

ERINN D. TUCKER-OLUWOLE, PH.D., MBA, M.S.
Faculty Director, Associate Professor of the Practice
Georgetown University School of Continuing Studies

EXECUTIVE SUMMARY

Dr. Tucker is a nationally recognized higher education executive and business strategists with expertise in the fields of faculty development, hospitality and entrepreneurship. Experienced in delivering strategic vision and operational improvement of university and undergraduate & graduate programs, she has worked with universities, government relations and social justice organizations around the globe, facilitating trainings, and presentations. She is a champion of diversity, equity and access committed to creating inclusive spaces while developing future leaders who embrace a society of change. Dr. Tucker-Oluwole's political astuteness, fundraising, and philosophy of collaboration has served university/college internal and external constituencies, governing boards, committees, governmental agencies, and FORTUNE 500 companies. She is the co-founder of DC, Maryland, Virginia (DMV) Black Restaurant Week, James Beard Foundation Awards co-chair, a Clinton Foundation Advisory Board Member and recipient of the 2016 Best Paper Award from International Council on Hotel, Restaurant and Institutional Education (ICHRIE) and her book *Black Travel Movement* is under contract with Columbia University Press.

EDUCATION

Doctor of Philosophy Oklahoma State University, College of Human Sciences

Focus: Hospitality Administration

Dissertation Title: An Experimental and Causal Study of the Effects of Training on Service Employees' Emotional Labor and Well-Being

Master of Business Administration Winthrop University, School of Business Administration

Master of Science The Florida State University, College of Education - Sport Administration

Bachelor of Science Florida A&M University, School of Business and Industry

CAREER HIGHLIGHTS

- Successfully administered and led a national team of internal and external stakeholders in Global Hospitality Leadership master's program review for the Provost Office resulting in strategic measures for program growth.
- Collaborated with three graduate programs (sports, marketing and public relations) to create a global immersion course to Paris and Tokyo resulting in the first interdisciplinary immersion course for School of Continuing Studies Masters in Professional Studies programs.
- Serve as Co-Primary Investigator for program development with the Oman Ministry of Tourism. Proposed amount \$250,000.
- Secured \$28,000 grant from Manodharma for four faculty to study Food in Context in Bangalore, India.
- Created diversity and inclusion plan with Temple University School of Business to recruit and support doctoral students' development resulting in increased inquiries of prospective students.
- Secured over \$150,000 funding through government and corporate partnerships for DMV Black Restaurant Week.
- Recipient of Commission on the Arts and Humanities from DC grant of \$7800.

- Assisted in securing a \$1.3 million grant for the College of Human Sciences at Oklahoma State University to enable research of four-year Alaskan Families Study.
- Successfully increased the diversity candidate pool by serving as diversity-minder for two faculty search committees resulting in a hiring increase of underrepresented faculty by 29%.
- Produced the first faculty orientation guide after identifying challenges in faculty acculturation whereby collaborating with university administrators served as a guide to university policies and country protocols and culture resulting in increased morale for visiting faculty.

ADMINISTRATIVE AND FACULTY APPOINTMENT

Faculty Director & Associate Professor of the Practice 2017 - Present

Georgetown University School of Continuing Studies

Provide strategic direction and vision within the Global Hospitality Leadership master's program. This includes continually analyzing the curriculum and developing course mapping that is both academically rigorous and industry relevant. Hire and develop executive-level industry driven faculty to develop and instruct courses that align with the mission of the university. Develop cutting edge global programs that impact tourism and business education. Collaborate with a robust advisory board and multiple administrative units including: finance, marketing, enrollment, and student affairs.

Assistant Professor 2015 - 2017

Temple University School of Sport, Tourism and Hospitality Management

Developed event management certificate and concentration courses for the School. Lead and conduct research in events and sport tourism while managing service activity within the department and the university. Developed experiential teaching skills for doctoral teaching assistants. Instructed undergraduate courses in event and sport management by incorporating technology and critical thinking in each of the respective disciplines. Served on department, college and university level committees resulting in submission of faculty child-care policies.

