

# KAREN LYNDEN

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## PROFESSIONAL HIGHLIGHTS

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- 15 years teaching experience
- Previous roles: Distance Education Coordinator, Client Services Managing Director, Client Services Executive, Organizational Development Education Manager

## TEACHING EXPERIENCE

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<b>University of North Carolina Greensboro, Bryan School of Business: Lecturer</b>	2016 - present
2018 - Present: Lecturer	
2016 - 2018: Adjunct Lecturer	
<b>Rowan-Cabarrus Community College, Salisbury, North Carolina: Instructor</b>	2003 - present
2017 - 2018: Business Administration Instructor (adjunct)	
2011 - 2017: Business Administration Instructor (full-time)	
2005 - 2011: Distance Education Coordinator (full-time)	
2003 - 2011: Business Administration Instructor (adjunct)	
• Program Advisor: North Carolina Global Distinctions Initiative, 2015 - 2017	
• Internship Advisor, 2013 - 2017	

## EDUCATION

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**Master of Science in Organizational Management**, GPA 3.8

*Pfeiffer University, Charlotte, North Carolina, 2003*

**Bachelor of Business Administration, Concentration: Business Management**, GPA 3.47

*Catawba College, Salisbury, North Carolina, 2000*

## RECOGNITIONS

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- ACBSP Teaching Excellence Award recipient, International Award, representing associate degree member institutions, 2017
- ACBSP Teaching Excellence Award recipient, Region 3 (Southeastern) Award, representing associate degree member institutions, 2017
- X-Culture: Best Instructor Award, 2014, 2015, 2016, 2017
- Instructional Technology Council National Award: Outstanding Fully-Online Course, 2013
- Quality Matters Certified Course, 2013
- Rowan-Cabarrus Community College: Instructor of the Year Teaching Award, 2012
- Blackboard Catalyst Award: Exemplary Course Award, 2011
- Phi Theta Kappa Honor Society: Horizon Advisor Award, 2009, 2010
- Rowan-Cabarrus Community College: Outstanding Employee Award, 2007

## **PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS**

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### **Professional Certifications**

- University of North Carolina, Kenan-Flagler Business School, Chapel Hill: Cross-Cultural Savvy for Global Business, Certificate, 2014
- Learning Resources Network (LERN): Certified Faculty Developer (CFD), 2007

### **University of North Carolina, Greensboro**

- Ready to Teach Modules: Plan, Develop, Teach, and Evaluate (Online teaching) professional development certificate, awarded by the UNCG Division of Continual Learning, 2017
- Teaching Large Courses: Strategies for large classrooms, workshop conducted by the UNCG Teaching Innovations Office, 2016

### **Quality Matters**

- Quality Matters Peer Reviewer Certification, 2013
- Quality Matters Certified Course: MKT 225 Marketing Research, 2013
- Quality Matters Certifications: Applying the QM Rubric; Link Instructional Materials and Learner Engagement (STD4/5); Design That Welcomes Your Students (STD1/7); Addressing Accessibility (STD8); Quality Matters Peer Reviewer Training.

### **Blackboard**

- Certifications: Building Online Communities; Designing Engaging Content; Creating Professional Development Courses; Assessing Learners; Building Courses; Enhancing Communication
- Exemplary Course Program: Reviewer, 2009, 2014; Team Coordinator, 2010, 2011
- Blackboard v9 Cohort Program and Administrator and Instructor Training, 2011
- Blackboard Instructor and Administrator Enterprise Training, 2006

### **NC-NET Academy**

- Online Course Certifications: Embracing Diversity in the Classroom; From Good Teaching to Student Learning; Incorporating Active Learning in the College Classroom; Technology Bootcamp I; Technology Bootcamp II; Learning Communities: A Users Guide; Service Learning; Helping Students Succeed-Broad Strategies in Student Retention

### **Rowan-Cabarrus Community College Professional Development Training**

- Paideia; Individual Development Plans; Building a Lesson Plan; Building a Rubric; Foundations of Cooperative Learning (Johnson and Johnson); Grant Development

