
Michael P. Fronmueller, Ph.D.

Profile

Experienced business education leader with extensive accreditation experience: as a mentor, peer reviewer, review team chair and "host dean" for initial accreditation and continued review in the USA, Europe and Asia. A visionary, proficient in developing and implementing highly successful Business School strategies by supporting faculty development, respecting and celebrating diversity, employing adept management skills while maintaining an absolute belief in the value of life-long learning.

Proven experience in developing successful partnerships and collaborative networks with education, industry and non-profit partners in the USA, Europe, India and Asia resulting in increased enrollment, revenue and gifts. Great passion for innovation and economic development in disparate environments.

Professional Experience**Association to Advance Collegiate Schools of Business (AACSB) 1999 - Present**

- Trained and appointed by AACSB for broad range of accreditation roles
- Service including as accreditation mentor, peer reviewer, review team chair and "host dean" for both initial and continued reviews
- Experience with new "Unit Accreditation"
- Recent schools served include: RWTH Aachen (Germany), North Eastern Illinois University (Chicago), Dong Gook University (South Korea), University of Michigan-Flint, Indiana University - Purdue University Ft Wayne, University of Heilbronn (Germany), SUNY Polytechnic (New York), University of Applied Science Lucerne (Switzerland), Manhattan College (New York City), Savannah State University, West Texas A&M University, Penn State Great Valley (2021)

University of Wisconsin - River Falls 2014- Present

College: includes business and economics programs as well as the Department of Computer Science; 24 faculty, Undergraduate, Graduate and Adult Degree Completion programs delivered face-to-face and online; \$6 million annual budget. Small Business Development Center, Center for Innovation and Business Development, Center for Business & Economics Research and a Center for Economic Education.

Dean, College of Business and Economics July 2014 - March 2019

Full Professor of Management July 2014 - Present: teaching Strategy and International Business, face-to-face and online.

Key achievements:

- Led development of assurance of learning program that allowed us to achieve reaccreditation by AACSB and was praised by reviewers.
- Increased research productivity to the highest level on campus nearly tripling faculty research support

- Brought the College to a cash positive position averaging \$1.1 million in discretionary revenue per year
- Secured regional and international partnerships with educational, industry and non-profit partners substantially increasing in enrollment, revenue, gifts and grants.
- Led development of “Innovation Challenge” program leading to successful student teams that placing highly in state, national and international competitions for three years.
- Led curriculum innovations resulting in:
 - a revised MBA Program
 - a new Master of Science in Computer Science Program
 - an undergraduate Data Science Program
 - a unique, specialized track MBA program for Ag-related businesses and an Innovation Track in the MBA program.
 - a highly regarded Assurance of Learning program
 - revitalized ailing Small Business Development Center now praised by our Board of Regents as “shining star” economic development effort.
- Led successful expansion of Classroom Facility in nearby Hudson, WI to accommodate new growth.
- Steering Committee member for successful cooperative bid for \$5million US-EDA funded business incubator
- Actively involved in economic development outreach initiatives and serves on non-profit governing boards including regional utility co-op.
- Developed and implemented college strategies for:
 - Recruitment. 1st to achieve 100% regional articulation; on-site advising at 2-year schools (including MNSCU campuses in eastern MN, new print and social media advertising strategies, active participation in campus visitation programs & custom pricing and volume discounts for some programs
 - Retention. Developed campus learning communities, college wide first year program to build skills and affiliation. Introduced pre-early alert and intervention. Free tutoring service and assistance for students with problems (incl. financial). Career advising, previews and shadowing.
 - Graduation rates: Professional advisors, dedicated, full time advisor for paid internships. Time to graduation support services.
- Significantly increased external engagement opportunities for students through new clubs, job shadowing etc.
- Jointly with regional businesses, developed proposal for an aviation management program (as a major under the existing BSBA)

Colorado State University – Pueblo, USA July 2007–2014

School: 33 FTE faculty and staff, 900 UG and 160 MBA students (Fall 2010), annual budget exceeding \$3M. Face-to-face and online delivery.

Dean, Hasan School of Business July 2007 – December 2010

Full Professor of Management July 2007–2014: teaching Strategy, Ethics, Sustainability and International Business. Regular classroom and online

- Key achievements:
- Hired 9 faculty (including accounting) despite fiscal challenges

