DEPARTMENT OF MARKETING, LOGISTICS & TRANSPORTATION

Instructor/Lecturer – New Venture Management ♦ 2001 – 2002

UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – DEPARTMENT OF MANAGEMENT

- ♦ Instructed second-year MBA students using state of the art materials and assignments
- ♦ Organized business plan competition as part of the course curriculum

HONORS AND ACTIVITIES

“Midas Touch” Venture Capitalist Award ♦ December 2012

- ♦ Highest ROI as investor for Marketplace Simulation conducted for second-year MBA students at UT

University of Tennessee Chancellor’s Citation for Extraordinary Professional Promise

Bank of America Outstanding Leadership Award

Federal Express Leadership in Service Award

Winner Tech 2020 Venture Exchange Forum/UT MBA Business Plan Competition

University of Tennessee Outstanding MBA Leadership Award

COMMUNITY INVOLVEMENT

- ♦ American Cancer Society Volunteer – *Relay for Life* and other programs
- ♦ Home Owners’ Association – The Farm at Carolina Forest in Myrtle Beach, SC
- ♦ Holston Conference United Methodist Church – St. Paul UMC in Wytheville, VA and Seymour, TN
- ♦ Playmakers Community Theatre

PROGRAMS AND PUBLICATIONS

“Internal Marketing to Employees,” various clients including NC State SHRM Conference

“Strategic Planning Facilitation/Workshop,” various clients including ABB, Inc. & LifePoint Medical

“The Magic of Effective Leadership,” various clients including Nautilus Corporation

Pearson, Reviewed sections of *Consumer Behavior: Buying, Having, and Being*, 10e. Michael R. Solomon

“Annual Leadership Development Series,” co-founder, host and sponsor beginning in Fall 2007 - present

“Superior Customer Care to Create ‘Customer Delight’,” various clients including Crossroads Institute

“The Magic of Effective Communication,” Leadership Development Speakers Series, Feb. 2011

“Change is Not an Illusion,” Leadership Development Speakers Series Presentation, Spring 2009

“Risk Management Strategies for Entrepreneurs,” various clients including Wythe-Bland Chamber

“The Marketing of Magic,” *MAGIC: An Independent Magazine for Magicians*, October 1993

“Effective Marketing for Entertainers,” national podcast interview for *The Artists’ File*, September 2015

“Mind-Blowing Magic Tricks,” Self-published and marketed book, ©1986-2017