

# CURRICULUM VITAE

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**Tiffany Espinosa, MBA, MA**

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## **EDUCATION**

2009-Present	Colorado State University	Ph.D <i>(In progress)</i>	Human Dimensions of Natural Resources
2005-2006	University of Colorado Denver	M.A.	Information and Learning Technologies, Adult Learners and Instructional Design <i>4.0 GPA</i>
2001-2002	University of Colorado Denver	M.B.A.	11-Month MBA, Emphasis in Management and International Business <i>3.8 GPA, Graduated Second in Class</i>
1993-1997	University of Michigan, Ann Arbor, MI	B.S.	Social Sciences, Emphasis in Social Theory, <i>3.8 GPA, Summa Cum Laude</i>

## **EMPLOYMENT**

2010-present	Graduate School Instructor, Department of Cultural Sustainability, Goucher College		
2008-present	Graduate School Instructor, Business School and School of Education, University of Colorado Denver		
	<ul style="list-style-type: none"><li>• Managing for Sustainability Program</li><li>• Bard Center for Entrepreneurship</li><li>• 11-Month MBA Program</li></ul>	<ul style="list-style-type: none"><li>• Information Learning Technologies Program</li><li>• Health Administration Program</li></ul>	
2002-present	Manager of Strategic Outreach and Professional Development, 11-Month MBA Program, Business School, University of Colorado Denver		
2002	Graduate Assistant to Marlene Smith, Director of Decision Sciences Program, Business School University of Colorado Denver		
1999-2001	Financial & Marketing Administrator, Community Care Foundation, a Not-for-Profit Youth Residential Treatment Center, Denver, CO		
1997-1999	Project Assistant, Jenner & Block, a Top National Law Firm and #1 Ranked Pro-Bono Program, Chicago, IL (work included Asbestosis and Brownfield Litigation)		
1996	Office Manager, Contract Negotiator, Paul's All Trades, Building and Restoration Company, Ann Arbor, MI		
1994-1995	Financial Coordinator, Summer Orientation Program, University of Michigan, Ann Arbor, MI		
1994-1995	Founder; Outreach and Education Director, Michigan Women's Issues Network, Ann Arbor, MI		
1994-1995	Research Assistant to Susan Wright, Research Scientist in History of Science and International Relations in the Institute for Research on Women and Gender at the University of Michigan, Ann Arbor, MI		
1993-1994	Research Assistant to Ira Konigsberg, Director of Film and Video Studies, University of Michigan, Ann Arbor, MI		

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## **ACADEMIC EXPERIENCE**

### **Research:**

*Colorado State University*

In collaboration with Jerry Vaske and Maarten Jacobs:

Environmental Value Orientation, Norm Activation and Ecological Behavior Intention (2011)

In collaboration with Jennifer Keeling Bond, funded by a USDA-Rural Business Cooperative Services Grant:

Colorado Farming Entrepreneurs' Attitudes Toward Developing Cooperatives (2010)

US Fresh and Specialty Agricultural Cooperatives (2010)

Colorado Agricultural Cooperatives Case Study: High Plains Food Co-op (2010)

Colorado Agricultural Cooperatives Case Study: Central Colorado Foodshed Alliance (2010-2011)

### **Teaching:**

*University of Colorado Denver*

Innovation in the Social Sector (ENTP 6858)

Innovation, Scenario Planning, and Opportunity Analysis (ENTP 6800)

Emerging Business Trends and Scenario Planning (BUSN 6800)

Business Planning for Social Entrepreneurs (ENTP 6860)

Business Planning for Social Entrepreneurs (Accelerated, Hybrid Online Course) (ENTP 6860)

Managing Individuals and Teams, Health Administration Section (BUSN 6521)

Research in Information Learning Technologies (Online Course) (IT 6720)

*Goucher College*

Social Entrepreneurship for Advocates and Changemakers (CSP 636)

