If you believe that you would benefit from meeting with one of our consultants, please send a request to ozmencenter@unr.edu to receive a formal introduction.

### Anne Carpenter

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<thead>
<tr>
<th>Areas of Expertise</th>
<th>Accounting, Finance, Economics</th>
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**Biography**
Anne Carpenter graduated summa cum laude with an undergraduate degree in Economics and Finance at Missouri State University and received her Ph.D. in Economics at the University of California, Irvine. She has experience in the banking industry and extensive expertise in business loans, acquisitions, financial reporting, and cash flow analysis. Her research interests are in financial and economic decision-making, workplace incentives and compensation, and business strategy.

### Wesley Califoux

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<th>Areas of Expertise</th>
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**Biography**
Professor Wesley A. Chalifoux was employed for 4 years at Raylo Chemicals (currently Gilead Sciences, Edmonton) while completing his undergraduate degree. At Raylo Chemicals he gained experience pertaining to the business of large-scale pharmaceutical manufacturing. Dr. Chalifoux is currently an associate professor at the University of Nevada in the Department of Chemistry. His research focus is the synthesis of semiconducting organic materials and their use in applications such as organic light-emitting diodes (OLEDs), organic field-effect transistors (OFETs), and as organic photovoltaic (i.e. solar cell) materials. He has filed three patent applications to date and has partnered with private industry to develop new technologies that utilize the organic materials developed in his laboratory.
William (Bill) Huddleston

### Areas of Expertise
Project Management

### Biography
Bill holds a BS in Mechanical Engineering and is a graduate of the University of Southern California with an MS in Mechanical Engineering and an MS in Operations Research. He retired from NASA HQ, Washington DC as a Program Executive where he directed the development of science-instrumented spacecraft manifested on the Space Shuttle and Expendable Launch Vehicles including managing budgets in excess of one billion dollars. Bill also provided management and technical guidance pertaining to supporting NASA organizations, served a technical expert for assessment & resolution of cost, schedule, and performance issues encountered in the development of science missions, and was a member of Independent Review Boards providing programmatic assessments and launch readiness recommendations. Prior to his NASA position he was a project manager supporting the development and logistic support for air-launched weapon systems at the Naval Air Systems Command, Washington DC and China lake Weapons Center. Bill is currently a Professor of Project Management at Mount Saint Mary’s University (MSMU), Los Angeles, California where he teaches project management as a specialty within the MBA program while providing an opportunity for students to augment an MBA degree with professional certification in project management. As a professor at MSMU he also serves as a mentor and coach for Title V (minority) students, Faculty advisor for MBA Capstone projects, and creator of the Research Associate in Project Management program providing MBA alumni the opportunity to acquire PM experience while optimizing the MSMU PM program content and structure.

Hyo Jin (Jean) Jeon

### Areas of Expertise
Marketing; distributions channels, sales management, international

### Biography
Jean Jeon (Ph.D. University of Oklahoma) is an associate professor of Marketing at the University of Nevada Reno. She has experience with family businesses in various service sectors including restaurants, retailing, and construction. Her primary research interests are strongly influenced by her experiences with family businesses and involve business-to-business issues such as franchising, marketing distribution channels, sales management, and international business. Her research has previously appeared in forums like Journal of the Academy of Marketing Science, Journal of Business Ethics, European Journal of Marketing, Journal of Small Business Management, Journal of Marketing Theory and Practice, and Journal of Marketing Channels.
### William Macauley

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<tr>
<th>Areas of Expertise</th>
<th>Communications (written and oral presentations): business, professional, and technical communications including how to persuasively present concepts and ideas and utilize alphabetic, numeric and graphic information</th>
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#### Biography
Dr. William J. (Bill) Macauley, Jr. is a Professor of English and Director of the Composition and Communication in the Disciplines program at UNR. Bill has taught business writing, professional/technical writing, academic writing, and creative writing. He has worked closely with undergraduate and graduate students as well as faculty and professionals in fields ranging from Business to Theater, Psychology to Engineering, and Art History to Computer Science. In all of these fields, Bill has worked with writers to improve flow, clarity, precision, concision, organization, and efficiency. Bill has considerable experience working with proposals, planning documents, and pitches both written and presented, as well as documents that must move between alphabetic and numeric and/or between graphic and textual information. The foundational principles of successful communications are the same regardless of the medium; what makes each instance unique are the participants, purposes, exigencies, and contexts.

### Igor Makienko

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<tr>
<th>Areas of Expertise</th>
<th>Marketing: consumer psychology, behavioral pricing, advertising</th>
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#### Biography
Igor Makienko received his masters' degrees in mechanical engineering, journalism, economics and mass communications and a Ph.D. degree in business administration (Louisiana State University). He has extensive experience in advertising and marketing industry. His research has been published in the Journal of Business Research, Journal of Promotion Management, Journal of Interactive Marketing, Journal of Marketing Education and others. He has also presented his research at numerous US and international conferences.

### Mark Packard

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<tr>
<th>Areas of Expertise</th>
<th>Customer knowledge and value</th>
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#### Biography
Mark Packard is a California native who studied computer engineering in Utah at BYU and got his PhD in management at the University of Missouri in 2016. Mark’s research has studied the theory of entrepreneurship, entrepreneurial judgment under uncertainty, innovation and its diffusion, and demand-side (customer) knowledge and value. He has published at top entrepreneurship and management journals, including the Journal of Business Venturing, Organization Science, and Strategic Entrepreneurship Journal. He teaches Strategic Management and Managing Entrepreneurial Ventures at UNR.
Dexter Ramsey

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<tr>
<th>Areas of Expertise</th>
<th>Accounting and finance / financial strategies</th>
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**Biography**

Dexter Ramsey is a Tax Manager at Eide Bailly LLP here in Reno and has over 10 years of accounting industry experience. He enjoys assisting clients from all industries with all of their accounting needs, more recently focusing on tax and startup strategy. Prior to joining Eide Bailly, he had worked at a few public accounting firms with focus in both tax and audit. A few years back he left public accounting to work as a technical accounting manager at a high-growth software startup, and helped prepare financial statements, clean up high-risk areas, along with the formation and tracking of key metrics in route to filing a successful IPO in October 2016. This experience recently led him back into the public accounting sector at Eide Bailly with the goal of helping small and developed companies adopt sound tax and financial strategies.