Assistant Professor 2011 - 2015

Boston University School of Hospitality Administration

Facilitate upper division level courses in human resources and event management incorporating iPad hardware and technology driven software in-class and through student projects for increased student engagement and critical thinking skills. Streamline event management curriculum aligned with industry driven objectives using theory, industry driven competencies and Meeting Matrix iPlan software. Prepare and deliver lectures using Blackboard, drafted exams, quizzes and in-class activities for students' competency measures. Advise students on plans of study and career development using university protocols to achieve the students' and programs' goals using e-portfolio.

Program Development Study Abroad Office 2014

Develop and create the first Boston University School of Hospitality Administration-Washington DC Academic Center's summer course that will combine coursework in event management that focuses on etiquette, protocol, professionalism in the global and political marketplace. The 8-credit program (4-credit coursework and 4-credit internship) complement one another, enabling students to deepen their understanding of the culture and unique work environment in Washington, DC and the impact this environment has on event management.

ADMINISTRATIVE AND FACULTY APPOINTMENT - continued

The internship program will offer more professionalized skills in politics, international relations and business etiquette to name a few. Launched summer 2013.

Event Management Concentration Development 2012

Created 16 credit event management concentration by revising existing gateway course, creating three new courses, and incorporating two established courses covering the areas of Conference and Event Management, Nonprofit and Fundraising Event Management, Strategic Meeting Management, Special Topics Sales Management and Advertising and Public Relations. In addition, created a dual degree Master's program with the College of Fine Arts and Executive Education certificate program with Meeting Professionals International (MPI).

Grant Project Coordinator 2010 - 2011

Oklahoma State University Department of Human Development and Family Science
Provide project management support to Primary Investigator (PI), Co-Primary Investigators and graduate students for \$1.3M in federal and state grants (National Science Foundation and State of Oklahoma) by strategically organizing deliverables needed for parallel objectives set by the grants efficiently for both U. S. and multiple Alaska institutional review boards and governing authorities. Used critical thinking and problem-solving skills for human resource training, effective time management skill training, and professional development.

Graduate Research Assistant 2010 - 2011

Oklahoma State University Department of Human Development and Family Science
Assisted OSU Primary Investigator in conducting research on a National Science Foundation (NSF) grant, including Institutional Review Board (IRB) applications, governing authority approval applications, interview questions and guidelines, conducted document searches, set up Endnotes Training, operations, and tracked documentation for annual reports. Managed grant project with multi-sites. Provided direct supervision for three graduate students and one undergraduate for two federally funded research projects.

Assistant Professor & Campus Administrator 2004-2008

Johnson & Wales University Hospitality College and Career Development Office
Served as the content and technical liaison between the Charlotte and Providence campuses for the online career program. Promoted to Assistant Professor after three years of instructor and staff service. Performed course administration by teaching hospitality driven courses for undergraduate hospitality, culinary and business students, covering both hospitality management and sport management. Implemented a hybrid course (e. g., a combination traditional classroom approaches with the use of online technologies) and academic advising using software created on the Best Fit Career Management system. Prepared and delivered seminars on career planning and professional development to over 900 undergraduate students (e.g., culinary, hospitality and business majors) using traditional lecture and online tools. Served as the professional development career coach for approximately 300 hospitality undergraduate majors.

TEACHING EXPERIENCE

Adjunct Professor 2009 & 2010
University of Nevada Las Vegas, Singapore Ltd. Campus Harrah School of Hotel Administration
Served as the instructor for event management and international tourism courses for undergraduate students. Engaged in course administration by instructing evening classes for adult professionals enrolled in the Meetings, Incentives, Conventions & Exhibitions (MICE) Program. Taught four traditional classes each summer in addition to nine hours of online course instruction using Blackboard for nine additional hours of online instruction. Drafted course syllabus, assignments, quizzes and discussion groups to enhance students' critical thinking, problem-solving, evaluative skills, and professional development.