## **PUBLICATION**

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Lynden, K. (2014). International Connections for Business Students: A Review of the X-Culture Project and Highlights from One College's Participation Perspective. *Review of Integrative Business and Economics Research (RIBER)*, 3(2), 1-16. Retrieved March 18, 2017, from <http://sibresearch.org/riber-3-2.html>

## CONFERENCE PRESENTATIONS

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- Lynden, K. *X-Culture Master Faculty Training*. Global X-Culture Symposium, Italy, July 2018
- Lynden, K., Crossin, C., Kurthakoti, R., Messner, W., Claasen Musteen, M., Torres de Oliveira, R., Wankel, C. (2018). *Teaching International Business Through Experience: Projects*. Academy of International Business, M.N.
- Lynden, K., Arora, A. (Amit), Arora, A. (Anshu), Baker, D., Feng, J., Gunkel, M., Hiller, G., ... Zwerg, A. (2017). *Teaching International Business Through Experience*. Academy of International Business-SE, D.C.
- Lynden, K., Baker, D., Charles, R., Imam, K., Iarkova, E., Lewa, P., Muth, T., ... Zwerg, A. (2017). *Incorporating the X-Culture Project in International Business Curriculum: Challenges and Best Practices*. Academy of International Business-SE, D.C.
- Taras. V., Lynden, K., Alon, I., Robledo Ardila, C., Camacho, L., Iarkova, E., Jiménez, A., ...Wei, W. (2016). *Integrating Experiential Learning in International Business Curriculum: Existing Projects and Best Practices*. Academy of International Business-SE, Tampa, FL.
- Lynden, K., Taras. V., Gil del Alcazar, M., Ardila, C., Crockett, D., Muth, T., Rottig, D., Tavoletti, E., Tolmie, C. (2016). *X-Culture in International Business Courses: Instructor Exchange of Experiences, Challenges, Best Practices*. Academy of International Business-SE, Tampa, FL.
- Taras. V., Lynden, K., Berg, D., Bird, A., Calixto, C., Gupta, S., Hagen, J., ...de la Torre, J. (2015). *Engage them and They'll Understand: Existing Projects and Best Practices of Integrating Experiential Learning*. Academy of International Business Annual Meeting, Bangalore, India.
- Taras. V., Lynden, K., Arora, S., Calixto, C., Gupta, S., Jha, S., Kurthakoti, ...Vyas, B. (2015). *Optimizing the use of X-Culture in International Business Courses*. Academy of International Business Annual Meeting, Bangalore, India.
- Lynden, K. (2015). *Globalization and Changing Landscape of Business*. Kristu Jayanti College 8<sup>th</sup> Annual International Conference on Globalization and the Changing Landscape of Business, Bangalore, India.
- Taras. V., Lynden, K., Colakoglu, S, Lituchy, Vyas, B. (2015). *Teaching International Business through Experience*. Academy of International Business-SE, Savannah, GA.
- Taras. V., Lynden, K., Ardila, C., Lituchy, T., Muth, T., Rottig, D., Tavoletti, E., Zwerg-Villegas, A., Vyas, B. (2015) *Optimizing the use of X-Culture in International Business Courses*. Academy of International Business-SE, Savannah, GA.
- Lynden, K. (2014). *International Connections for Business Students*. SIBR Conference on Interdisciplinary Business and Economics Research, Bangkok, Thailand.
- Lynden, K. (2014). *Internationalization of Your Course Content*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Lynden, K. (2014). *Creating Engaging Student Communities in the Online Classroom*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Bittle, J. & Lynden, K. (2014). *Service Learning*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Lynden, K. (2013). *Creating Engaging Student Communities in the Online Classroom*. NC Community College Association for Distance Learning, Raleigh, NC.
- Lynden, K. (2013). *Internationalization of Your Course Content*. NC Community College Faculty Association, Raleigh, NC.

