

CINDY K. RAINES, MBA
Lee and Allison Herring Endowed Teaching Fellowship in Marketing
Distinguished Lecturer, Department of Marketing
Haslam College of Business
The University of Tennessee, Knoxville

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ACADEMIC / PROFESSIONAL EXPERIENCE

DISTINGUISHED LECTURER, MARKETING
THE UNIVERSITY OF TENNESSEE, KNOXVILLE, HASLAM COLLEGE OF BUSINESS
2017– PRESENT

SENIOR LECTURER, MARKETING
THE UNIVERSITY OF TENNESSEE, KNOXVILLE, HASLAM COLLEGE OF BUSINESS
2012 –2017

LECTURER, MARKETING
THE UNIVERSITY OF TENNESSEE, KNOXVILLE, HASLAM COLLEGE OF BUSINESS
2003 –2012

DIRECTOR OF COMMUNICATIONS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE, HASLAM COLLEGE OF BUSINESS
2003 –2014

KEY RESPONSIBILITIES

- Crafted, preserved, and communicated the college's image, positioning, and identity as a premier institute of higher learning
- Represented the college to internal and external customers
- Communicated and coordinated efforts with internal and external stakeholders
- Developed paid and non-paid print and electronic marketing materials (collateral, ads, press releases, direct mail, websites, e-media, faculty-generated white papers, speakers' bureaus, etc.) for internal and external stakeholders
- Secured editorial coverage on college's programs, centers, areas of expertise, faculty accomplishments, etc.
- Supported the college's development and communications efforts

INTEGRATED MARKETING COMMUNICATIONS SPECIALIST
KNOXVILLE, TN
2002 – PRESENT

KEY CLIENTS

Excel Sports Training Center	Tau Beta Pi Engineering Honor Society
Executive Solutions LLC	The University of Tennessee, Knoxville, College of
The Research Group	Business Administration
OK New York, LLC	
Moll Industries	
Radio Systems Corporation	
Schlotzsky's	
Stephen W. Williams & Partners	
StrataG	

**DIRECTOR, REAL ESTATE DIVISION AND SENIOR ACCOUNT SUPERVISOR
ACKERMANN PR KNOXVILLE, TN
1996 – 2002**

KEY RESPONSIBILITIES / ACCOMPLISHMENTS

- Responsible for
 - strategic consultation
 - corporate / brand imaging and positioning
 - reputation management
 - relationship marketing
 - strategic alliances
- Generated and implemented community relations programs (speakers' bureaus, community action committees, etc.)
- Developed award-winning logos and positioning statements
- Developed and implemented award-winning integrated marketing communications programs (print and broadcast media, e-media, direct mail, non-paid media)
- Created and implemented award-winning local, regional, and national public relations programs (includes appearances in *Business Week*, *Parade* magazine, *Modern Maturity*, *USA Today.com*; *NY Times*, top-20 print and broadcast markets, Oprah, WGN, CNN, MSNBC)
- Created and led a real estate effort for the company

KEY CLIENTS

Comcast Cable Communications	Furrow Auction	Knoxville College
Moll Industries	R. J. Reynolds	Siemens
RemoteMDx / SecureAlert, LLC	Schaad Properties	Testerman Construction
St. Mary's Health System	Tennessee Orthopaedic Clinics	
University of Tennessee, Knoxville, College of Engineering		

ADJUNCT MARKETING FACULTY

**THE UNIVERSITY OF TENNESSEE, KNOXVILLE, COLLEGE OF BUSINESS ADMINISTRATION
1995 – 2002**

- Developed curriculum and taught Integrated Marketing Communications every semester; taught Marketing Research for one semester in 2002

ACADEMIC INSTRUCTIONAL AND MENTORING ACTIVITIES

UNDERGRADUATE PROGRAMS

Integrated Marketing Communications (Marketing 466)

The University of Tennessee, Knoxville, Haslam College of Business
1995 through present

Developed and teaching curriculum for project-based experiential marketing capstone course; have been lead faculty member since 1995

Entrepreneurial Marketing (Entrepreneurship 425)