Lecturer 2009
Oklahoma State University Spears School of Business
Engaged in course administration; prepared and delivered lectures on sport management, including marketing, finance, hospitality and social issues. Developed course assignments which enhanced students' problem-solving and analytical skills while incorporating economic principles and application of technologies.

Graduate Teaching Assistant 2008 - 2010
Oklahoma State University School of Hotel and Restaurant Administration
Taught two courses in the School of Hotel and Restaurant Administration: 1) hospitality management, and 2) conference and event management. Performed course administration, including the sole delivery of lectures, writing examinations, and utilizing Distance 2 Learning online software for storage of course documents (i.e., syllabus, assignments) and online quizzes and discussion groups.

RESEARCH, PEER-REVIEWED PRESENTATIONS, & INVITED TALKS

Book Accepted

Tucker, E. D. (2020). *Black Travel Movement*. Under contract Columbia University Press.

Textbook Chapter

Tucker, E. D. (2017). Government meeting: A case study of protocol and ethics. In D. Breitner and A. Cecil (Ed.), *Contemporary Cases in Event Management*. Dubuque, IA: Kendall Hunt Publishing.

Tucker, E. D. (2015). On-site – Effective event communication. In G. Fenich (Ed.), *Production and Logistics in Meetings, Expositions, Events and Conventions* (pp. 229-244). Upper Saddle River, NJ: Pearson.

Articles Accepted/In Print

Kim, K., & **Tucker, E. D.** (2016). Assessing and segmenting entertainment quality variables and satisfaction of live event attendees: A cluster analysis examination. *Journal of Convention & Event Tourism*, 17(2), 112-128. Routledge.

RESEARCH, PEER-REVIEWED PRESENTATIONS, & INVITED TALKS - continued

- Tucker, E., Halpern Laz, L., & Lesmes, J.** (2016). An Insider's look at the 2016 Philadelphia Democratic National Convention: Hospitality and inclusion at work. *Boston Hospitality Review*, 1-8. Retrieved from <http://www.bu.edu/bhr/2016/10/03/2016-philadelphia-dnc/>
- Halpern Laz, L., Lesmes, J. & **Tucker, E.** (2016). Rebranding before the digital age: 4 strategies used by the Sheraton New York Hotel and Towers during the 1992 Democratic National Convention. *Boston Hospitality Review*, 4(2), 1-9. Retrieved from <http://www.bu.edu/bhr/2016/05/24/capturing-media-and-customer-attention-before-the-digital-age-case-study-sheraton-new-york-towers-and-the-1993-democratic-national-convention-rebranding-strategy/>
- Szende, P. & **Tucker, E.** (2015). The Chatham Hotel: A historical case during New England's elegant era. *Journal of Hospitality and Tourism Cases*, 4(2), 67-74.
- Aluri, A. & **Tucker, E.** (2015). Social influence among college students to use personal social media as a career enhancement tool. *Journal of Hospitality and Tourism Education*, 27(2), 48-59.
- Tucker, E., & Clarke, J.** (2014). Using twitter for students' engagement and skill learning in a hospitality human resources management course. *The Consortium Journal of Hospitality and Tourism*, 19 (1), 1-21.
- Tucker, E.** (2014). Southern New England's Middle Skill Gap: Dilemma for the hospitality industry. *Boston Hospitality Review*, 2, 27-30. Retrieved from http://www.bu.edu/bhr/files/2014/05/BHR_v2_2-Ver-1.2.pdf
- Dunn, G. & **Tucker, E.** (October, 2013). An examination of business traveler's perceptions and intentions toward hotel technologies: Viewed through the lens of the technology acceptance model. *International Journal of Trends in Economics, Management & Technology*, 2 (5), 1-8. Retrieved from <https://www.econbiz.de/Record/examination-business-traveler-perceptions-intentions-hotel-technologies-viewed-lens-technology-acceptance-model-dunn-gregory/10010498943>
- DeLacerda, M., Adamsson, K., Henderson, T. L., & **Tucker, E.** (2012). Shared parenting in Oklahoma: What about fathers? *Oklahoma Bar Journal*.
- Publications (Online)*
Black Meeting and Tourism Magazine
- Tucker, E.** (2019, January/February). Caucus Connects the Future to the past. Retrieved from: <http://www.blackmeetingsandtourism.com/Publications/Black-Meetings-Tourism/2019/January-February-2019/CAUCUS-CONNECTS-THE-FUTURE-TO-THE-PAST.aspx>

