

Dr. Stacy Brecht, DBA

Los Angeles, California | sbrecht@apu.edu

EDUCATION

Doctorate of Business Administration; Concentration in Entrepreneurship – *Completion of a paper-based thesis consisting of 4 separate papers that were connected to an overall research question.*

Grenoble Ecole de Management in Grenoble, France, November 2019 – September 2023 – **Selected by faculty for the “Best Doctorate of Business Administration Thesis Award” in the Doctoral School**

– *Top 1% of business schools in the world with triple accreditation by AACSB, EQUIS and AMBA*

Master of Arts in Management; Emphasis in Marketing

Azusa Pacific University in Azusa, California, June 2010 – May 2011 *Cumulative GPA: 3.89/4.0, GPA in Emphasis*

Area: 4.0/4.0 – **Awarded by faculty as the “Outstanding Graduate” in the degree program**

- Attended Global Business Study in Germany and met with the Central Bank of Europe, Frankfurt Stock Exchange, Ebeltoft, Siemens, Porsche, Mercedes and BMW to examine diverse international business models

- Met with corporate, government, and nonprofit organizations in New York City and Washington D.C. and studied a myriad of management processes

Bachelor of Arts in Communication; Minor in English

University of Missouri – Columbia in Columbia, Missouri August 2002 – July 2005

University of Missouri – Kansas City in Kansas City, Missouri August 2001 – May 2002

Cumulative G.P.A.: 3.6/4.0, GPA in Major: 3.9/4.0; graduated with honors

UNIVERSITY TEACHING EXPERIENCE

Assistant Professor of Marketing and Entrepreneurship, Azusa Pacific University; Azusa, California. 2022 – present.

- Teach graduate and undergraduate marketing and entrepreneurship courses on campus and online such as:

Global Marketing Management, Entrepreneurial Decision-Making, Consumer Behavior, Organizational Psychology Thesis Introduction, Organizational Psychology Data Collection and Analysis, Sales Management, Principles of Marketing, and Retail Management

- Help lead and manage the campus-wide Zuventurez entrepreneurial pitch competition as the faculty advisor

- Help lead and manage the Sigma Nu Tau entrepreneurial honor society as the faculty advisor

- Incorporate national and international service-learning projects into courses that apply theory to practice

Adjunct Business Management Professor, Azusa Pacific University; Azusa, California. 2019 – 2021.

- Taught undergraduate marketing courses on campus

Adjunct Business Management Instructor, University of La Verne; La Verne, California. 2016 – 2021.

- Taught undergraduate college courses such as *Culture and Gender in Organizations and Business Communication in Organizations* on campus and online

ACADEMIC RESEARCH

Brecht, S., Le Loarne-Lemaire, S., Kraus, S., & Maalaoui, A. (2023). The role of time management of female tech entrepreneurs in practice: Diary and interview results from an innovative cluster. *Journal of Business Research*, 163, 113914.

Brecht, S. & Le Loarne – Lemaire, S. (2023). Women entrepreneurs: Time management, life - work continuum and wellbeing. In *Human Centered Management and Crisis: Workplace Disruption, Wellbeing, and Organizational Sustainability*. Routledge.

Brecht, S. & Le Loarne – Lemaire, S. (2023). Reconsidering the practices of home-based entrepreneurs: How mum and dad entrepreneurs manage work time. In *Women and Family (Businesses) Across Entrepreneurial Contexts*. Edward Elgar Publishing.

Brecht, S. & Le Loarne – Lemaire, S. (2023). Gender, Work, and Organization Conference; Emancipation of women entrepreneurs in practice: What time management is saying. Stellenbosch University, South Africa.

Brecht, S. & Le Loarne – Lemaire, S. (2023). Diana International Research Conference; Emancipation of women entrepreneurs in practice: What time management is saying. Babson College, Wellesley, Massachusetts.

Brecht, S. & Le Loarne – Lemaire, S. (2022). Diana International Research Conference; High-growth women entrepreneurs and work-life balance: Challenging gendered assumptions and perceived work/life practices. *Digital Collections at Babson College: Conference Proceedings 2022*. Dublin City University, Ireland.

Brecht, S. & Le Loarne – Lemaire, S. (2022). Engaged Management Scholarship Conference; High-growth women entrepreneurs and work-life balance: Challenging gendered assumptions and perceived work/life practices. Universidad Panamericana, Guadalajara, Mexico.

Brecht, S. & Le Loarne – Lemaire, S. (2021). Babson College Entrepreneurship Research Conference; Home-based entrepreneurs, work-life balance and time management.

Brecht, S. & Le Loarne – Lemaire, S. (2021). Diana International Research Conference; Reconsidering the practices of home-based entrepreneurs: How mum and dad entrepreneurs manage work time.

Kelly, L., & Brecht, S. (2021). Diana International Research Conference; Self-motivation and needs of women entrepreneurs in the for-profit and nonprofit sector.

Kelly, L., & Brecht, S. (2021). Western Academy of Management Conference; Breakthrough innovation of women entrepreneurs in the for-profits and nonprofits.

