



## Select Instructor Bios

### **Marie Yeh** (Effective Interpersonal Business Communication; Adaptive Communication for Sales and Beyond; Business Networking)

Marie A. Yeh joined Loyola's Marketing Department faculty in 2013. Prior to earning her doctorate from Kent State University, Marie had a successful career in nonprofit management and public health serving most recently as the Executive Director of the Coalition for Children's Mental Health. She also has over eleven years of experience in health promotion and disease prevention utilizing media campaigns, coalition building, peer education, social marketing, and other methods to raise awareness and affect attitudinal and behavioral change. She also served as an independent grants consultant and grant writer bringing in over \$12 million in funding for her nonprofit clients. She holds a Masters in Counseling from Old Dominion University and a Bachelor of Science in Health Education from the University of Maryland, College Park.

Marie is an accomplished trainer and educator with over fifteen years of experience in multiple settings. She has helped hundreds of students hone their business communication and sales skills. She specializes in training services marketing and management at the MBA level. Her research interests include consumer socialization, persuasion and marketing's intersection with health and public policy.

### **Mark Hubbard** (Formulating Business Strategy)

Mark Hubbard has been teaching graduate level courses in Business Strategy, Marketing, and International Business at Loyola University Maryland since 1997. He earned his MBA from Loyola University Maryland and also holds a J.D. from University of Maryland Carey School of Law. He retired from a 33 year career in public safety working at the local, state, and federal government levels. He now performs contract work in strategic management for several agencies and is an attorney Of Counsel with a Towson, MD law firm.

Mark has designed and implemented strategic plans for public and private organizations and works with the business community in contingency and continuity of business operations plans.

He served as the Chair of the Governor's Emergency Management Advisory Council.

### **Gerard Athaide** (Innovation for Competitive Advantage)

Gerard is professor of the Department of Marketing in the Sellinger School of Business and Management at Loyola University Maryland. He received his Ph.D. and MBA from Syracuse University. His teaching, consulting, and research interests focus on innovation management and new product development. Gerard has taught courses on Innovation Management and New Product development in the undergraduate, graduate, and Executive MBA programs at Loyola University. He has also conducted workshops and seminars on these topics for senior executives in Chile, India, New Zealand, and the U.S. He has published several articles on innovation with a focus on the commercialization of technology-based innovations and the determinants of effective brand names for new products. In 2012, he was rated as one of the world's top 25 innovation management scholars by The Journal of Product Innovation Management.

### **Douglas Holly** (Project Management & Practical Application)

Doug has worked on a wide variety of projects from product development of high technology computers, avionics and telecommunications systems, as well as mergers and acquisitions, company reorganizations and deployment of IT projects. The lessons uncovered from these and many smaller projects have been synthesized into his project management training program. He has worked as a project manager and executive at IBM, JDSU (now Viavi) and now has his own consultancy, Eagle Management Group. He currently coaches start-ups to mid-size companies on improving operational performance. Doug also is a creator and instructor of classes on Innovation and M&A in Loyola University's MBA program.

### **Michael Herring** (Cyber Security for Business Leaders)

Michael Herring is the principal government lead and senior Subject Matter Expert for the Integrated Adaptive Cyber Defense Initiative (IACD), a next generation cybersecurity initiative jointly sponsored by the National Security Agency (NSA) and the Department of Homeland Security (DHS). In this role, he sets the technical direction for IACD, leads engagements with private industry and critical infrastructure, and evangelizes the adoption of interoperability and automation principles to increase the speed and scale of cyber defenses for the nation. During his 32 year career at NSA, Michael has served in a number of technical and management positions, principally in the Information Assurance Directorate, including IA lead for the NSA Director's Cybersecurity Task Force, and as the Information Assurance Cyber Integration Technical Director. For the past nine years, Michael has also applied his experience as a Lean Six Sigma Black Belt and senior cybersecurity strategist to teaching graduate courses as an affiliate assistant professor in the Information Systems and Operations Management Department at Loyola University Maryland. He currently teaches multiple technically focused courses in the MBA curriculum, including Cybersecurity Fundamentals, Cyber Risk Analysis and Strategic Planning, and Information Technology Strategy. Mr. Herring holds a B.S. in electrical engineering from Mississippi State University, and an MBA from the Loyola University Maryland Sellinger School of Business and Management.

### **Jalal Soroosh** (Finance & Accounting for Business Leadership)

Jalal is a Professor of Accounting at Loyola University Maryland. He received his Ph.D. in accounting from the University of Mississippi and holds a Certificate in Management Accounting (CMA). In addition to over 30 years of teaching experience, Jalal has a variety of practical experiences with Arthur Anderson & Co., Coopers & Lybrand (PWC), C.W. Amos & Company (RSM McGladrey), McCormick, Reznick Fedder & Silverman, and NeighborCare.

### **Jason Q. Zhang** (Marketing Strategy)

Jason Q. Zhang is the Chair of Marketing Department at the Sellinger School of Business, Loyola University Maryland. He holds a doctoral degree in business administration (concentrated in marketing) and master's and bachelor's degrees in statistics and finance. His research focuses on marketing strategies and analytics in various business contexts, including social media, branding, ROI of marketing, and corporate social responsibility. His work has appeared in premier academic journals and received recognition from leading research institutions, such as Marketing Science Institute, the Wharton School at the University of Pennsylvania, and the Lattanze Center of Information Management Systems.