RESEARCH, PEER-REVIEWED PRESENTATIONS, & INVITED TALKS - continued

Social Tables – Room design Tech Company

Tucker, E. (2015, December 28). Show Me the Money: Events as Revenue Generators [Web blog post]. Retrieved from <https://erinn121.rssing.com/chan-57393406/latest-article1.php>

Tucker, E. (2015, October 13). The Strategic Value of Events: The Expense Approach [Web blog post].

Tucker, E. (2015, October 6). A Four Billion Dollar Industry, Reintroduced: The Strategic Value of Events [Web blog post].

LODGING Magazine – Office publication of the American Hotel Lodging Association

Tucker, E. (2015, September 10). Which Comes First, the Industry or Education? [Web log post]. Retrieved from <http://lodgingmagazine.com/which-comes-first-the-industry-or-education/>

Tucker, E. (2015, March 24). Hospitality is the New Black - Lodging - Lodging Magazine [Web log post]. Retrieved from <http://lodgingmagazine.com/hospitality-is-the-new-black/>

Other

Tucker, E. (2012, May 31). Guest Post: Professor Tucker from Boston University, and the Akilah Book Drive. [Web log post].

Peer-Reviewed Presentations

Tucker, E. & Kim, K. (2016, July 20). Ready, Set, Go: Classification of visitors at NASCAR Hall of Fame and recommendations for sport heritage venues. Presented at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Conference, Grapevine, TX.

Tucker, E. & Ho, Z. (2016, April 16). An assessment of hospitality student learning and awareness after short-term study abroad program. Presented at the Option Without Walls Symposium, Philadelphia, PA.

Aluri, A. & **Tucker, E.** (2014, August 1). Social influence among college students to use personal social media as a career enhancement tool. Presented at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE), San Diego, CA.

Tucker, E. (2013, October 4). *Using Twitter for student engagement and skill learning in a human resources management course.* Presented at The Teaching Professor Technology Conference, Atlanta, GA.

Tucker, E. (2012, August 1). *How to integrate iPad 2 tablets into the hospitality management curriculum.* Presented at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE), Providence, RI.

Tucker, E. (2012, March 2). *Teaching critical thinking in hospitality management using student 'learnertainment' and SAGE approach.* Presented at 4th Annual Instructional Innovation Conference, Boston, MA.

RESEARCH, PEER-REVIEWED PRESENTATIONS, & INVITED TALKS – continued

Tucker, E. (2010, June 29-30). *Emerging Trends in the Worldwide MICE Industry*. Served as a panel participant and presenter during the Using the New Economy to Thrive in the MICE Industry WSQ workshop, Singapore.

Tucker, E. (2009, November). *Career Portfolio Presentation*. Presented at Meeting Planners International (MPI) Monthly Student Meeting, Stillwater, OK.

Tucker, E. (2008, November). *Hot Technology in Meetings*. Research presented at Meeting Planners International Monthly Professional Meeting, Oklahoma City, OK.

Tucker, E. (2008, September). *Global Meeting Planning and You*. Research presented at Meeting Planners International Monthly Professional Meeting, Oklahoma City, OK.

Work in Progress

Tucker, E. (2021). *Black Travel Movement*. Columbia University Press.

Tucker, E., Halpern Laz, L. & Lesmes, J. (2016) From the Back of the House to the White House: Hospitality strategies Philadelphia used during the 2016 Decoration National Convention. (Data collected).

Tucker, E. & Kim, K. (2016). Ready, Set, Go: Classification of visitors at NASCAR Hall of Fame and recommendations for sport heritage venues. (Data collected).

Invited Talks

Tucker, E. (2021, February 5). Chasing the Dream: Taking the Next Step. Presented at the Wawa Unity Alliance and Young Professionals Event.