### **Administration:**

- Developed and facilitated strategic partnerships in order to create opportunities for experiential learning, including:
  - Collaborative partnerships with: Coors Brewing Company, British Telecom, Prologis, IMA, IBM, the International Center for Applied and Sustainable Technologies (iCAST), the Bonacquisti Winery, The Leadership Development Institute, Social Venture Partners, cityWILD, and Sonora Entertainment.
  - International educational trips abroad for students to learn about doing business abroad. Worked with colleagues at the University of Glasgow, Edinburgh Business School at Herriot-Watt University, EDHEC School of Management, Wharton School Center for Human Resources, and Hong Kong Baptist University to provide students with classroom time with some of the top business educators around the world. Students also get opportunities to interact with the top management of global companies, like Siemens, IBM, Pfizer, Bombardier, Skoda, British Telecom, Midea Group and Walmart (China) learning about international business models, trade, human resources management, marketing and finance. Trip locations have included:
    - Berlin, Germany
    - Edinburgh, Scotland
    - Monte-Carlo, Monaco
    - Munich, Germany
    - Glasgow, Scotland
    - Hong Kong, China
    - London, UK
    - Marseille, France
    - Guangzhou, China
    - Burton-Upon-Trent, U.K
    - Nice, France
    - Shenzhen, China

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- Designed a six-module 30 hour professional development training curriculum to help students make the school to work transition. Started a mentorship program for students to network and find out about industry trends and opportunities. Facilitated hundreds of formal and informal connections between students and alumni each year, including bringing in business leaders to do lunch-and-learns.
- Collected and analyzed data to: evaluate potential opportunities for program improvement and conduct program outcomes assessment.
- Develop branding strategies and implement marketing campaigns and special events.

## **Service:**

### *University of Colorado Denver*

- 2007-present Member, Sustainability Track Faculty Committee, Business School  
*Named one of the Aspen Institute's Global 100 MBA Programs that integrate social and environmental stewardship into curricula and research in their 2009-2010 "Beyond Grey Pinstripes" Report.*
- 2005-2009 Member, Board of Directors, Alumni Association, 11-Month MBA
- 2008-2009 Co-Chair, People and Internal Culture Committee, Strategic Planning Committee, Business School
- 2007-2009 Member, Strategic Planning Committee, School of Education
- 2006-2008 Member, Bard Center Business Plan Committee, Bard Center for Entrepreneurship
- 2003-2004 Steering Committee Member, Business Career Fair, Career Center
- 2002-2004 Steering Committee Chair, Alumni Association, 11-Month MBA

## **Publications:**

1. Vaske, J.J., Espinosa, T.K., and Jacobs, M.H. (*In Prep*). Environmental Value Orientation, Norm Activation and Ecological Behavioral Intention.
2. Espinosa, T. and Bond, J. (*In Press*). Entrepreneurial Considerations for Start-Up Producer Co-ops: Central Colorado Foodshed Alliance. USDA-Rural Business Development.
3. Espinosa, T. and Bond, J. (*In Press*). Entrepreneurial Considerations for Start-Up Producer Co-ops: High Plains Food Co-op, A Study of a Virtual Co-op. USDA-Rural Business Development.
4. Espinosa, T. (2007). Improving The Practice of E-Portfolios In Higher Education: A 360° Perspective From Students, Administrators, Faculty, And Hiring Managers. In C. Montgomerie & J. Seale (Eds.), *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2007* (pp. 1632-1641). Chesapeake, VA: AACE.  
*Recognized as a premier world organization for Informational Technology and Education. This peer-reviewed full paper was accepted for the 2007 Best Practices conference.*

## **PROFESSIONAL SERVICE, PRESENTATIONS, AFFILIATIONS , CERTIFICATIONS and AWARDS**

### **Service:**

- 2007-present Judge, Socially Responsible Business Plan Competition, William James Foundation, Washington, DC
- 2010-present Judge, Celebration for Young Entrepreneurs Business Plan Competition, Young Americans Center for Financial Education, Denver, CO
- 2011 Judge, State DECA Conference Business Competition, Colorado DECA, Colorado Springs, CO
- 2010 Pro bono Business Coach, Georgian Business Development Center and NCFA, Republic of Georgia
- 2010 Judge, Future Farmers of America State Marketing Plan Competition, Fort Collins, CO

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2009	Social Enterprise Deal Screener, Angel Capital Summit, Denver, CO
2008	Member, Community Leadership Association Annual Conference Planning Committee, Denver, CO
2007-2008	Interview and Selection Committee, Leadership Denver, Denver, CO
2007	Coach, Select Non-Profit Enterprises (Pitch Preparation), Angel Capital Summit, Denver, CO

