Michael Myers

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ACADEMIC POSITION	**University of Denver, Daniels College of Business**	**Denver Colorado**
	▪ Associate Professor	Fall 2017 – Present
	Teaching Professor	Fall 2012 – Summer 2017
	▪ Adjunct Professor	Winter 2010 – Fall 2012

EDUCATION	▪ International MBA, University of Denver, Daniels College of Business 2004 ▪ BS, Environmental Design University of Colorado, Boulder 1993

BIOGRAPHY	I've been in the digital marketing industry for 17 years. I have been teaching at the Daniels College of Business since 2010 and consulting for the past 10 years. Prior to consulting I worked with agencies including Blue Moon Digital, FreshCurrent and SpireMedia creating value for clients such as Intuit, Tory Burch and Sony. My passion is for digital marketing and I enjoy helping students and clients take advantage of the evolving ecosystem.

EMPLOYMENT ACTIVITIES

New Course Development

- Data Science in Marketing, Marketing. (Fall Quarter 2016-2017). Designed a class focused on empowering students with Data Science and tools like Tabelau and SQL.
- Global Product Innovation, Marketing. (Fall Quarter 2016-2017). Took over this class and injected some of the newest technologies into the curriculum.
- SxSWi Marketing, Technology and Innovation, Marketing. (Winter Quarter 2015-2016). Designed a travel class for the Spring of 2016 and will be taking students to attend and record sessions at South by Southwest in Austin, TX.
- Foundations of Digital Marketing, Marketing. (Fall Quarter 2015-2016). Revamped the Intro to Digital Marketing course and along with three others created a new curriculum.
- Tech in Marketing, Marketing. (Fall Quarter 2015-2016). Designed a new course for marketing teaching Adobe Illustrator, Photoshop, HTML and CSS.
- SEM marketing HyFlex, Marketing. (Summer Quarter 2014-2015). Developed HyFlex version of SEM course.
- Social Media Marketing HyFlex, Marketing. (Summer Quarter 2014-2015). Developed HyFlex version of social media marketing course.
- Mobile Consumer Behavior: US vs. Japan, Marketing. (Fall Quarter 2014-2015). Designed mobile consumer behavior class for the fall of 2014.
- SEM Engine Marketing: Google AdWords advanced, Marketing. (Summer Quarter 2013-2014). Developed the Search Engine Marketing (SEM); Google Analytics/AdWords class. "SEM Marketing (online)," Marketing. (Winter Quarter 2013-2014).
- Developed online SEM marketing course after completing the TOW.
- Social Media Marketing (online), Marketing. (Winter Quarter 2013-2014). Developed online social media marketing course after completing the TOW.
- Business Technology and Strategy, Business Information & Analytics. (Spring Quarter 2012-2013). Created a course for ITEC 2800.
- Business Policy & Strategy, Management. (Spring Semester 2012-2013). Developed a course for MGMT 3800.
- Mobile Marketing, Marketing. (Winter Quarter 2012-2013). Transitioned my mobile marketing course to an online course.

- Social Media Marketing (online), Marketing. (Winter Quarter 2012-2013). Transitioned my Social Media Marketing F2F class to an online course.

Current Courses

Achieving Strategic Advantage II

This is an Executive level MBA course focused on illuminating the digital marketing ecosystem to solve real-world business problems. Students utilize the Sprint methodology outlined in [Jake Knapps's book](#) to determine what problem should be solved and then use their subject matter expertise along with the digital marketing strategies/tactics covered to resolve their business issue.

Data Science in Marketing

This course has graduate and undergraduate students utilizing data to identify business opportunities. Students download data from the Internet, cleanse it and then visualize it to determine where the opportunities lie. We use software such as import.io, Tableau and SQL.

Digital Strategy: MKTG 4570

This is the final course in the MS Marketing Degree and has graduate students utilizing the cumulative skills they've attained during the program to target individual customers. Social Media & Messaging application data, mobile technology, search/consumer behavior are all utilized to provide amazing contextual experiences for existing and potential customers.

Mobile Marketing: MKTG 3475 / 4825

Mobile is the default state of the Digital and it *the* contextual medium marketers have been waiting for. Grads and undergrads utilize cognitive neuroscience to illuminate mobile consumer behavior. We also review the differences between traditional mobile marketing and the new wave of contextual tools.

Product Service Innovation: MKTG 4540

This is a graduate level class and has students traveling to the Consumer Electronics Show in Las Vegas. Once there students interact with market leaders to gain insight into product innovation and emerging opportunities. The trip happens at the beginning of class and after returning, students are tasked with "unpacking" all that they witnessed and creating products/services for top-tier clients.