Kelly, L., Kimakwa, S., & Brecht, S. (2020). Building Entrepreneurial Community: A Collaborative Benefit Corporation for Women Empowering Women. In *Socio-Tech Innovation* (pp. 239-260). Palgrave Macmillan.

Kelly, L., Kimawka, S. & Brecht, S. (2019). Academy of Management Conference; Hera Hub: women entrepreneurs empowering others through community and education. Boston, Massachusetts.

GRANTS RECEIVED

Entrepreneurship and Innovation Exchange Grant by the Schulze Foundation, *awarded on November 2023*: Granted to advance Azusa Pacific University's entrepreneurial ecosystem on campus.

HONORS AND AWARDS

Office of Research and Grants Mentoring Program Fellowship Award, Azusa Pacific University.

Best Doctorate of Business Administration Thesis Award, Grenoble Ecole de Management Doctoral School
This award was selected by the Doctoral Program Director and Jury of 6 Research Faculty.

Outstanding Graduate in master's degree program, Azusa Pacific University
This award was decided by the faculty and presented at graduation.

Honors in Communication, University of Missouri-Columbia
This award was given to top performing academic students in the School of Communication.

Golden Key International Honor Society, University of Missouri-Columbia
Acceptance to this honor society is given to the top performing academic students around the world.

Alpha Lamda Delta Honour Society, University of Missouri-Kansas City
Acceptance to this honor society is given to the top performing academic students at the university.

PROFESSIONAL SERVICE

Program Committee for the Engaged Management Scholarship Conference; (2022) Universidad Panamericana in Guadalajara, Mexico.

Reviewer, Cross-Cultural Management textbook; Nahavandi, A. (2020).

WORK HISTORY

CEO/Publicist, *Carder Brecht Communications*; Los Angeles, California. 2009 – present.

- Create, execute and manage public relations initiatives for national and international clients in entertainment, technology, engineering, publishing, hospitality and nonprofit organizations
- Provide professional writing services for websites, news articles, marketing proposals and brochures
- Assist clients with brand/image development and provide media interview coaching
- Manage business needs including cash flow, business development and marketing

International Feature Writer, *Top Agent Magazine*; 2015 – 2016.

- Wrote stories featuring the top real estate agents and mortgage professionals from all over the world

Freelance Writer, *Time Warner*; Los Angeles, California. 2014 – 2015.

- Created summaries and reviews about television shows

Freelance Writer, CBS; Orange County, California, 2012 – 2015.

- Wrote lifestyle articles covering art, entertainment, fashion, food, family activities and travel

Freelance Writer, Examiner.com; Los Angeles, California. 2010 – 2016.

- Covered dance arts stories

Client Relations Management, Nabih Youssef Associates, Structural Engineers; Los Angeles, California. 2008 – 2009.

- Managed, researched, wrote content, designed and completed the firm's website highlighting numerous engineering projects that contributed to Los Angeles' skyline including The Ritz-Carlton at LA Live
- Helped create and implement Nabih Youssef Associates' new marketing brand
- Wrote press releases and pitched stories to the media

Marketing Coordinator, Cook, Flatt & Strobel Engineers, P.A.; Kansas City, Missouri. 2007 – 2008.

- Implemented, designed and managed a marketing campaign for the firm that included public relations, advertising, brand creation and business development
- Worked with the Corporate Executive Officer (CEO), board members and department managers to create and produce the messages conveyed in the company's marketing materials through graphic design and writing
- Managed an intern on duties associated with completing the marketing campaign
- Assisted with the design of a public involvement plan by developing a communication plan and establishing a brand for the project
- Became proficient in Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Microsoft Office

Public Relations Specialist, Jennings Public Relations & Advertising; Kansas City, Missouri. 2007.

- Managed public relations duties for the Kansas City movie premiere of "My Brother" starring Vanessa Williams by developing story angles, pitching story ideas to reporters, setting up radio and television interviews, advertising, and organizing press conference logistics
- Created public relations, marketing and advertising campaigns, wrote press releases, and completed media reports

Real Estate Coordinator, Sprint and Embarq (once merger finalized); Overland Park, Kansas and Gardner, Kansas. 2006 – 2007.

- Initiated a new legal document scanning process that *saved the Embarq Real Estate Department \$25,000 a year*
- Helped develop and implement the surplus properties donation process for the Embarq Real Estate Department by working with several departments within Embarq such as Environmental Health and Safety, Tax, Risk Management, Community Development and Public Affairs, Legal, Commercial Real Estate/Client Services and Community Relations
- Coordinated the Embarq Real Estate All Hands event for 150 employees by booking Mitch Holthus, the

“Voice of the Kansas City Chiefs,” to speak at the event, organizing entertainment and food, and working with directors and committee members in the Embark Real Estate Department in an effort to make the event enjoyable and informative

- Reported data to negotiators and their managers regarding facts and figures in the Real Estate Department

COMMUNITY SERVICE

Dare to Care for the Homeless

Board Member, 2017 – 2021; Long Beach, California.

Dance Program for Inner-City Youth

Founder and Director, 2007 – 2008; Holy Name School in Kansas City, Kansas.

Kendallwood Hospice

Volunteer Public Relations Specialist, 2007; Riverside, Missouri.