Tucker, E. (2020, October 27). How Innovative Partnerships in Food and Service Industries are Working to Bring Businesses to Restaurant. Presented at the Government of the District of Columbia, Deputy Mayor of Planning and Economic Development Recovery Weekly Check In.

Tucker, E. (2020, September 14). Collaboration in Culinary Tourism. Presented at Terroir Culinary Tourism Alliance, (virtual).

Tucker, E. (2020, September 24). Our Recovery: Minority Business Development in the District. Presented at DC Retail Summit, (virtual).

Tucker, E. (2020, July 7). Let Them Eat Zoom: The Future of Culinary Tourism After Covid-19. Presented at Les Dames d'Escoffier International, DC Chapter, (virtual).

RESEARCH, PEER-REVIEWED PRESENTATIONS, & INVITED TALKS – continued

Tucker, E. (2020, June 11). Rebuild. Recover. Reposition. How Black Travel and Tourism Business and Cultural Institutions Can Survive during and Beyond COVID-19. Presented at National Blacks in Travel & Tourism Ecosystem Collaborative, (virtual).

Tucker, E. (2020, April 3). Industry Challenges During a Pandemic - Part. Presented at Hospitality Talks, (virtual).

Tucker, E. (2020, February 20-23). Graduate Studies: Visioning a Master's Degree. Presented at the National Society of Minorities in Hospitality (NSMH) Annual Conference, Houston, TX.

Tucker, E. (2020, February 20-23). Advocating for Inclusion: DMV Black Restaurant Week. Presented at the National Society of Minorities in Hospitality (NSMH) Annual Conference, Houston, TX.

Tucker, E. (2015, January 13). Cultural Intelligence (CQ): Strategies to improve your business results around the world. Presented at Convening Leaders 2015 Professional Convention Management Association's (PCMA) Annual Conference, Chicago, IL.

SERVICE

Professional/Associations

- Destination DC – Washington DC Ambassador Circle
- National Blacks in Travel and Tourism Collaborative
- Clinton Foundation Advisory Board 20/30 Leadership Council (2018 - present)
- Vice President, Northeast North American Federation, International Council on Hotel, Restaurant and Institutional Education (ICHRIE), (2016-2017).
- Conference Chair, NENA Regional Conference (2017), International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Conference Chair, LODGING MEDIA - Diversity & Inclusion Conference presented by LODGING Media, (2012-2013, 2016).
- Faculty Task Force Chair, Professional Convention Management Association (PCMA), (2015).
- Multicultural Committee Member - Greater Boston Convention and Visitors Bureau, (2015-present).
- Chief Executive Board of newly formed Global Food & Beverage Association - African American Hospitality & Tourism Educators through UNLV.

University

- Honors Council, Georgetown University (2018-2020)
- Faculty Senate Representative, Temple University (2015-2017).
- Member, Budget Advisory Committee, Temple University (2016-2017).
- Member, Boston University School of Hospitality Administration Dean Search Committee, Boston University (2012-2013).

SERVICE – continued

- Member, University Provost & Senior Vice President and Program Director Search Committee, Oklahoma State University (2009-2010)
- Member, Faculty Search Committee, Boston University (2014-2015).
- Member, Academic Procedures Committee, Boston University (2011-2015)
- Member, Administrative Policies Committee of the Faculty Council (2014-2015).
- Faculty Representative, School of Hospitality Administration, Boston University Faculty & University Council (2012-2015).
- Chair, University Degrees and Academic Policies committee, Boston University (2013-2014).
- Faculty Representative, on College of Fine Arts *Keyword: Violence* committee (2011-2013).
- Served on four senior level search committees (Provost Dean, Program Director, Instructional Designer and faculty)

Editorial

- *Journal of Convention and Event Tourism* (Editorial Board, 2012-2017)
- *Journal of Quality of Assurance in Hospitality and Tourism* (Editorial Board, 2011-2017)
- *Journal of Hospitality and Tourism Technology* (Editorial Board, 2011).