## CONFERENCE PRESENTATIONS *(continued)*

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- Lynden, K. (2013). *Developing an Exemplary Course*. Blackboard World, Las Vegas, NV.
- Lynden, K. (2011). *Beginning the Journey: Distance Education*. Santa Paula University, Costa Rica.
- Lynden, K. (2011). *SoftChalk Lesson Building*. Rowan-Cabarrus Community College Center for Teaching and Learning, Kannapolis, NC.
- Lynden, K. (2008). *Expect the Unexpected, Upgrading to Bb v7*. NC Community College Association for Distance Learning, Durham, NC.
- Lynden, K. & Grason, J. (2010). *Media and Tools to Enhance Teaching and Learning*. NC Community College Association for Distance Learning, Durham, NC.
- Heisen, C., Lynden, K., NeeSmith, D., & Stanfield, D. (2010). *Course Evaluations: Made Easy with the EAC Building Block*. NC Community College Association for Distance Learning, Durham, NC.

## CONFERENCE PARTICIPATION

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- X-Culture Global Symposium (Leadership Team, Faculty Development Track). Italy. 2018
- Academy of International Business (panel session presentation, session co-chair). Mpls. 2018
- X-Culture Xackathon. LaCrosse. 2018
- Council on Foreign Relations Educators Workshop (panelist, round-table session facilitator), Manhattan, N.Y. 2018
- Academy of International Business-SE, (panel session presentations) 2014 – 2017.
- X-Culture Global Symposium and Xackathon (social media student contest organizer). Miami. 2017
- World View Global Education Leaders Program, Center for School Leadership Development, University of North Carolina, Chapel Hill. 2017
- Accreditation Council for Business Schools and Programs (ACBSP), Wilmington. 2017
- Academy of International Business (panel session presentation, session co-chair), Bangalore. 2015
- Kristu Jayanti College International Conference on Globalization and the Changing Landscape of Business (panelist), Bangalore. 2015
- Council on Foreign Relations Educators Workshop, N.Y., N.Y. 2014
- SIBR Conference on Interdisciplinary Business and Economics Research (presenter, session chair), Bangkok. 2014
- UNC Chapel Hill World View Symposium, Chapel Hill. 2010, 2012, 2014, 2015
- National Association for Community College Entrepreneurship Conference, Ghent. 2014
- International Business Institute Conference, Michigan State University, East Lansing. 2013
- NCCFA Conference, Greensboro and Raleigh. 2005, 2006, 2011, 2013
- NC Community College Association for Distance Learning Conference, Raleigh. 2005 - 2013
- NCCCS Distance Education Directors Institute, Raleigh. 2006, 2009 - 2011
- Phi Theta Kappa Carolinas Honors Conference, NC and SC locations. 2007 - 2010
- LERN Faculty Development Institute, Savannah. 2007
- Blackboard World, Las Vegas. 2009, 2011
- League of Innovation Conference on Information Technology, Charlotte. 2006
- NC Vital Conference for Distance Education Accessibility Training, Dobson. 2006
- New Directions Technology Conference, Flat Rock. 2006
- Valencia Learning Conversations Conference, Orlando. 2005
- National Center for Database Marketing Conference, Chicago. 2001

## **PROFESSIONAL AFFILIATIONS AND SERVICE TO THE FIELD**

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- Cross Cultural & Strategic Management Journal, Editorial Review Board Member, 2018 – present
- Academy of International Business (AIB), 2014 - present
- Academy of Management (AOM), 2017 - present
- Accreditation Council for Business Schools and Programs (ACBSP), 2016 - present
- National Association for Community College Entrepreneurship (NACCE), 2014 - present
- NC Community College Association of Distance Learning (NC3ADL): membership director, 2013 - 2014; member, 2005 - 2018

## **NORTH CAROLINA COMMUNITY COLLEGE SYSTEM (NCCCS) PROJECTS**

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### **NC Virtual Learning Community (VLC) curriculum and courses; available to NCCCS instructors**

- Curriculum created: Marketing Research & Marketing (NC SBC Network), Marketing for Entrepreneurs, Fundamentals of Selling, Principles of Marketing, Introduction to Business
- ADA Accessibility Editing Project: Introduction to Interpersonal Communication

### **NCLOR Learning Objects; available to NC K-20 instructors:**

- Learning Objects: Implementing Service Learning in an Online Class; Internationalize Your Course; Discussion Board Best Practices; Blogs as a Communication Tool
- Rubrics for Assessment. Lynden, K., Smith, D., Brown, A., Gray-Robertson, B.

