

# 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

*Assistant Department Head and Undergraduate Curriculum Program Coordinator*  
**Department of Marketing ♦ January 2019 – present**  
**HASLAM COLLEGE OF BUSINESS ~ UNIVERSITY OF TENNESSEE**

*Adjunct Instructor – Department of Marketing & Supply Chain Management*  
Various Courses noted below ♦ August 2012 – May 2014 and August 2016 – December 2018  
**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
- ♦ Maintained 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

<b>PROFESSIONAL EXPERIENCE</b> (continued)	<p><b><i>Subject Matter Expert – Strategic Entrepreneurial Management Course ♦ May – August 2013</i></b>  <b>NEW CHARTER UNIVERSITY – UNIVERSITY NOW</b>  ♦ 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</p> <p><b><i>Director of MBA Case Competition Teams ♦ 1996 – 2005</i></b>  <b>UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – FULL-TIME MBA PROGRAM</b>  ♦ Grew UT Program participation from two competitions in 1995 to seven in 1999  ♦ Coached three teams in regional, national &amp; international competitions each academic year  ♦ Led International Case Team to 2<sup>nd</sup> Place in Montreal in 1997 &amp; 1999, 3<sup>rd</sup> in 2000 and 4<sup>th</sup> in 2002  ♦ Led Non-Profit Case Team to 1<sup>st</sup> Place at George Washington University in 2000 and 2<sup>nd</sup> in 2002  ♦ Led Finance Case Team to 1<sup>st</sup> Place at Tulane University in 1998</p> <p><b><i>Assistant Department Head &amp; Instructor/Lecturer – Introduction to Marketing ♦ 1999 – 2003</i></b>  <b>UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – DEPARTMENT OF MARKETING, LOGISTICS &amp; TRANSPORTATION</b></p> <p><b><i>Instructor/Lecturer – New Venture Management ♦ 2001 – 2002</i></b>  <b>UNIVERSITY OF TENNESSEE COLLEGE OF BUSINESS ADMINISTRATION – DEPARTMENT OF MANAGEMENT</b>  ♦ Instructed second-year MBA students using state of the art materials and assignments  ♦ Organized business plan competition as part of the course curriculum</p>
<b>HONORS AND ACTIVITIES</b>	<p><b><i>“Midas Touch” Venture Capitalist Award ♦ December 2012</i></b>  ♦ Highest ROI as investor for Marketplace Simulation conducted for second-year MBA students at UT</p> <p><b>University of Tennessee Chancellor’s Citation for Extraordinary Professional Promise</b></p> <p><b>Bank of America Outstanding Leadership Award</b></p> <p><b>Federal Express Leadership in Service Award</b></p> <p><b>Winner Tech 2020 Venture Exchange Forum/UT MBA Business Plan Competition</b></p> <p><b>University of Tennessee Outstanding MBA Leadership Award</b></p>
<b>COMMUNITY INVOLVEMENT</b>	<p>♦ American Cancer Society Volunteer – <i>Relay for Life</i> and other programs</p> <p>♦ Home Owners’ Association – The Farm at Carolina Forest in Myrtle Beach, SC</p> <p>♦ Holston Conference United Methodist Church – St. Paul UMC in Wytheville, VA and Seymour, TN</p> <p>♦ Playmakers Community Theatre</p>
<b>PROGRAMS AND PUBLICATIONS</b>	<p><b><i>“Internal Marketing to Employees,”</i></b> various clients including NC State SHRM Conference</p> <p><b><i>“Strategic Planning Facilitation/Workshop,”</i></b> various clients including ABB, Inc. &amp; LifePoint Medical</p> <p><b><i>“The Magic of Effective Leadership,”</i></b> various clients including Nautilus Corporation</p> <p>Pearson, Reviewed sections of <b><i>Consumer Behavior: Buying, Having, and Being</i></b>, 10e. Michael R. Solomon</p> <p><b><i>“Annual Leadership Development Series,”</i></b> co-founder, host and sponsor beginning in Fall 2007 - present</p> <p><b><i>“Superior Customer Care to Create ‘Customer Delight’,”</i></b> various clients including Crossroads Institute</p> <p><b><i>“The Magic of Effective Communication,”</i></b> Leadership Development Speakers Series, Feb. 2011</p> <p><b><i>“Change is Not an Illusion,”</i></b> Leadership Development Speakers Series Presentation, Spring 2009</p> <p><b><i>“Risk Management Strategies for Entrepreneurs,”</i></b> various clients including Wythe-Bland Chamber</p> <p><b><i>“The Marketing of Magic,”</i></b> MAGIC: An Independent Magazine for Magicians, October 1993</p> <p><b><i>“Effective Marketing for Entertainers,”</i></b> national podcast interview for The Artists’ File, September 2015</p> <p><b><i>“Mind-Blowing Magic Tricks,”</i></b> Self-published and marketed book, ©1986-2017</p>