## ***Presentations and Speaking Events:***

1. Environmental Value Orientation, Norm Activation and Ecological Behavior Intention. Accepted for Presentation at the International Symposium on Society and Resource Management Conference on Integrating Conservation and Sustainable Living, Madison, WI, 2011
2. Cross Sector Collaborations, Building Communities, and Social Capital. Presented for CFI 190D - Introduction to Social Entrepreneurship, Metropolitan State College of Denver's Center for Innovation, Denver, CO 2011
3. Earned Income Strategies. Presented for Girls Incorporated of Metro Denver, Denver, CO 2010
4. Making Local and Regional Food Systems Successful: Colorado Farming Cooperatives and Farmers' Attitudes Toward Developing Cooperatives. Research presented by Jennifer Keeling Bond for the 2010 Agricultural & Applied Economics Association Annual Meeting, Denver, 2010
5. The Triple Bottom Line. Presented for ReGrow LoDo Sustainable Restaurant Summit, Denver, CO 2010
6. Potential Role of Cooperatives and Collaboratives in Marketing Small and Medium-Size Farmers' Fresh and Specialty Produce. Research presented by Jennifer Keeling Bond for WERA-72 (Western Extension and Research Activities Committee on Agribusiness) Annual Meeting, Santa Clara, CA, 2010
7. Social Entrepreneurship and Starting a New Organization. Presented with Patrick Sablich, Jeremy Duhon, and Johanna Garton for Young Non-Profit Professionals Network (YNPN) Denver, Denver, CO, 2010
8. Cooperative Business Planning. Presented for El Centro Humanitario, Denver, CO, 2010
9. Colorado Center for Latino Health & Wellness Exploratory Group Researcher & Presenter, joint project of the Rose Community Foundation and the Colorado Health Foundation, in partnership with Arquero Consulting, 2009
10. Winning Corporate Partnerships Case Studies Session Moderator, Denver Fundraising Summit, Center for Non-Profit Success, Washington D.C., Session in Denver, CO
11. Graduation Address: Practical Leadership. Presented for Alexander Dawson High School, Lafayette, CO, 2009
12. Earned Income Strategies for Non-Profit Enterprises. Presented for Social Venture Partners, Denver, CO, 2008
13. Innovation as a Leadership Practice. Presented for the Women's Vision Foundation, Denver, CO, 2008
14. Improving The Practice of E-Portfolios In Higher Education: A 360° Perspective From Students, Administrators, Faculty, And Hiring Managers. Presented at the Annual Best Practices Conference for EDMEDIA, International Conference on Educational Multimedia, Hypermedia, and Telecommunications , Vancouver, Canada, 2007
15. Developing a Business Model. Presented for SafeHouse, Denver, CO, 2006, 2008
16. The Denver Metro Labor Market. Presented at the Annual Best Practices Conference for the Colorado Career Development Association, Longmont, CO, 2006
17. Marketing 101. Presented to the Teen Education Program, Lawyer's Bureau for Better Housing, Chicago, IL, 1998
18. Public Speaker and Group Facilitator, Educational Outreach Program, Ann Arbor, MI, 1993-1997

## ***Affiliation, Memberships, and Certifications:***

Member , Leadership Denver Alumni Association, Denver Metro Chamber Leadership Foundation, CO 2007-Present  
Class Member, Leadership Denver, Denver Metro Chamber Leadership Foundation, Denver, CO, 2006-2007  
Member, International Society for Performance Improvement, Front Range Chapter, 2005-2009  
Member, Colorado Career Development Association, 2005-2008

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New Programs Developer and Marketer, LERN Institute, Certified, 2005

Global Career Development Facilitator, National Career Development Association, Certified, 2005

Programs Planner, LERN Institute, Certified, 2004

## ***Awards:***

First Place Overall & Judy Ward Family Non-Profit Award, Bard Center for Entrepreneurship Business Plan Competition, Denver, CO, 2005

Second Place Overall, Best Undergraduate Paper, Sociology Department, University of Michigan, Ann Arbor, MI 1994

University of Michigan Alumni Scholarship, University of Michigan Alumni Association 1993

Thomas J. Watson Scholarship, IBM Corporation 1993