MANAGEMENT & INDUSTRY EXPERIENCE

Special Events Manager, Dave & Buster's, Inc. (Jillian's Entertainment at Concord Mills), Charlotte, NC

Researched, planned, and forecasted marketing strategies to gain new business revenue, resulting in a \$91,000 increase in sales over the prior year's actual in the first six-months of the 2004 fiscal year. Effectively managed a Sales Coordinator and Assistant; Supervised banquet supervisors and staff with venue and corporate business events. Promoted to Special Events Manager after two profitable fiscal years; increased sales and heightened the awareness of Concord, NC location.

Promotions Manager, GENERAL MOTORS R * WORKS, Atlanta, GA

Successfully managed a combined annual promotional budget of \$4 million for Cadillac, Buick, Pontiac and GMC vehicle lines. Successfully created, implemented, and executed dealership promotions, resulting in a substantial sales increase exceeding the 100% objective set by the regional office. Organized and managed sponsorship events, involving pre-event direct mailings, on-site implementation of event, and post-event communication between SENIOR PGA & PGA TOUR and General Motors dealerships.

Client Services Intern, PGA TOUR, Myrtle Beach, SC

Oversaw the tournaments' volunteer program, which consists of over 800 volunteers handling communication, training, tournament set up, and on-site execution of all volunteer committees. Prepared and organized client hospitality experience with ticketing, special accommodations and any customer service needs leading up to and during tournament week. Assisted in the planning of special events and community impact programs, such as athlete meet-and-greets, military ceremonies, client parties, etc., to take place at the tournament. Managed the day-to-day operations of the tournament's charity partnerships and community impact programming.

MANAGEMENT & INDUSTRY EXPERIENCE - continued

Marketing Intern, RDV Sports (Orlando Magic), Orlando, FL

Researched and recommended new marketing and promotional tools and concepts for the Orlando Magic (NBA Team), Orlando Miracle (WNBA Team) and Orlando Solar Bears (IHL Hockey Team) Coordinated in game promotions and sponsor fulfillment. Planned and executed community outreach events and coordinated talent recruitment and mascot events.

Senior Administrative Assistant, Corporate Sports Management Group (CSMG) formerly Thomas Sports Management, Chicago, IL

CONSULTING

- DC Maryland Virginia Black Restaurant Week – Co-Founder (2018 - present)
- Democratic National Convention Committee (DNCC) – City Ambassador and Convention Troubleshooting Team (2016)
- APLOI – Advisory Board Member (2014 – 2017)
- West Africa Vocational Education (WAVE) –Curriculum Consultant (2013 – 2015)
- Alpha Kappa Alpha Sorority, Inc. - Consultant (2010 – 2014)
- Charlotte Knights (AAA Affiliate Chicago White Sox) – Employee and Customer Service Consultant (2008)
- Charlotte Bobcats (NBA) - Consultant/Guest Service Educator (2007 – 2008)

HONORS AND AWARDS

- (2019 & 2020) *Recognized by the Council of the District of Columbia and Mayor Muriel Bowser* for creation of DMV Black Restaurant Week
- (2018) *Dean's Service Award* – Georgetown University School of Continuing Studies
- (2016) Journal of Hospitality and Tourism Education *Best Paper Award* “Social Influence and Technology Acceptance: The Use of Personal Social Media as a Career Enhancement Tool Among College Students”
- (2016) *Pinnacle Leadership Society*, inductee, Winthrop University – College of Business Administration Alumni Hall of Fame
- (2016) Certified Diversity Meeting Professional (CDMP) - International Association of Hispanic Meeting Professionals
- (2009 – 2010) Oklahoma State University -- Burton W. and Gladys T. Logue Distinguished Graduate Fellowship, (2009-2010)
- (2008 – 2011) Oklahoma State University – Hotel & Restaurant Administration (HRAD) Doctoral Fellowship Recipient
- (2008) Who's Who Black Charlotte (2008)
- (2008) Johnson & Wales University, Charlotte Campus - Teacher of the Year Award Recipient
- (2007) Johnson & Wales University, Charlotte Campus - Special Merit Award Recipient (2007)