

Christie Ekern

1471 Mountain View Road, Lenoir City, Tennessee 37771
cekern@utk.edu | 865.617.3783

PROFILE

University lecturer and business strategy professional with a passion for the art of management. Creative critical thinker bringing an entrepreneurial perspective and enthusiasm to solving complex client problems, coaching managers to organizational success and fueling student engagement. Industry experience in health care, non-profit, government contracts, scientific instrumentation, nanotechnology and engineering services. Subject matter expertise includes:

- Strategic Planning
- Course Development
- Training and Instruction
- Project Management
- Competitive Analysis
- Technical Writing
- Customer Relationship Management
- Market Analysis

EDUCATION

Master of Business Administration (08/2006 –12/2007)
Marketing/Innovation & Entrepreneurship
University of Tennessee, Haslam College of Business: Knoxville, TN

Bachelor of Arts (09/1990 – 05/1994)
Marketing
Michigan State University, Eli Broad College of Business: East Lansing, MI

PROFESSIONAL EXPERIENCE

Lecturer, Haslam College of Business (03/2016 – present)
University of Tennessee: Knoxville, TN

- Business management and strategic planning lecturer with experience developing and delivering instructional content for undergraduate and graduate level course curriculum across in-person and online modalities.

Consultant (10/2014 – present)
Alegria Ventures: Knoxville, TN

TECHNICAL MARKETING

- Collaborated with scientific product manufacturers to create promotional materials for non-technical buyers including websites, advertisements, exhibit signage and other collateral.
- Translated complex engineering specifications into resources relevant to broad audiences, including online training modules, retrofitting guides, and owner's manuals.
- Developed engineering document management system for large manufacturer and trained personnel to incorporate workflows. This change significantly improved communication accuracy while reducing audience troubleshooting and development time.
- Guided government contractor to successfully add commercial customers through market entry planning, including product positioning, consumer insight, rebranding and marketing strategy.

BUSINESS STRATEGY

- Advised executive teams on incorporation of new product lines and distribution channels and its effect on the existing core business.
- Worked with senior management and engineering personnel to identify primary international distributor locations and design an Asian market strategy, with focus on expansion into China.
- Provided long-term mentoring with key managers to improve communication with the executive team to recover credibility and raise KPI metrics.
- Led the executive team and top managers of a government contractor through a series of instructional sessions on the use of frameworks to guide new strategy development.

Sales and Marketing Director (09/2009 – 03/2011)

Voices Heard Media: Knoxville, TN

- Crafted sales strategies and product positioning to secure contracts with high profile customers, contributing to successful transition through three rounds of growth capital.
- Opened new markets in professional sports, politics and national media.

Market Analyst (12/2007 – 03/2009)

iNano: New York City, NY

- Designed and implemented technology review and market analysis process for evaluating commercialization potential of nanotechnology patents at national laboratories and universities.
- Initiated a \$1.1 million investment in a graphene-based application for solar cell manufacturing.

MBA Intern-Technology Analyst (05/2006 – 12/2007)

Oak Ridge National Laboratory: Oak Ridge, TN

- First MBA marketing student hired into the Technology Transfer Internship Program at ORNL.
- Advised technology transfer agents on patent and commercialization potential of scientific inventions.

Founder (06/1998 – 08/2004)

Ekern Digital Marketing: Plymouth, MI

- Pioneered online marketing strategies and solutions for client Internet-based activities, including internal coaching, planning, launch, training, and support.
- Orchestrated account manager, designer and developer teams to construct and implement groundbreaking solutions for client promotion.

Marketing Specialist/Coordinator (05/1994 – 06/1998)

- Production Modeling Corporation: Dearborn, MI
- Michigan Health Council: Okemos, MI
- Saint Joseph Mercy Health System: Ann Arbor, MI