

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

MARK ALLEN, Ph.D.
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EDUCATION

Ph.D.—Higher Education Administration and Policy. University of Southern California, Rossier School of Education.

Master of Business Administration. Pepperdine University, Graziadio School of Business and Management.

Bachelor of Arts--Psychology. Columbia University.

PROFESSIONAL EXPERIENCE

PEPPERDINE UNIVERSITY

Practitioner Faculty of Organizations and Management. Teach MBA and bachelor's courses in management, leadership, and organizational change for the Graziadio School of Business and Management. Also teach doctoral courses and chair dissertations for the Graduate School of Education and Psychology. 2005- Present.

Director, Executive Education. Was responsible for the development, delivery, and marketing of non-degree business programs offered to corporate clients and alumni. Created "Managing in the 21st Century" which has been successfully delivered numerous times to alumni and corporations. Created highly successful programs for 3M, Boeing, Caesars World, Verizon, Southern California Edison, Infonet Services Corporation, Los Angeles Police Department, Safeguard Business Systems, and others. 1996-2006.

CONSULTING

Private Consulting. Provide consulting services to a variety of small, medium, and large corporations in the areas of corporate university creation, corporate university management, leadership, and the evaluation of corporate learning. 2001-Present.

Senior Associate, The Kiely Group. Work with the clients of this consulting firm to provide services and classes in the areas of leadership, communication, and organizational change. 2005-Present.

Senior Faculty Member, Human Capital Institute. Teach classes live and online for members and corporate clients of this membership-based organization providing research and education in the field of human capital management. 2005 to present.

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Faculty Member, Vatel University. Teach courses at the Los Angeles campus of this international business school. 2008-Present.

Faculty Member, American Management Association. Teach executive leadership courses to national and international audiences. 2010-Present.

UNIVERSITY OF SOUTHERN CALIFORNIA

Program Director, Office of Executive Education. Developed, marketed, and supervised delivery of open enrollment and custom executive education courses offered to corporate executives. Created the highly successful “USC Management Development Program” and “Advanced Management Program: Managing the Changing Organization.” Designed and supervised delivery of custom programs for corporations including the Taiwanese Government, Samsung, Kaiser Permanente, and Hughes Aircraft. 1993-1995.

KAPLAN EDUCATIONAL CENTERS

General Manager and Academic Director. Hired, trained, and supervised a faculty of more than one hundred instructors. Developed and delivered instructor training program used in seven schools throughout Southern California. 1990-1993.

INTEGRATED DATA CONCEPTS

Vice President and General Manager. Managed ongoing operations and developed new telecommunications ventures. 1986-1990.

TEACHING EXPERIENCE

PEPPERDINE UNIVERSITY. Teach MBA and undergraduate courses at the Graziadio School of Business and Management and teach doctoral courses and chair dissertation committees for the Graduate School of Education and Psychology. 1996-Present.

Graduate Courses Taught

OTMT 680—Advanced Principles of Organizations and Leadership
OTMT 661—Cross-Cultural Management
OTMT 678—Managerial Creativity and Innovation for Leadership
ED 755—Adult and Lifespan Learning
EDD 756—Leading Educational Programs

Undergraduate Courses Taught

OTMT 484—Organizational Analysis, Design, and Change
OTMT 491—Managing Organizations

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UNIVERSITY OF PHOENIX. Taught undergraduate and graduate courses in both classroom and distance formats. Developed and taught faculty training and certification workshops. Won Outstanding Business Faculty Award in 1995. 1992-2001.

Teacher Training Courses Taught

Faculty Certification Workshop (For newly hired faculty)
Learning Productivity (Developed by me for experienced faculty)
Advanced Facilitation Skills

Masters and Undergraduate Courses Taught

MGT 512--Fundamentals of Executive Management
MGT 548--Executive Management in a Global Economy
MGT 551--Decision Making
MGT 436--Critical Thinking and Decision Making
QNT 421/QNT 422--Statistics in Business I and II (Taught both live and online)

PUBLICATIONS

Books

Allen, M. (Editor and Co-Author) *The Next Generation of Corporate Universities*. San Francisco: Pfeiffer, 2007.

Allen, M. (Editor and Co-Author) *The Corporate University Handbook*. New York: AMACOM Books, 2002.

Chapters

Allen, M. "Expanding the Value of Corporate Universities: The Stakeholder Approach" In Romano, A. and Secundo, G. (Eds.) *Dynamic Learning Networks: Models and Cases in Action*. New York: Springer, 2009.

Allen, M. "The Evolution of Organizational Learning from Training Departments to Corporate Universities to Stakeholder Universities." (Foreword). In Romano, A. *Open Business Innovation Leadership: The Emergence of the Stakeholder University*. Hampshire, England: Palgrave Macmillan, 2009.

Allen, M. "The Corporate University Phenomenon: A Look Ahead." *2009 Pfeiffer Annual: Training*.

Allen, M. and McGee, P. "Measurement and Evaluation in Corporate Universities." In Lane, J. E. and Brown, M. C. (Eds.) *Examining Unique Campus Settings: Insights for Research and*

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Assessment (“New Directions in Institutional Research,” Number 124). San Francisco: Jossey-Bass, 2005.