The University of Tennessee, Knoxville, Haslam College of Business
2015 through present

Developed and teaching curriculum and lead faculty member for entrepreneurial marketing course offered in Entrepreneurship Minor; inaugural course offered Fall 2015

NIL (Name, Image, Likeness) – Core Faculty Member

The University of Tennessee, Knoxville, Haslam College of Business
2021 through present

Consumer Behavior (Marketing 350)

The University of Tennessee, Knoxville, Haslam College of Business
2014 through 2017

Marketing Research (Marketing 320)

The University of Tennessee, Knoxville, Haslam College of Business
2002

Faculty Advisor: UT American Marketing Association (AMA)

May 2016 – present

Faculty Judge: UT Haslam College of Business undergraduate case competition program

2019 – present

Recipient of 2017 and 2018 Haslam Summer Grants

Member of inaugural cohort of the Experience Learning Faculty Fellows program (2017)

Faculty Advisor: Chancellor’s Honors senior thesis

The University of Tennessee, Knoxville, 2017- 2018

Faculty Mentor: first-year student

The University of Tennessee, Knoxville, Haslam College of Business
Fall 2009, Fall 2013, Spring 2016, Spring 2018

Faculty Advisor: Global Leadership Scholar senior thesis

The University of Tennessee, Knoxville, Haslam College of Business
2011

**Helped shape UT undergraduate education as a member of
Rethinking General Education: A Roundtable**

2016

GRADUATE AND EXECUTIVE EDUCATION PROGRAMS

**Core Faculty Member: Full-time MBA and Master of Science in Business Analytics
Communications and Leadership Tract**

The University of Tennessee, Knoxville, Haslam College of Business
2020 to present

**Core Faculty Member: Master of Science in Business Analytics
Communications and Leadership Tract**

The University of Tennessee, Knoxville, Haslam College of Business
2020 to present

**Communication and Presentation Skills Training
2009 to present**

The University of Tennessee, Knoxville, Haslam College of Business

Developed content and lead faculty member in following degree and executive education programs:

Degree Programs

- *Professional Executive MBA*
- *Full-Time MBA program*

Executive Education Programs (in alphabetical order)

- *Boardroom Ready: Nursing Leadership Development*
- *Custom Course for Department of Energy*
- *Custom Course for Dura-Line*

- *Custom Course for Eastman Chemical*
- *Custom Course for Olin*

- *Emerging Leaders Series for Three Separate Programs in Tennessee*
 - *Tri-Cities, Bradley County, Knoxville*
- *Leadership Success for Manufacturing Site Leaders*
- *Leadership Tools for Manufacturing Management*
- *Nursing Leadership Series*

**Communicating from the Hot Seat (Media Relations and Communications Training)
2005 to present**

The University of Tennessee, Knoxville, Haslam College of Business

Developed innovative content, employing talent of on-air media personalities, that customizes “hot seat” scenarios for students; lead faculty member in the following degree and executive education programs:

Degree Programs (in alphabetical order)

- *Aerospace & Defense MBA*
- *Executive MBA for Strategic Leadership*
- *Full-time MBA Program*
- *Physician Executive MBA*
- *Professional Executive MBA*

Executive Education Programs (in alphabetical order)

- *Custom Course for Department of Energy*
- *Custom Course for Dura-Line*
- *Emerging Leaders Series for Tri-Cities, Bradley County, Knoxville*
- *Emerging Women Leaders*
- *Executive Development Program*
- *Leadership Success for Manufacturing Site Leaders*
- *Leadership Tools for Manufacturing Management*
- *Women, Power, and Leadership*

Strategic Use of Social Media

2010 to present

The University of Tennessee, Knoxville, Haslam College of Business

Developed content and am lead faculty member in the following degree and executive education programs:

Degree Programs

- *Professional Executive MBA*
- *Full-Time MBA*

Executive Education Programs

- *UT Knoxville Women’s Leadership*

Faculty member: PhD Orientation Seminar

2019 to present

Communication and PowerPoint Skills Training

UT PEER (Program for Excellence and Equality in Research) program

The University of Tennessee, Knoxville

2015 to 2019

Organizational Action Project Presentation Evaluations

The University of Tennessee, Knoxville, Haslam College of Business

As needed

Mentored Graduate Teaching Assistants for Marketing 350 (Consumer Behavior) and Development

