

## INSTRUCTOR BIOS

### **Dr. Dave Newton**

Dr. David Newton is a full-time new venture consultant, and has taught in the Rady Center for Executive Development since 2013. His consulting focuses on high-tech product strategies and innovative online learning platforms. For 28 years he was a full-time professor at UMass-Amherst, Westmont, and the Pepperdine MBA program. The Freedoms Foundation of Valley Forge named him its 2008 National Leavey Award Winner for Excellence in Private Enterprise Education, and he has been a national Master Teacher of Entrepreneurship at the Experiential Classroom symposium every year since 2004. Previously he served as: Chief Economist at Hispanic Business magazine (Jan-Dec, 1994); Editorial Review Board - Journal of Small Business Strategy (1993-1996); Contributing Editor on Growth Capital at Industry Week Growing Companies magazine (1998-2000); Moderator for small-cap stocks at eRaider.com (1999-2001); and Contributing Editor on Small Firm Finance at Entrepreneur magazine (2000-2005).

Dr. Newton has consulted to over 500 firms since 1984, and authored/co-authored over 190 published articles and 10 books including: 1- the ground-breaking Entrepreneurial Ethics (Kendall-Hunt, 1997), 2- How To Be A Small-Cap Investor (McGraw-Hill, 1999) – selected the November '99 book-of-the-month by Money magazine, and awarded a 1999 Top-10 Books in Investments and Finance by Forbes magazine, and 3- Job Creation (E3 Free Market Press, 2010 - Foreword by Arthur Laffer). His latest book is The Misguided History Of American Taxes (2016, Foreword by Fred Barnes). He continues to speak extensively throughout California and the U.S., as well as in Europe.

### **Dr. Ross Valkanov**

*Rossen Valkanov* is an associate professor of finance at the Rady School. He received his Ph.D. in economics from Princeton University. In 1999, he became an assistant professor of finance at UCLA's Anderson School of Management where he remained until his appointment at UC San Diego. From 2001-2004 he served as an assistant professor of finance at the University of California, Berkeley's Haas School of Management, teaching courses for the master's program in financial engineering.

He is a member of many professional organizations including the American Finance Association, the American Economic Association, the Econometric Society and the Bachelier Society. Dr. Valkanov's main research interests are in the areas of financial econometrics, empirical asset pricing, portfolio choice and monetary economics.

### **Dr. Christy Cassisa**

Christy's career—which has traversed science, education, and the law—allows her to apply her unique background to her passion of helping people lead happier and more productive lives. As one of the founders and now the Director of the UC San Diego Center for Mindfulness WorkLife Integration Programs, she has been deeply involved in the effort to bring mindfulness to workplaces of all kinds. She has developed and taught numerous mindfulness-based programs and workshops for law schools, international corporations and attorneys, including Mindful Leadership, Introduction to Mindfulness for the Workplace and Brain Fitness for Lawyers. She is an MBSR teacher with the Center and she is also Principal Consultant with Donocle, a legal consulting company.

Prior to joining UCSD, Christy worked for 9 years at an international corporation in account management where she honed her skills in client presentations and relationship building. Christy graduated with a JD from the University of Missouri, Columbia School of Law and a BS in Life Sciences from Missouri Science & Technology, is certified to administer both the Myers Briggs Type Indicator® and the EQ-I 2.0, and is also trained as a professional coach.

### **Dr. Ernie Mendes**

Dr. Mendes is a professional development trainer, organizational consultant, executive coach and keynote speaker. He has been providing training & development since 1988 working with Managers, Scientists, Researchers, Law Enforcement, Educators, Engineers, Sales & Marketing Professionals, Corporate Trainers, Corporate Officers, Business Owners, and others. Dr. Mendes' diverse professional background includes a combined 23 years as a secondary and post-secondary educator and 11 years as a licensed psychotherapist in private practice.

Dr. Mendes holds a Ph.D. in Organizational Psychology. He was one of the first to do a doctoral study on Emotional Intelligence (EI). He studied the relationship between E.I. and Occupational Burnout. His book *Empty the Cup before You Fill It Up* provides practical activities to build effective relationships at work and in a classroom setting using EI theory and neuroscience. His recent book *Engage 4 Learning* uses four main brain systems to engage K-Adult learners in the classroom and in training settings.

### **David Ravetch**

David Ravetch has been a UCLA faculty member for over thirty years and is well recognized for his passion for teaching. He teaches Principles of Accounting, Intermediate Accounting, Cost Accounting, Special Topics in Accounting, and Applications in Excel and Mathematics for Management. He is also involved with MBA Programs at UCLA and UCSD. He has taught intensive Mathematics, Statistics, Excel and Accounting workshops geared towards preparing incoming MBA students for the rigorous quantitative challenges of these programs.

David Ravetch has won numerous teaching awards. He has been named Favorite Accounting Instructor, as voted by the accounting students, as well as, Most Recommended Instructor, as voted by students, campus wide. In the spring of 1995, the California Society of Certified Public Accountants, Committee on Accounting Education awarded David Ravetch their Faculty Merit Award, which recognizes excellence in teaching.