Other Publications

Allen, M. “The Next Generation of Corporate Universities for the New Decade.” *Training Industry Quarterly*, Summer, 2010.

Allen, M. “Corporate Universities 2010: Globalization and Greater Sophistication.” *Journal of International Management Studies* Vol. 5, #1, April 2010, pp. 48-53.

Allen, M. “Wisdom Management: Linking Learning and Performance.” *Leadership Excellence*, Vol. 25, No. 9, September 2008.

Allen, M. “CEDRA Research Labs.” Case study for the Human Capital Institute, 2007.

Allen, M. “Current and Future Trends in Corporate Universities.” *Peking University Business Review*. July, 2007.

Allen, M. “Corporate Universities Explored.” *Hobson’s Executive Education Guide 2005*, Cincinnati, OH, 2005.

Allen, M. “Beyond Training.” *Executive Excellence*, Vol. 21, No. 12, December, 2004.

Allen, M. “Corporate Universities: What is on Offer.” *Hobson’s Executive Education Casebook 2004*, London, England, 2004.

Allen, M. “Corporate Universities: Taking Training to Another Level.” *Hobson’s Executive Education Casebook 2003*, London, England, 2003.

Allen, M. “Executive Education in the Year 2000.” *American International College Journal of Business*. Spring, 1996, Vol. VIII, 33-45.

PRESENTATIONS

Allen, M. “International Virtual Executive Teams.” Society of Human Resources 2011 Annual Conference.” Las Vegas, NV, June, 2011. (Forthcoming).

Allen, M. “University Partnerships: Where Do I Start?” Training 2011, San Diego, CA, February 2011.

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Allen, M. "How Corporate Universities Drive Superior Personal and Organizational Performance." Training 2011, San Diego, CA, February 2011.

Allen, M. "Corporate Universities and Talent Management." Global Council of Corporate Universities Webinar Series, December 2010.

Allen, M. "Author's Session: The Next Generation of Corporate Universities." Learning 2010, Orlando, FL, October, 2010

Allen, M. "Leadership Learning on a Higher Plane." Human Capital Institute Executive Conversation (webinar), September, 2010.

Allen, M. "Corporate Universities: 2010 and Beyond." 6th Annual Innovations in E-Learning Symposium, Fairfax, VA, June, 2010.

Allen, M. "The Role of the Corporate University in Talent Management." Training 2010, San Diego, CA, February 2010.

Allen, M. "Maximizing Talent in Your Organization: The Role of the Corporate University." Training Leadership Summit, San Diego, CA, May 2009.

Allen, M. "The Role of the Corporate University in Talent Management" Podcast—Training Magazine Network, April, 2009.

Allen, M. "Customized Learning for the Evolving Workforce." Corporate University Week 2008, Orlando, FL, November 2008.

Allen, M. "Innovative Approaches for Developing People and Expanding Organizational Learning, Knowledge, and Wisdom" (Keynote Address). Advanced International Summer School: Managing Uncertainty and Competition Through Dynamic Learning Networks, Ostuni, Italy, July 2008.

Allen, M. "The Corporate University as a Strategic Weapon in Recruitment, Development and Retention: Taking the Wheel in Talent Management Initiatives." The Fourth Annual Corporate University Summit, Las Vegas, NV, May 2008.

Allen, M. "Fostering Corporate Responsibility as a Leadership Tool." (Closing Keynote). 2008 Global Council of Corporate Universities Forum, Paris, France, April 2008.

Allen, M. "Key Emerging Trends in Learning." (Closing Keynote Address). Corporate University Week 2007. Orlando, FL, November 2007.

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Allen, M. "Moving to World Class by Learning from the Best." Corporate University Week 2007. Orlando, FL, November 2007.

Allen, M. "Next Generation Learning and Development." Learning in the 21st Century Conference, Ontario, CA, May, 2007.

Allen, M. "Corporate Universities: Past, Present, and Future" (Opening Keynote Address). The First Global Summit for Corporate University Development, Beijing, China, March, 2007.

Allen, M. "How to Measure Ways a Corporate University Adds Value." 5th Annual Learning Analytics Symposium, Las Vegas, NV, March, 2007.

Allen, M. "Authors' Roundtable: The Next Generation of Corporate Universities" (Headliner Session). Training 2007 Conference and Expo, Orlando, FL, February 2007.

Allen, M. "Wisdom Management." Training 2007 Conference and Expo, Orlando, FL, February, 2007.

Allen, M. "The Next Generation of Corporate Universities." (Headliner Session). Training Solutions Conference and Expo, Denver, CO, October 2006.

Allen, M. "The One Thing You Need to Know About Corporate Universities" (Keynote Address). Training Directors' Forum, Palm Springs, CA, June 2006.

Allen, M. "29 Things Corporate Universities Do to Add Value" (Featured Session), Training Directors' Forum, Palm Springs, CA, June 2006.

Allen, M. "Utilizing Mission-Based Metrics in Corporate Universities." Corporate University Summit 2006, Scottsdale, AZ, May, 2006.