## **GRANT WORK**

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**Title III Grant** (2012 - 2014) - \$1.8m. Project Director, U.S. Department of Education Strengthening Institutions Grant.

**Student Impact Grant** (2010 - 2015) - \$300-500 per award. Student project support.

**UNC Chapel Hill World View: Center for Global Initiatives** (2012) - \$700. Curriculum Development.

**Golden LEAF: BioNetwork Grant** (2007) - \$48,589. Principle Investigator.

**Tier A Grant** (2007) - \$300. QM Professional Development Funding.

## **COLLEGE SERVICE**

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- UNCG Bryan School Management representative to the UPC Committee, 2018
- UNCG Bryan School Study Abroad Interview Committee, 2016, 2017, 2018
- Internship Advisor, 2013 - 2017
- Coordinator and Committee Chair, NC Global Distinctions Initiative, 2015 - 2016
- Program Advisor, North Carolina Global Distinctions Initiative, 2015 - 2017
- Chair, Vice-Chair, Member. Distance Education Advisory Council, 2010 - Present
- Developer, QEP Project: Globalization of Careers, Fall 2015
- Director, Rowan-Cabarrus Title III Grant, 2012 - 2014
- Member, Global Connections, 2010 - 2012
- Member, Re-employment Bridge Institute (RBI); online platform development, 2011, 2012
- Advisor, Phi Theta Kappa Honor Society, 2009 - 2012
- Member, Ambassador Committee, 2010 - 2012
- Member, Vision 2020 Committee, 2009 - 2011
- Member, Sustainability Committee, 2009 - 2010
- Service prior to 2010: *My Learning Community Quality Matters Team, Strategic Planning Committee, Institutional Effectiveness Committee, Quality Enhancement Plan Committee*

## **PAST PROFESSIONAL EXPERIENCE**

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### **Rowan-Cabarrus Community College: Distance Education Coordinator, 2005 - 2011**

- Developed quality course design initiatives, faculty certification standards, and created course templates for distance learning content.
- Conducted faculty training programs and faculty certification programs.
- Managed several high-impact technical initiatives such as Learning Management System upgrades and integrated building blocks (e.g., SafeAssign, Bb Rubrics, EAC Survey tools).
- Established Distance Education Advisory Council.

### **Innovative Marketing Strategies: Managing Director, Client Services, 2002 - 2005**

- Managed domestic and international accounts while developing successful global and domestic teams. Scope of responsibilities included: managing domestic and off-shore employees; project planning; sales and financial reporting; forecasting; and proposal development.
- Participated in the ongoing development and implementation of organizational SOP standards, training manuals, quality processes, and client services standards documentation.
- Project experience includes B2B and B2C acquisition, retention, and CRM strategies within the following sectors: banking; health care; controlled and consumer publishing; and non-profit.
- Accomplishments include: assumed a financial services account gaining 20%+ of the client's volume; becoming an exclusive vendor with a key client within 18 months; captured significant market share based upon quality and performance rankings; grew a several test programs into long-term accounts; managed first non-profit and first controlled publishing client relationships.

### **Synapse Technology: Client Services Executive, 2000 - 2001**

- Responsible for external client database management and marketing initiatives.
- Managed national client loyalty program.
- Coordinated agencies for advertising strategies and analyzed quantitative and qualitative data to direct business strategies.
- Accomplishments include: Partnered with other department leaders and knowledge experts to create an intranet professional development initiative; developed technical training materials and reporting procedures; facilitated internal and external training programs.

### **Telespectrum Worldwide: Education Manager, Organizational Development, 1990 - 2000**

- Conducted corporate organizational development training programs in the U.S. and Canada. Appointed as a *Reorganization Team Member*, supporting business unit acquisitions and start-up initiatives through the department of Organizational Development and Training & Development.
- Facilitated: management candidate program; orientation; and continuing education programs.
- Developed: Recruitment and hiring processes; quality processes; training manuals and SOP documentation; retention efforts; and performance incentive programs.
- Accomplishments include: Created a company-wide coaching program for supervisors and mid-level management; created a mentoring program; and with the Curriculum Developer, developed the *eLearning Library* and *Community Seminar Series*.