Social Media Marketing: MKTG 3490 / 4815

The social media landscape continues to evolve with Facebook and Instagram currently two of the largest advertising platforms in the world. True "online" social activity has moved to messaging apps such as Snapchat, WhatsApp and Facebook Messenger. Companies that fear transparency and authenticity face larger challenges than they have in the past given messaging apps real nature. Along with this move social is now almost 100% mobile visual (photos + video). This is entirely new challenge for late adopters. This is graduate and undergraduate class.

SxSWi: Marketing, Technology and Innovation: MKTG 3705 / 4705

This class has graduate and undergraduate students attending the SxSWi Conference in Austin Texas. For six days they are neck-deep in the latest trends in marketing, technology and innovation listening to a diverse array of passionate thought leaders from around the world. It's intense and worth every second!

Tech in Marketing: MKTG 3495 / 4845

This is a fun class where grads and undergrads spend time learning software such as Adobe Illustrator/Photoshop, Axure, HTML, CSS and we finish up with some work using APIs. Today's marketing firms are increasingly technical. We work to get you ready!

Teaching

Summer Quarter 2016

- MKTG 3490 / 4815: Social Media Marketing
- MKTG 3495 /4845: Tech in Marketing
- MKTG 3991: IS: Social Media Marketing

Spring Quarter 2016

- EVM 4991: IS: Scaling on Online Presence
- MKTG 3475 / 4825: Mobile Marketing
- MKTG 3490 / 4815: Social Media Marketing
- MKTG 3991: IS: Envrntl Scanning for Brands
- MKTG 3991: IS: Digital Research
- MKTG 4991: IS: Ind Film Mrktg Case Study
- MKTG 4991: IS Google Analytics and SEO
- MKTG 4991: IS: Cnvrsn & Trffc Gnrtn Anlys
- MKTG 4991: IS: Scl Cnsmr Bhvr in Brazil
- MKTG 4991: IS: Google Analytic Certificate
- XMBA 4231-66: Achieving Strategic Advtg II. Team Taught

Winter Quarter 2016

- MKTG 3475 / 4825: Mobile Marketing
- MKTG 3490 /4815: Social Media Marketing
- MKTG 3495 /4845: Tech in Marketing

- MKTG 3705 / 4705: Tpcs: SXSWi:Mktg, Tech, & Inov
- MKTG 4991: IS Search Engine Marketing
- MKTG 4991: IS Search Engine Marketing
- MKTG 4991: IS: Adobe Illustrator CC

Fall Quarter 2015

- BUS 1000-11: Gateway to Business
- BUS 1000-17: Gateway to Business
- BUS 1000-3: Gateway to Business
- BUS 1000-7: Gateway to Business
- BUS 1000-8: Gateway to Business
- BUS 1000-9: Gateway to Business
- MKTG 3475: Mobile Marketing
- MKTG 3705 / 4705: Topics: Tech in Marketing
- MKTG 3991: IS: Market Research

Summer Quarter 2015

- MKTG 3485 / 4835: Search Engine Marketing
- MKTG 3490 / 4815: Social Media Marketing

Spring Quarter 2015

- MKTG 3485 / 4835: Search Engine Marketing
- MKTG 3490 / 4815: Social Media Marketing
- MKTG 4980: Marketing Internship
- MKTG 4991: IS - Music Marketing

Winter Quarter 2015

- MKTG 3475 / 4825: Mobile Marketing

- MKTG 3490 / 4815: Social Media Marketing
- MKTG 4991: IS: Start-Up Mktg. Budgets

Fall Quarter 2014

- BUS 1000-11: Gateway to Business
- BUS 1000-3: Gateway to Business
- BUS 1000-4: Gateway to Business
- BUS 1000-8: Gateway to Business
- BUS 1000-9: Gateway to Business
- MKTG 3705 / 4705: Topics: Mobile CB: US vs Japan

Summer Quarter 2014

- MKTG 3490 / 4815: Social Media Marketing
- MKTG 4835: Digital Metrics and Search/Search Engine Marketing
- MKTG 4991: IS: Business Web Development

Spring Quarter 2014

- MKTG 3485 / 4835: Search Engine Marketing
- MKTG 3490 / 4815: Social Media Marketing
- MKTG 3991: IS: Wearables Digtl MKTG Plan
- MKTG 3991: IS: Social Media Marketing
- MKTG 4991: IS: Adobe Sys MKTG Plan
- MKTG 499: IS: Search Engine Optimization
- MKTG 4991: IS: Search Engine Optimization

Winter Quarter 2014

- MKTG 3475 /4825: Mobile Marketing
- MKTG 3490 / 4815: Social Media Marketing

- MKTG 3991: IS: Cueit Social Media Mktg
- MKTG 3991: IS: Atencio Inc. Mobile Strat
- MKTG 4991: IS: Soc. Media MKTG Rsrch Air
- MKTG 4991: IS: Digital Media MKTG Research