Allen, M. "Centralizing Your Learning Function to Maximize Talent Management Efforts." Succession Planning & Talent Management Summit, Las Vegas, NV, Oct. 2005.

Allen, M. "Corporate Universities: The Next Generation" (Featured Presentation). Training Fall Conference and Expo, Long Beach, CA, October 2005.

Allen, M. "The Next Generation of Corporate Universities." Training Directors' Forum, Phoenix, Arizona, May, 2005.

Allen, M. "A Step-By-Step Guide to Launching a Corporate University and Maximizing Its Value." Corporate University Summit 2005, Las Vegas, NV, May 2005.

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Allen, M. "Leadership, Alignment, and Change." The Caribbean Regional Intern/Scholarship Program Leadership Development Workshop, University of the West Indies, Bridgetown, Barbados, April 2005.

Allen, M. "The Role of Corporate Universities in Developing Talent." Human Capital Institute, Los Angeles, CA, March 2005.

Allen, M. "Corporate Universities: The Next Generation" (Featured Presentation). Training 2005 Conference and Expo, New Orleans, LA, March 2005.

Allen, M. "Mission-Based Metrics" Measuring and Benchmarking Training Projects and Programs Conference, Atlanta, GA, January, 2005.

Allen, M. "Creating a Business Plan for a New Corporate University." Corporate University Week 2004, Orlando, FL, November, 2004.

Allen, M. "Measuring Corporate University Successes." Measurement and Benchmarking for Corporate Universities Conference, Phoenix, AZ, September 2004.

Allen, M. "Transitioning Your Training Organization to a Corporate University." Running Training and Learning as a Business Conference, New Orleans, LA, April 2004.

Allen, M. "Corporate Universities: What They Should Do For Your Organization and How You Can Measure Their Processes and Successes." Measuring and Benchmarking Training Projects and Programs Conference, Las Vegas, NV, February 2004.

Allen, M. "The Perfect Corporate University: Mythical Beast or Attainable Goal?" Corporate University Week 2003, Orlando, FL, November 2003.

Allen, M. (Moderator) "Needs of Client Corporations" (Panel presentation). 2003 Executive MBA Council Conference, Atlanta, GA, October 2003.

Allen, M. "You're Not in it Alone: Strategic Alliances for Corporate Universities." Launching and Managing a Corporate University Conference, Dallas, TX, January 2003.

Allen, M. and Sabatalo, A. "Views on Corporate-University Partnerships: Emerging Trends, Successes, and Caveats" (Panel presentation). University Continuing Education Association Conference on Workforce Development, Clearwater, FL., January, 2003.

Allen, M. "Corporate Universities 2007." Corporate University Week 2002, Orlando, FL, November, 2002.

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Allen, M. “Whither Corporate Universities” (Keynote Address). Corporate University Week Canada, Toronto, Canada, August, 2002.

Allen, M. “Defining, Realizing, and Measuring the True Value of Corporate Universities” (Keynote Address). Training World 2002, Washington, D.C., July, 2002.

Allen, M. “The Future of Corporate Universities” (Keynote Address). Global Corporate University Week, Paris, France, June 2002.

Allen, M. “Strategic Educational Alliances for Corporate Universities” (Featured Presentation). Training World 2001, San Diego, CA, July, 2001.

Allen, M. “Putting the Learning Back Into E-Learning.” Online Corporate University Week Conference, San Francisco, CA, July, 2000.

Allen, M. “New Options in Executive Development.” 7th Annual EDINEB (Education Innovation in Economics & Business) International Conference, Newport Beach, CA, June, 2000.

Allen, M. “Strategic Partnerships for Corporate Universities.” Global Corporate University Week Conference, Cannes, France, June, 2000.

Allen, M. “The Changing Landscape of Leadership Development: The Roles of Traditional, Non-Traditional, and Corporate Universities.” 1999 APQC Annual Conference, San Francisco, CA, August, 1999.

Allen, M. “Corporate Universities and Business Schools: Competitors or Allies?” 1997 SAM International Management Conference, Las Vegas, NV, March, 1997.

Allen, M. “Corporate Universities.” Second National Excellence in Education Conference, Anaheim, CA, October, 1996.

AWARDS AND AFFILIATIONS

Board of Regents, University of Farmers, Farmers Insurance Company, 2007-Present.

Board of Advisors, Global Council of Corporate Universities, 2005-Present.

Faculty Expert Speaker, Southern California Minority Business Development Council, Video Web Series, 2010.

Editorial Reviewer, *Human Resource Development Quarterly*, 2010.

Human Capital Strategist Certification, Human Capital Institute, 2005.

Editorial Review Board, *Research in Management Education and Development* (Information Age Publishing, Greenwich, CT), 2004.

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Judging Panel, CUBIC (Corporate University Best in Class) Awards, 2002-2004, 2007-2009.

Advisory Board, Clemson University program on Corporate University Management, 2004.

Outstanding Business Faculty Award, University of Phoenix, 1995.

Board of Directors, Electronic Publishers Association, 1989-1990.

