

University of Miami  
School of Business

Last Revised  
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## Ian J. Scharf

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Coral Gables, FL 33124

**Current Academic Rank:** Lecturer  
**Primary Department:** Marketing  
**Secondary or Joint Appointments:** None  
**Citizenship:** U.S.

### HIGHER EDUCATION

MBA	University of Miami, Coral Gables, FL	1989
BBA with a major in Marketing,	University of Miami, Coral Gables, FL.	1987

### EXPERIENCE

#### Academic:

Lecturer, Marketing Department,	University of Miami,	1991-current
Taught: MKT 301 (Introduction to Marketing)		
MKT 320 (Retailing) and		
MKT 340 (Professional Selling and Sales Management)		

#### Non-Academic:

Registered Representative, AXA Advisors 1993-current. Licensed in multiple states, Series 7,65,63, and 6.

### PUBLICATIONS

**Juried or Refereed Journal Articles and Exhibitions:** None

**Referred Works Accepted for Publication:** None

**Manuscripts under Review/Under Revision:** None

**Books and Monographs Published:** None

**Book Reviews:** None

**Other Works, Publications and Abstracts:** None

## **PROFESSIONAL**

**Funded Research Performed:** None

**Editorial Responsibilities:** None

**Editorial Boards:** None

**Reviewer/Discussant:** None

**Coordinator:** None

### **Professional and Honorary Organizations:**

Coral Gables Chamber of Commerce, Trustee Member, 1994-2000.

Bankers Club, Ambassadors Council, 1994-2000.

American Cancer Society New Directions, Special Events Chairperson, 1997-1998.

**Honors and Awards:** 2011 and 2006 Apple Polishing Professor of the Year, University of Miami.

**Listings:** None

### **Other Professional Activities (e.g., papers presented; performances; conference proceedings, Seminar or conference panel member, catalogue work, etc.):**

May 2011          Presentation PIE Inc., Topic: "Sales Effectiveness" – Miami, FL.

April 2005          Presentation, Imagine Wedding Planners. Topic: "Improving Sales Performance" Miami, FL

October 1998      Panel member, University of Miami School of Business Alumni Association High School Outreach Program. Topic: "What is Business?" Miami, FL.

September 1997      Presentation Palace Retirement Center. Topic: "Obtaining Qualified Leads and Referrals" Miami, FL

July 1997          Presentation, Palace Retirement Center. Topic: "Improving Sales Performance" Miami, FL

August 1996	Panel Member, University of Miami School of Business, Topic: "Networking for the Business Professional" Miami, FL
August 1995	Mentor, University of Miami School of Business, Miami, FL
June 1995	Panel Member, University of Miami School of Business, Topic: "The Art of Networking" Miami, FL
October 1994	Seminar, University of Miami Alumnites Distinguished Lecture Series. Topic: "Marketing Today" Miami, FL
August 1994	Mentor, University of Miami School of Business, Miami, FL
July 1994	Seminar, University of Miami Alumnites Distinguished Lecture Series. Topic: "Sexual Harassment In the Workplace" Miami, FL

## TEACHING

**Teaching Awards Received:** 2015, 2010 and 2004 Excellence in Teaching Award, University of Miami School Of Business Administration

### **Teaching Specialization (courses taught):**

MKT 301 Introduction to Marketing  
MKT 340 Professional Selling and Sales Management  
MKT 320 Retailing

**Thesis and Dissertation Advising:** None

## SERVICE

**University Committees and Administrative Responsibilities:** Interviewer Singer Scholarship , 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

**Community Activities:** American Heart Association Heartwalk Captain, 1997-1999.  
Reading to 2<sup>nd</sup> Graders, AXA Day of Service, Hialeah, FL 2006  
Reading to Pre-K students, AXA Day of Service, Miami, FL 2010