Fall Quarter 2013

- BUS 1000-10: Gateway to Business
- BUS 1000-12: Gateway to Business
- BUS 1000-14: Gateway to Business
- BUS 1000-4: Gateway to Business
- BUS 1000-6: Gateway to Business
- BUS 1000-8: Gateway to Business
- MKTG 4991: IS: Mobile Application Proposal
- MKTG 4991: IS: Advanced Google AdWords

Summer Quarter 2013

- MKTG 3485 / 4835: Digital Metrics and Search
- MKTG 3490 / 4815: Social Media Marketing
- MKTG 4991: IS: Mobile Social Venture Creat

Spring Quarter 2013

- BUS 1000-3: Gateway to Business
- ITEC 2800: Strategic Advantages of Tech
- MGMT 3800: Business Policy and Strategy
- MGMT 3800: Business Policy and Strategy
- MKTG 3485 / 4835: Digital Metrics and Search
- MKTG 3991: IS: Mobile Media Production
- MKTG 3991: IS: Geospatial Mktng Project
- MKTG 3490 / 4815: Social Media Marketing

Spring Interterm 2013

- MKTG 3475 / 4825: Mobile Marketing

Winter Quarter 2013

- BUS 1000-1: Gateway to Business
- BUS 1000-2: Gateway to Business. Team Taught
- BUS 1000-4: Gateway to Business
- BUS 1000-5: Gateway to Business
- MKTG 3475 / 4825: Mobile Marketing
- MKTG 3991: IS: Digtl Creatn Art Intgrtn Ed
- MKTG 3490 / 4815: Social Media Marketing

Fall Quarter 2012

- BUS 1000-11: Gateway to Business
- BUS 1000-6: Gateway to Business
- BUS 1000-7: Gateway to Business
- BUS 1000-8: Gateway to Business

Summer Quarter 2012

- MKTG 3705 / 4705: Topics: Mobile Marketing
- MKTG 3705 / 4705: Topics: Social Media Marketing

Spring Quarter 2012

- ITEC 4700: Topics: Ultimate App Contest
- MKTG 3704 / 4705: Topics: Digital Tools for MKTG
- MKTG 3704 / 4705: Topics: Social Media Marketing

- ITEC 3991: IS: Social ROI

Winter Quarter 2012

- MKTG 3704 / 4705: Topics: Mobile Marketing

Fall Quarter 2011

- MKTG 4991: IS: Emerging Cloud Computing

Summer Quarter 2011

- ITEC 4610: IT Strategy

Spring Quarter 2011

- MKTG 4991: Independent Study

Summer Quarter 2010

- ITEC 4610: IT Strategy

Winter Quarter 2010

- ITEC 4700: Topics: Web 2.0 for Bus Success

Faculty Development

- Attended Intro to Cognitive Neuroscience (January 8, 2015 - March 10, 2015).

- SxSWi, Conference Attendance, Daniels College of Business, University of Denver, Denver, Colorado, United States, approximately 120 hours spent per year. (March 8, 2015 - March 11, 2015).
- Attended the SXSWi in Austin TX to keep up to date on digital marketing + technology. I used what I learned for my classes and assisted other professors with the information I gleaned.
- HyBrid 3D course, Teaching Online Workshop (OTL). (June 13, 2014 - July 9, 2014). Required course to teach Gateway to Business
- Teaching Online Workshop, Teaching Online Workshop (OTL), DU Office of Teaching & Learning, Denver, CO, United States, 0 credit hours, approximately 40 hours spent per year. (December 1, 2012 - January 1, 2013).
- Online course taught by Kathy Keairns focusing on teaching classes on line.

Media Contributions

- TV, COCO. (September 9, 2015). Interview for the Digital Marketing Summit
- TV, 9News. (October 2, 2014). Interview with Gregg Moss for Digital Marketing Summit, TV, COCO. (September 26, 2014). Promo for Digital Marketing Summit Interview
- Radio, 850 KOA News. (June 17, 2014). Was interviewed in regards to the CIA's request for software that could detect sarcasm.
- Internet, Daniels College of Business. (February 26, 2014). Was interviewed to comment on the 8th anniversary of Twitter. How do companies keep up with how fast Twitter moves?
- Internet, The Associated Press. (November 24, 2013).
- Interviewed on the impact of Twitter on businesses http://bigstory.ap.org/article/small-company-helps-twitter-make-money
- Newspaper, The Denver Post. (September 4, 2013).
- Phone interview with Steve Raabe on Uber http://www.denverpost.com/breakingnews/ci_24016991/uber-rolls-out-plan-provide-limo-rides-nfl
- TV, 9News. (May 5, 2013). Interview around business impact of cyber-attacks.