

MARY BETH FURST, Ed.D., M.B.A.

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EXPERIENCE

University of Maryland **2018 to present**

Lecturer, Marketing, Robert H. Smith School of Business

Teaching traditional, blended, and online formats of fundamentals of marketing and product development

Johns Hopkins University **2014 to 2017**

Part-time Faculty Lecturer, Center for Leadership Education, Whiting School of Engineering

Teaching Experience

Teach two business courses per semester including principles of marketing and international marketing

Student evaluations rate teaching effectiveness above the school and department level

Teaching Assistant and Adviser, School of Education

TA in doctoral-level courses

Advise doctoral candidates in applied dissertation work

Howard Community College **2002 to 2017**

Professor, Business and Computers Division

Teaching Experience

Teach three business courses per semester including introduction to business, marketing, international business, sales, and business ethics in a variety of formats (face to face, hybrid, and online)

IDEA surveys consistently recognize teaching effectiveness

Coordinator

Develop and maintain curriculum in business courses in all delivery methods; hire, train, and develop faculty

Global Program Development

Create and manage *INSPIRES Global Perspectives*, a faculty and staff professional development program at HCC that seeks to increase global competency through deeper exploration of student-centered issues

Co-creator and manager of *Global Distinction*, a unique academic enrichment program increasing students' global competency through courses and campus experiences

Campus Leadership

New Full Time Faculty Coordinator (2011-2015)

Integrate the new full-time faculty cohort into the college through a series of professional development workshops addressing both administrative responsibilities and teaching excellence

Various College-wide Committees

eLearning, General Education Assessments, Globalizing the Curriculum, Teaching and Learning

EDUCATION

Johns Hopkins University, Baltimore, Maryland

EdD, Entrepreneurial Leadership in Education, August 2016

Dissertation: "Addressing Persistence of Community College Students to Improve Transfer and Graduation Rates"

Committee: Stephen Pape (chair), Yolanda Abel, Margaret Garroway

Loyola University Maryland, Baltimore, Maryland

MBA, International Business, 1993

BBA, Marketing, 1988

AWARDS AND RECOGNITION

Heiskell Award for Global Distinction 2012

AACU Grant Recipient for INSPIRES Global Distinction 2012

Outstanding Faculty, Howard Community College 2009-2010

Outstanding Adjunct Faculty, Howard Community College 2005-2006

PRESENTATIONS

The League for Innovation, March 2017: *Increasing Student Persistence: The Right Courses in the Right Order*

NAFSA, May 2015: *Expanding Campus Internationalization with Limited Resources*

AACU, October 2013: *INSPIRES Global Perspectives: A Problems to Projects Professional Development Approach*

West Los Angeles College, May 2013: *Hands on Approach to Globalizing Your Curriculum*

Institute for International Education, March 2012: *Global Distinction: Internationalizing the Community College Award Winner*

The League for Innovation, March 2012: *Global Distinction: A Student Pathway to Global Competence*

The Chair Academy, March 2010: *Global Distinction: A Student Academic Enrichment Program*

AFAACT, January 2009: *Multidimensional Approach to Teaching the Credit Crisis*

WORK IN PROGRESS

The Learning Management System as a Tool to Increase Persistence. Article manuscript in progress, to be submitted for publication spring 2018.

PROFESSIONAL EXPERIENCE

Pfizer 1989 - 2007

Successfully sold the Pfizer portfolio to physicians, group practices, and hospitals

Recognized as a Consistent Achievers Winner by exceeding quota 12 of 12 years

Engaged in contract negotiations with national insurers to gain preferred status for portfolio

ADDITIONAL INFORMATION

US citizen