

# Carla A. Mandell, Ed.D, MBA

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## Education

### Ed.D. Northeastern University, 2022

College of Professional Studies, Graduate School of Education

Concentration: Higher Education Administration

Dissertation Title: "The Future of Business Education – Connecting Value and Relevancy"

Dissertation Chair: Joan Giblin, Ph.D.

### MBA Thomas Jefferson University (formerly Philadelphia University), 2016

Kanbar College of Design, Engineering, and Commerce; School of Business

Program focus: Strategic Design – design thinking and business strategy

Intrapreneurial Capstone: "Truth and Value – A Relaunch of a Campus Resource"

### B.S. Thomas Jefferson University (formerly Philadelphia University), 1991

Major: Accounting, Minor: Finance

## Certificates and Licenses

**Social Entrepreneurship** USASBE, May 2023

**Online Teaching** Rutgers University, Teaching and Learning with Technology, 2019

**Professional Meeting Planning** Temple University Business Agenda, 2002

**Certified Public Accountant** Commonwealth of Pennsylvania (inactive retired license)

## Academic Experience

**Rutgers University, School of Business - Camden, NJ,**

**2018-Present**

*Lecturer & Workshop Facilitator*

Develop competency-based curriculum and manage course logistics across 5- 6 instructors, including self.

- Professional Development Strategies –upper-level undergraduate competency-based courses (in-person and online).
- Professional Skills Forum I– first-year competency-based in-person and hybrid course.
- Professional Skills Forum II – second-year competency-based hybrid course (2018-2019).
- Career Development Strategies – third-year competency-based hybrid course (2019-2021).
- *Workshop Facilitator*
- **Professional and Executive Education – 2022 - Present**
  - Putting Design Thinking to Work Throughout Your Organization
  - Skills based workshops: Personal Branding, Leadership, Storytelling, Communication & Collaboration, Project Management

- **School of Business**
  - Faculty Workshop for Experiential Learning Designation. March 2023
  - Assurance of Learning Retreat. October 2022
  - Faculty Workshop for Teaching Enhancement Grant Pilot. March 2022
- **BizEd Program** – October – November 2022 "Design Thinking – Reframing Problems into Opportunities"

**Thomas Jefferson University, School of Business, Philadelphia, PA** *Adjunct Instructor*

- Design Thinking in Business (MBA required course) 2021 - Present
- First Year Seminar (undergraduate required course) 2014-2016

## **Academic Administrative Experience**

**Rutgers, The State University of New Jersey, School of Business,**  
**Project & Data Manager, November 2017 – Present**

**Camden, NJ**

*Project Manager & Assistant to the Dean, July 2016 – November 2017*

- Co-manage Assurance of Learning process related to identifying learning goals, coaching faculty through the process, and reporting on learner assessment data internally and for AACSB accreditation.
- Develop and manage experiential learning activities for undergraduate students including case competitions, externships, and entrepreneurship focused monthly Small Business Think Tank and Student Pop-up shop events.
- Mentor and coach learners related to personal goals and career planning.
- Develop guided pathways and digital badging opportunities for curricular, co-curricular, and extracurricular activities, specifically on employer-desired skills.
- Collaborate on the launch of new experience and engagement initiatives in partnership with stakeholders – including leading Women Entrepreneurship Week, Business Symposium, and Professional Development Conference event management.
- Design data collection of qualitative data to best understand our learners and implement feedback into programming.
- Manage annual donor scholarship award process and ensure learners meet responsibility-based scholarship requirements.
- Manage operations for various recruitment and retention programs.

**Thomas Jefferson University**

**Philadelphia, PA**

**Executive Administrative Assistant to the Provost, August 2013 – July 2016**  
**and Coordinator of Academic Events, December 2014 – July 2016**

- Managed academic events, including Convocation, Commencement, Grad Finale, Faculty Awards, and Student Awards ceremonies. Including budgeting, staffing, and vendor contracts.
- Communications Coordinator for Middle States Accreditation Steering Committee.
- Managed six search committees, including organization, sourcing candidates, interviews, and campus visits.

- Supported monitoring of academic budgets.
- Coordinated and maintained all Provost-related correspondence, including contract renewals, tenure reviews, and promotions.
- Supported Shared Governance committees and Chairs.