When David first began teaching at UCLA, the current Undergraduate Accounting program was in its infancy stages and UCLA was not yet a major contender for recruitment efforts by the International Accounting Firms. In the fall of 1995, under the guidance and direction of David, the Accounting Minor was the first approved minor at UCLA. David was named as the Director of the Undergraduate Accounting Program by the Anderson School. He served as the Director of the Undergraduate Accounting Program for seven years. David was also the faculty advisor for the Student Accounting Society from 1985 to 2002. Today, the UCLA Accounting Minor is recognized as one of the strongest Undergraduate Accounting Programs and UCLA graduates are heavily recruited by the International Accounting Firms.

David has always been focused on the success of his students, both academically and professionally. David is currently researching a new method of teaching Intermediate Accounting, utilizing a cutting-edge case-study format. This format has assisted students in better understanding financial statements, as well as in developing research, presentation, and evaluation skills that enable them to be more effective in their professional careers.

In addition to his love of teaching, David has a passion for music. He plays the piano, guitar, and clarinet. He has written many musicals: musicals for children and musicals about the public accounting profession which have been performed at the annual UCLA Accounting Awards banquets. David has developed a series of lectures which illustrates how well-known classical themes are used in film, television, pop music, and Broadway.

### **Dr. Mary McKay**

Mary McKay is a member of the undergraduate faculty at the Rady School of Management, University of California San Diego where she has built a reputation for innovative curricula and a dynamic teaching style. Her areas of academic interest include leadership, personal ethics, leader communication, and diverse teams. Her courses for Rady's Center for Executive Development include: Power and Leadership, Managing Across Generations: Overcoming Stereotypes and Improving Effectiveness, and 360 Degree Effectiveness: Impact and Influence at Work.

Before joining the Rady School of Management, Mary split her professional commitments between consulting and teaching. As a principal of McKay & McKay, she enjoyed a diverse client base across multiple sectors, and was recognized for her expertise in change initiatives and infrastructure development. Mary received her doctoral degree in Leadership Studies from the University of San Diego, the first program of its kind in the United States. She is an experienced public speaker and group facilitator. Mary resides in San Diego with her husband, but travels to Chicago as often as she can to visit her college-age sons.

#### **Dr. Vincent Nijs**

Dr. Vincent Nijs is an Associate Professor of Marketing at the Rady School of Management. His research focuses on the effectiveness of marketing actions. Current studies address issues such as promotion and advertising impact, competitive retaliation, category captains, category management, pass-through of trade-promotions, and price rigidity.

Prior to Rady, Dr. Nijs was an assistant professor of marketing at the Kellogg School of Management, Northwestern University. At Kellogg, he served as the McManus Research Professor, won the Sidney J. Levy Teaching Award for outstanding teaching in an elective course, and was recognized by the Marketing Science Institute as part of its Young Scholars program. At Rady Nijs was awarded the Excellence in Teaching Award by the Full-Time MBA Class of 2012.

Nijs holds a master's degree in marketing research from the University of Groningen and a Ph.D. in marketing from the University of Leuven. He won the John D. C. Little Award in 2001 and Frank M. Bass Award in 2002 for the paper "The Category Demand Effects of Price Promotions," published in Marketing Science.

#### **Dr. On Amir**

Amir's research focuses on using psychological and economic principles to identify successful strategies in different market settings. He investigates different customer decision-making mechanisms and their influences on pricing and promotion strategies, on decision making under risk and uncertainty, and on preference dynamics. He also writes about how insights from research on decision making and behavioral economics may be used to improve business practices and policy making.

Amir has received several research awards from the Marketing Science Institute and from the Robert Wood Johnson Foundation. Prior to coming to UC San Diego, he was an assistant professor of marketing at Yale University. Amir received his Ph.D. in management science and marketing from MIT's Sloan School of Management in 2003.

#### **Dr. Clark Jordan**

Dr Clark Jordan provides a unique background as both a senior business executive and as a university level educator and administrator. This combination has provided him with significant insights into both the theories and practices of organizational leadership and the factors required for successful management execution.

Previous to his work in academia, Clark spent two decades as a senior executive leader at a number of companies both big and small. He has led operations in the U.S., China, Mexico and Europe and thus has a good understanding of the competency requirements for global leaders.

He has served as the Assistant Dean of the Rady School of Management, at the University of California, San Diego since 2003. As part of his responsibilities, he oversees the Executive Development Center and the Center for Leadership Assessment at the school. Previous to joining the Rady School at its inception, Clark was on the faculty at Carnegie Mellon University as an Adjunct Professor of Entrepreneurship where he developed and taught Masters level courses in Entrepreneurship and Sales Force Management. He was also the Director of the Executive/Professional Education Center for the School of Computer Science and the Graduate School of Industrial Administration (Business School) that experienced a six-fold revenue increase under his direction. He holds an B.S. degree in Electrical Engineering from Stanford University, an MBA from Columbia University and a Ph.D. from Carnegie Mellon University.