- Increased research productivity to one of highest levels on campus, securing sponsored research opportunities (private and public), professional development funds and other support. All faculty and some staff now have graduate assistants
- School of Business is now the most diverse school on campus. CSU-Pueblo has Hispanic serving institution status
- Led development and implementation of AOL program required for accreditation and well as leading successful re-accreditation with review team noting several best-practice examples
- Completed AQ/PQ standards revision and modified faculty development program ensuring all faculty are academically (AQ) or professionally (PQ) qualified
- Increased business program enrollment by 100% and MBA by almost 200% through new marketing strategies, a branch program in Colorado Springs as well as new European and Asian partnerships
- Led expansion of MBA and BSBA to Colorado Springs enhancing service to the large military community there (Ft. Carson and Peterson Air Force Base, home of NORAD). Made extensive use of distance learning and online technology
- Significantly enhanced local, regional & international reputation (e.g. high state CPA pass rate, Beta Gamma Sigma Premium Chapter for three years, Fulbright student from Germany) and started campus visitation program for community leaders
- Revived Healy Center for Business and Economic Research, resulting in series of economic impact studies and public policy analyses as well as the first ever comprehensive economic report and survey for Pueblo
- Stewardship resulted in \$2.1M gift from member of dean's advisory board and additional \$60K smaller gifts for program support. Received donor commitment to provide \$18,000 per year in scholarship support for business students from University of Maribor, Slovenia. Served as grant director on three state and federal grants and worked as part of a university team to secure additional grant
- As board member of Pueblo Economic Development Corporation, showcased university research capabilities for community members. Helped with efforts to recruit new companies to area. Major success was the 500-worker wind tower plant built by Denmark-based Vestas, with an estimated \$1.5 billion economic impact. PEDCO has been called the best economic development effort in the state by a major Colorado newspaper
- As Governing Board Member of Spanish Peaks Regional Mental Health Center (now Spanish Peaks Health Systems with >260 employees), worked to prepare organization for changes in health care legislation. Served as chair of search and screen committee to select new CEO. Led development (new construction) of 5-acre medical campus
- Secured sponsored research opportunities (private and public) for our faculty.

Le Moyne College - Syracuse, NY 2004–2007

School: 35 full-time faculty, 4 staff, 900 FTE undergraduate, and 150 MBA, \$4.1 million annual budget

Dean, Division of Management July 2004 – May 2006

Full Professor of Management 2004-2007: teaching Strategic and International Management

Key achievements:

- Led faculty-driven comprehensive curriculum revision to meet AACSB expectations within a

year

- Wrote and successfully submitted AACSB Application for initial accreditation labeled “best ever” by AACSB Director of Accreditation Services. Also prepared the self-study report
- With faculty participation, initiated faculty development program resulting in more than 90% faculty AQ/PQ after 1.5 years, an increase of 40%
- Successfully led faculty-driven mission review and development of learning goals
- Led faculty-driven development of AACSB approved assessment program
- Lobbied for and successfully recruited two highly qualified accounting faculty
- Led revision of MBA program and changed recruiting practices increasing new student enrollment by 50%

California State University – Northridge 2002–2004

Lead Director, Small Business Development Center (SBDC), July 2003–June 2004

- Los Angeles Region SBDC Network (Los Angeles, Ventura and Santa Barbara Counties). Annual budget exceeding \$6M. Highest volume SBA district in nation
- Charged with rebuilding and expanding network, expanding program offerings and developing unified marketing strategy. Raised initial program matching funds exceeding \$1.5M

Dean, College of Business and Economics, June 2002–July 2003

College: 127 faculty, 28 staff, 6300 Full-time undergraduate, and 230 MBA students. Annual budget exceeding \$12M

Key achievements:

- Responsible for 12 college centers, a Small Business Institute and SBDC lead center
- Managed growth and recruited students for newly developed, highly selective Business Honors Program
- Successfully recruited for 11 faculty positions (including, 2 minority hires) despite severely constrained budget
- Led the development and submission of successful AACSB accreditation re-eligibility application facilitating a bypass of the normal 5–6 year candidacy process. Successfully negotiated for high quality peer review team
- Collaboratively designed faculty development program increasing faculty qualifications by 23% by academic year end
- Designed faculty driven strategic planning process and led faculty to creation of strategic plan. Used open budget process to develop budget linked with strategic plan
- Actively recruited high-profile executives for advisory council
- Designed strategic development plan for college including endowed chairs, faculty development and technology endowments. Expanded development effort to out-of-state fund raising
- Led development of new list of 400+ major gift prospects. Led successful development of two major gift proposals totaling \$3M. Raised additional \$250K in smaller gifts. \$2.5M in proposals outstanding
- Principal Investigator for US Small Business Administration proposal to serve as Los Angeles

Area SBDC Lead Center. Competition included a major, nationally branded University. Awarded initial ongoing contract for \$3M per year

University of Louisiana – Lafayette, 1999–2002

College: 68 FTE faculty, 16 staff and 26 adjunct faculty, 2,500 undergraduate and 240 graduate students, annual budget of over \$7M.

Dean, College of Business Administration

Full Professor of Management

Key achievements:

- Led development of the following:
 - MBA Program (increased FTE by 43%)
 - Business Systems and Technology major (400 majors within 2 years): AACSB showcase
 - E-Business Graduate Program with Center for Advanced Computer Studies
 - Community Outreach Program for College of Business
 - Executive MBA Program with Focus on Healthcare Industry (initiated)
 - university exchange programs in France
 - open access computing for all colleges on campus
 - proposal for consortium online MBA program
 - campus wide “Enhancing Quality of Education” program (with former Dean of Education) obtaining USDE Title III funding in support
- Active Small Business Development Center, Micro Business Development Center (75% minority clients) and Business Incubator. College played a key role in the area’s economic development
- Successfully worked on donations (incl. matching funds) for two endowed chairs (Entrepreneurship and E-Business) and 14 endowed professorships totaling \$3.4M
- Member of K-12 Blue Ribbon Task Force on Public Education
- University representative in state-wide EPSCOR economic development program
- Chair-elect for University Louisiana System Business Deans

Boise State University 1990–1999

Department: 13 FTE faculty, 18 PTE faculty and 3 staff members, annual budget of over \$1.5M.