## Professional Experience

**The Philadelphia Orchestra Association** Philadelphia, PA  
*Human Resources Coordinator (Contract position), January 2012 – August 2013*

- Recruited and hired staff, including identifying department needs, sourcing, screening, and conducting interviews and reference checks.
- Coordinated internship program, including hiring and managing activities of interns and co-op positions.
- Processed benefit billing reconciliations and open enrollment.
- Managed payroll process for orchestra members.

**Fusion Performing Arts Center** (formerly Fusion School of Dance Music & Acting)  
*Co-Founder & Assistant Director, June 2009 – May 2012* Voorhees, NJ  
*Director, September 2007 – August 2010* Cherry Hill, NJ

- Senior leadership for the organization. 150 students and 20 artistic contractors
- Operational, financial, and program management
  - Fundraising and Event Management, including grant compliance.
  - Created and managed scholarship programs.
  - Website development and content creation.

**International Concierge & Errand Association** Philadelphia, PA  
*Co-Founder and Executive Director, January 2001 – July 2009*

- Senior leadership for the organization. Grew the organization from inception to 600 members in 23 countries.
- Organizational, financial, and program management.
- Provided small business coaching and professional development for members.

**AYUSA Global Youth Exchange** San Francisco, CA  
*Regional Director - S.E. Pennsylvania Region, January 2003 – July 2008*

- Served as senior leadership for regional host schools, host families, and participating students (30 – 40 students per year (5-to-10-month programs)).
- Programmatic and compliance oversight with students and community representatives.

**Accounting and Audit Experience:** Financial, Compliance, and Operational Audits

- **Sibley Services, Inc.** *Newtown, PA 1994 – 2014, Consultant*
- **Board of Pensions of the Presbyterian Church Philadelphia PA** *January 1999 – February 2003, Senior Internal Auditor*
- **Holman Enterprises Pennsauken, NJ,** *August 1997 – January 1999, Senior Internal Auditor*
- **ARAMARK Philadelphia PA** *June 1995 – August 1997, Accountant*

- **First Judicial Court of Philadelphia** *January 1995 – June 1995 Bureau of Accounts Contract Accountant*
- **Mathieson Aitken Jemison** *Plymouth Meeting PA September 1991 – January 1995, Staff Accountant*

## Conference Presentations

- June 2023      **Northeastern University DiP Showcase** *The Future of Business Education: Connecting Value and Relevancy.*
- June 2023      **Hopeworks Listen Learn Network** *Leveraging the Strengths of Others.*
- May 2023      **USASBE Midwest Symposium** *Showcase Social Entrepreneurship Final: Project for Real World Impact.*
- April 2023      **Mid-Atlantic Organizational Behavior Teaching Conference** "Connecting Value and Relevancy in Business Education"
- June 2022      **Rutgers School of Business Inaugural Professional Development Conference.** "Design Thinking – Reframing Problems into Opportunities."
- April 2022      **Mid-Atlantic Organizational Behavior Teaching Conference.** "That's not what I meant": Addressing diversity-related misperceptions. Co-presented with Melissa Fender, Ph.D.

## Awards and Grants

- Chancellor's Award in Staff Excellence AY 22-23
- Chancellor's Grant for Staff Development (Spring 2023)
- Rutgers School of Business Staff Recognition Award for service above and beyond (Spring 2021)

## Boards & Committees

- **Nexel Collaborative**, Resources Committee 2022 – present
- **Rutgers University, Camden**
  - Co-chair Transformative Student Experience subcommittee for Rutgers Camden Strategic Plan Committee January – June 2023
  - Experiential Learning Committee 2021 – present
  - Staff Development & Awards Committee 2021 – present
  - Assurance of Learning Committee 2020 – present
  - Co-Advisor for Graduate Business Student Council and StrataG, a social innovation club
- **Philadelphia University**
  - Alumni Board of Directors – 1999 – 2003 and 2013 – 2017
- **American Business Women's Association** 1992 - 1998
  - Served two terms as President and one term as Vice-President of local chapter
  - Served as scholarship and fundraising chair

## **Current Memberships**

- United States Association for Small Business and Entrepreneurship (USASBE)
- Educause
- American Institute for Certified Public Accountants

## **Teaching Interests**

Design Thinking, Creativity & Innovation, Social Entrepreneurship, Entrepreneurship, Human Centered Design Research, Career Management, Management, and Action Research.

## **Research Interests**

Higher Education trends, teaching and learning practices, lifelong learning, skill development pathways, design thinking, and human-centered design.