2003-2006, 2016

RECOGNITION, HONORS, AND AWARDS

Lee and Allison Herring Endowed Teaching Fellowship in Marketing; The University of Tennessee, Knoxville (2021)
Allen H. Keally Excellence in Teaching; Haslam College of Business; The University of Tennessee, Knoxville (2018)
F. Perry and Elaine Osborne Award for Excellence in Service; The University of Tennessee Department of Marketing and Supply Chain Management (2017)
Phi Eta Sigma Outstanding Faculty Member; The University of Tennessee, Knoxville (2017)
Tennessee Teaching and Learning Center Faculty Fellow; The University of Tennessee, Knoxville (2017)
Dean's Award for Excellence in Executive Education; The University of Tennessee, Knoxville (2007)
Nominated, Outstanding Faculty Advisor; Haslam College of Business; The University of Tennessee, Knoxville (2021)
Nominated, Outstanding Teacher, the University of Tennessee, Knoxville (1997)

Awards earned by the UT American Marketing Association chapter since becoming faculty advisor:

- Outstanding Student Organization, University of Tennessee, Knoxville – 2021-2022
- Outstanding Commitment to Innovative and Creative Programming; University of Tennessee, Knoxville – 2020-2021
- Student Organization of the Year; Haslam College of Business; University of Tennessee, Knoxville – 2020-2021
- Service to Students; Phi Eta Sigma Honor Society; University of Tennessee, Knoxville, chapter – 2020-2021
- AAR Big Wig – 2019 and 2020
- Outstanding Student Marketer earned by chapter president - 2020
- Most Improved Student Organization; ; Haslam College of Business; University of Tennessee, Knoxville 2017-2018

Marquis Who's Who (2020)

Who's Who in the World (2019)

Albert Nelson Marquis Lifetime Achievement Award (2018)

Marquis Who's Who in The World (2018)

National Profile Who's Who (2018)

Who's Who in America (2018)

Marquis Who's Who (2018)

"Who's Who in America" (2018)

Delta Sigma Pi Business Fraternity Faculty Member (2016)

The International Women's Leadership Association (2016)

The International Women's Leadership Association (2015)

International Top-100 magazine (2014)

International Women's Leadership Association (2012/2013/2014)

Woman of Outstanding Leadership in Education (2012)

"International Who's Who of Professional & Business Women Hall of Fame" (2012)

"Who's Who in North American Education" (2011-2012)

"National Association of Professional Women" (2010-2011)

"Biltmore Who's Who Among Executives and Professionals" (2010)

"Cambridge Who's Who Registry Among Executive and Professional Women" (2009-2010)

"Madison Who's Who" (2009)

"Who's Who Among Executives and Professionals" (2009-2010 Academic Registry)

"International Who's Who of Professional & Business Women" (10th Anniversary Edition)

"National Association of Professional Women" (2009-2010)

Woman of the Year in Education 2009 by the American Biographical Institute, Inc

American Order of Merit for Professional Achievements (2009)

“International Who’s Who of Professional & Business Women” (2009)
 Woman of the Year in Education 2008 by the American Biographical Institute, Inc
 “Who’s Who in the World” (2008-2009)
 “Biltmore Who’s Who Among Executives and Professional Women, 2008 Honors Edition”
 “Premier Who’s Who Registry of Outstanding Professionals” (2008)
 “Kiplinger’s Who’s Who in Leading Business Professionals” (2008)
 “Cambridge Who’s Who Among Executive and Professional Women, Honors Edition” (2007-2008)
 “Who’s Who Among American Teachers and Educators” (2007)
 “Manchester Who’s Who Among Executive and Professional Women” (2005)
 “Empire Who’s Who Among Executive and Professional Women” (2005)
 “Who’s Who in Business Higher Education” (2005)
 “Strathmore’s Who’s Who Executive and Professional Registry” (2005)
 “2000 Notable American Women” (1994)
 “Sterling’s Who’s Who” (1994)
 “The World Who’s Who of Women” (1993)
 Nominated “Woman of the Year” American Biographical Institute, Inc. (1993)
 “Who’s Who Worldwide” (1992)
 “Who’s Who Among Students in American Universities and Colleges” (1974)