Chairman, Department of Management, July 1996–June 1999

Assistant, Associate and Full Professor Teaching undergraduate and graduate courses in Business Policy, Strategic Planning, Global Strategy and Business Perspectives. Instructor in BSU-NEU joint MBA program in Hanoi, Vietnam. Excellent student evaluations

Key achievements:

- Nearly 1,000 majors and minors in the areas of General Business Management,

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- Human Resource Management and Entrepreneurship
- Department was first at BSU to offer courses online programs including blended learning
 - Initiated and managed mission-based curriculum revision of entire department affecting all majors
 - Maintained liaison with corporations, the community at large and the University Foundation
 - Collaborated with liberal arts faculty to build an inter-disciplinary International Business Major which had more than 200 students enrolled after 2 years.
 - Co-Principle Investigator on USDE grants totaling \$450,000
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Other Teaching Experience

Washington State University - Pullman 1985-1990

Lecturer: Teaching Business Strategy and Policy, Comparative International Management, Management and Organization, Personnel Management and Compensation Management. Excellent student evaluations. Participated in distance learning program delivered via WHETS system

Eastern Washington University 1981-1985

Teaching Fellow (full teaching load) 1981-1983

Full-Time Adjunct Professor 1983-1985

Teaching Strategy and Policy, Organization Theory, Business and Society, Financial Management, Marketing Management, Personnel Management, Compensation Management, Creativity and Innovation in Industry (in honors program). Excellent evaluations. Active participation in outreach programs. Also taught business courses in Eastern's cooperative program with Walla Walla Community College and with Colville Confederated Tribes, Nespelem, WA

Additional Professional Experience

- Director, Member of Governing Board, Pierce Pepin Electric Cooperative. Wisconsin October 2018-March 2019
 - Director, Vice President and President, Pierce County Economic Development Corporation. Wisconsin. November 2015-present
 - Director, St Croix Economics Development Corporation. Wisconsin. November 2014-present
 - Director, Vice-Chair, Finance Committee Chair and Member of the Executive Committee of the Board, Health Solutions (previously Spanish Peaks Health Systems), Pueblo, CO 2008-
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2013

- Director, Pueblo Economic Development Corporation, Colorado 2008-2011
 - Member, Board of Directors, Valley Industry & Commerce Association, CA
 - Consultant for small- and medium-size businesses in service, construction and forest products (sustainable construction), hospitality, leisure, manufacturing, recreation and aviation (air taxi) businesses in the US and Europe. Consulting was both pro bono and fee based
 - Consultant for Asotin County (WA) Government, Idaho State Department of Health and Welfare and Public Safety Agencies
 - Leadership and Supervisor Trainer for County Agencies
 - Member of Rotary Club and Chamber of Commerce
 - Pro Bono Consultant for school district bond funding campaign
 - Volunteer Instructor for Community Education Programs
 - Volunteer for various civic and non-profit organizations
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Selected Recent Intellectual Contributions

Literature vs. User Perception of Planning in the Digital Age. To be submitted to Business and Management Studies, co-authored.

Evidence-Based Management: Necessary But Not Sufficient For Decision-Making. Submitted to Academy of Management Education & Learning, co-authored.

Evidence-Based Management: What's Not To Like. Submitted (invited) to California Management Review, co-authored.

Design Culture, Immersion, and Visuo-Spatial Learning: Re-envisioning Training. Business Education Innovation Journal, 11(2), 2019 co-authored, In press.

Using Threat Vulnerability Asset (TVA) Methodology to Identify Cyber Threats and System Vulnerabilities: A Student Project Case Study. Business Education Innovation Journal, 11(1), 2019, co-authored

MOOCs and the Future of Higher Education. Journal of Higher Education Theory and Practice , 13(4), 2013, co-authored.

Mapping Interlocking Directorates: An Overview of Citigroup's Eight Links with the Mortgage Crisis. Journal of Leadership, Accountability and Ethics. 11(1) 2013, co-authored.

Over the river: A critical approach towards Christo's art project. Proceedings of the Western Decision Science Institute Annual Meeting. 2013 (co-authored with student).

Assessing Online Interaction to Support Accreditation. CEIB 19th Annual Meeting, (2012)

Education

Ph.D. 1991, Washington State University

Major Fields: Strategic Management, Management and Marketing

M.B.A. 1983, Eastern Washington University

Major Fields: Finance and all but one of the courses required for MPA

MBA Studies 1979-81, University of Mannheim, Germany

Completed 2 years of 4- year program

Abitur 1979, H.H.G., Kaiserslautern, Germany

Major Fields: Socioeconomics and English

Minor Field: Physics

Native fluency in English and German, some French

Dual citizenship USA and Germany