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**Expert Opinion Letter (Confidential)**

Analysis of Positional Requirements for National Interest Waiver

Author: Vaidas Lukosius, Ph.D.

Author Info: Associate Professor of Marketing

Tennessee State University

**AREAS OF EXPERTISE**

* Marketing
* Management

**HIGHER EDUCATION**

Ph. D., New Mexico State University, 2003,

Major: Business Administration, Area of Emphasis: Marketing;

M. Sc., Helsinki University of Technology, Finland, 1999 (now: Aalto University), Major: Technology Management, Minor: International Marketing;

B. E., Vilnius University of Technology, Lithuania, 1996 (now: Vilnius Gediminas Technical University), Major: Civil Engineering;

Helsinki Institute of Technology, Finland, 1995 (now: Helsinki Institute for Information Technology);

Horsens Polytechnic, Denmark, 1995 (now: VIA University College).

**EMPLOYMENT**

**Academic**

Associate Professor of Marketing at Tennessee State University, College of Business, Department of Business Administration, 2003-present;

Program Director and Faculty at Tennessee Consortium for International Studies (TNCIS), 2010–present.

**Industry and Contractual**

Lukosius Marketing Consulting, 2020-present.

Reviewer at Sage and McGraw-Hill Higher Education, 2009-present;

Research Assistant at Helsinki University of Technology, 1997-1998 (now: Aalto University);

Marketing Researcher at Helsinki Metropolitan Development Corporation, Finland, 1998 (now Helsinki Region Marketing, Ltd.);

Software Localizer and Tester at Trantex Oy, Finland, 1997-1998 (now: Bowne Global Solutions Oy);

Marketing/Country Analyst at Lemminkäinen Oy, Finland, 1997.

**TEACHING EXPERIENCE**

Tennessee State University

Undergraduate

Marketing Strategy (20+ semesters, in-class and hybrid); Basic Marketing (20+ semesters, online, in-class and hybrid); Marketing Research (20+ semesters, in-class and hybrid); International Marketing (15+ semesters, in-class and online); Consumer Behavior (8 semesters, in-class);

E-Business (4 semesters, in-class and hybrid); Marketing Channels (4 semesters, in-class).

Graduate

Introduction to Marketing and Management (10+ semesters, in-class and online); Procurement (2+ semesters, in-class and online)

Logistics (3+ semesters, in-class and online).

**Visiting Professor**

Introductory Marketing course at Dankook University, Seoul, South Korea (2019)

International Marketing course at Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen (HfWU), Germany (2018).

**PROFESSIONAL AFFILIATIONS**

Institutional Member - The Forum on Education Abroad (2015-present);

Executive Board Member – Association of Collegiate Marketing Educators (2014 - present);

Chair of the Executive Board – Association of Collegiate Marketing Educators (2013);

Board of Directors - Research Chair – American Marketing Association – Nashville Chapter (2011-2012);

President, Association of Collegiate Marketing Educators (2012);

Board of Directors - Research Co-Chair – American Marketing Association – Nashville Chapter (2012);

VP Membership, Association of Collegiate Marketing Educators (2011); Secretary, Association of Collegiate Marketing Educators (2010).

**ACADEMIC AWARDS AND HONORS**

Federation of Business Disciplines Outstanding Educator Award (2020);

Fellow, AMA Doctoral Student Special Interest Group at the AMA (DocSIG) Doctoral Symposium (2002);

Fellow, 37th Annual AMA-Sheth Doctoral Consortium (2002); Fellow, 3rd SMA Doctoral Consortium (2001).

I am providing this professional opinion letter based on my experience as an Associate Professor of Business Administration - Marketing at Tennessee State University.

I certify under penalty of perjury that: I have earned a Ph.D. in Business Administration from New Mexico State University in Las Cruces, NM (2003), a Master of Science in Technology Management from Helsinki University of Technology in Helsinki, Finland (1999), and a Bachelor of Engineering in Civil Engineering from Vilnius Gediminas Technical University (1996) in Vilnius, Lithuania.

I am a progressive academic leader with a practitioner background and significant experience in public domestic and international higher-education teaching and administration, including supervision and execution of international program development, program marketing and branding, and conference organization. I also have additional expertise in international and domestic student recruitment program, budgeting, virtual instructional technologies, social and digital media, market research, and collaboration with external international constituencies.

At the University, I have served as chair of the undergraduate and graduate curriculum committees, which administers all of our undergraduate programs in the Business Administration department. I currently chair the instructional resources and responsibilities committee responsible for fostering effective instructional programs in the College. Over two decades, I have been teaching (and still teach) the following courses in business administration: introductory marketing, marketing research, social media marketing, AI in marketing, marketing strategy, international marketing, logistics, procurement, and Japanese and European topics in marketing (as a study abroad course).

Moreover, I am an author of numerous academic and professional publications, have been cited in textbooks, and am extensively involved in domestic and international professional presentations on artificial marketing intelligence, marketing management, marketing research, entrepreneurship, and business pedagogy.

Furthermore, my language skills include Lithuanian (native), English (primary fluency), Russian (primary fluency), German (professional working proficiency), Finnish (Elementary), Spanish (Elementary), and Japanese (Elementary).

As an evaluator, I am responsible for reviewing academic and experiential qualifications to form part of a candidate's credential evaluation report, providing a detailed analysis of the academic background and occupational experience that a person has received outside the United States.

Through the aforementioned academic and professional experiences, I have developed an expert knowledge on how to analyze, evaluate, and characterize job duties, responsibilities, qualifications, and expertise.

Sincerely,

Vaidas Lukosius, Ph.D.

Associate Professor of Marketing

Tennessee State University