PRSA J. Carroll Bateman BEST OF SHOW — National Public Relations Program (2000)
 PRSA (Public Relations Society of America) Numerous Awards of Excellence for Marketing and Public Relations Programs (1996 – 2002)
 THE COMMUNICATOR Award of Distinction — Brochure (2001)
 ADDY Awards for Creative Excellence — Television Ad, Direct Mail Campaign, Logo Development (1990)
 TELLY Award for Creative Excellence — Television Campaign (1990)

SERVICE

Department of Marketing; The University of Tennessee, Knoxville

- Faculty Search Committee Co-chair: 2021
- Non-Tenure Track Faculty Promotion Committee member: 2021 - present
- Department Head Search Committee member: 2021
- Undergraduate Curriculum Workgroup member: 2020-present
- Undergraduate Studies Committee member: 2017- present
- Big Orange Family Campaign Chair: 2015-present
- Led supply chain management female faculty members in developing the name “NEXXUS” for its organization

Haslam College of Business, The University of Tennessee, Knoxville

- Undergraduate Policies Committee member: 2017-present
- Entrepreneurship Minor Curriculum Committee member (ad-hoc): 2021

The University of Tennessee, Knoxville

- Faculty Advisor: UT American Marketing Association (AMA): 2016 - present
 - Created AMA in-house consulting agency, AMAze, to provide students with real-world, resume-building experience
 - Raising thousands of dollars to support student development efforts
- Delta Sigma Pi faculty brother: 2016 - present
- Faculty Senate; Benefits and Professional Development Committee member: 2014-2017
- Academic Outreach and Engagement Council—Chair, Nominations Committee, executive committee member: 2006-2017
- Creative Services Communications Committee member

Department of Marketing and Supply Chain Management’s Communications Committee member
 Junior Achievement — Board Member (~ 2000)
 St. Mary’s Health System — PaceSetters Board Member (~ 1998-2002)

EDUCATION AND POST-GRADUATE TRAINING

POST-GRADUATE WORK

STRIDE Training (2020)

The University of Tennessee, Knoxville

Inaugural cohort of Experience Learning Summer Institute and Faculty Fellows program (2017)

The University of Tennessee, Knoxville

Center of Student Engagement Advisor Training Certificate of Completion (2017)

The University of Tennessee, Knoxville

Experiential Learning Foundations Certificate (2017)

The University of Tennessee, Knoxville, Teaching and Learning Center

Real-World Problem Solving (2017)

The University of Tennessee, Knoxville, Teaching and Learning Center

Collaboration (2017)

The University of Tennessee, Knoxville, Teaching and Learning Center

Using Reflection in the Classroom (2016)

The University of Tennessee, Knoxville, Teaching and Learning Center

Motivating Students (2016)

The University of Tennessee, Knoxville, Teaching and Learning Center

Applying Principles of Acting to Lecturing and Teaching (2010)

The University of Tennessee, Knoxville, Teaching and Learning Center

Strategies for Effective Communication and Information in the Corporate World Certificate of Completion (2010)

Joint Program: The University of Tennessee, Knoxville, Colleges of Communication and Information and Business Administration

Lean Applied to Business Processes Certificate of Completion (2009)

The University of Tennessee, Knoxville

Stephen Covey's Seven Habits Of Highly Effective People Certificate of Completion (2006)

The University of Tennessee, Knoxville

Crosby Quality College Certificate of Completion (~1990)

CASE WESTERN RESERVE UNIVERSITY

Degree: Master's in Business Administration

Major: Marketing Management

CLEVELAND, OH

MIAMI UNIVERSITY

Degree: Bachelor of Science, Business Administration

Major: Marketing Management

OXFORD, OH