

# Mary Shepard Spaeth, PhD

Assistant Professor, University of Wisconsin-Stout

Business Department

College of Science, Technology, Engineering, Mathematics and Management

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**Teaching Interests:** International and Multi-cultural Management, Entrepreneurship and Innovation, and Business Communications

**Research Interests:** Entrepreneurship in the arts and sciences, Organization and Identity

**Professional interests:** Regional and National Economic Development and Innovation Policy, Technology Commercialization

## EDUCATION/QUALIFICATIONS

**PhD Business** (Business/Socioeconomics) UNIVERSITY OF THE WEST OF SCOTLAND, Faculty of Business- Centre for Contemporary European Studies, Identity, Culture and the Politics of Language (2014) Supervisor, Dr. Katarzyna Kosmala. AACSB external examination, Professor Alf Rehn. Dissertation: *Narratives of Swedish and Scottish architects: implications of identity construction on the work course*

**MSc International Child Studies and Welfare Policy** LINKÖPING UNIVERSITY, Sweden

Thesis: *Influence of Entrepreneurial Behavior Among School-aged Children on Math and Science Pedagogy* (2004)

**(TESL/TEFL) MA certificate** Teaching English as a Second Language/Foreign Language - INDIANA UNIVERSITY, Bloomington, Indiana USA (2007-2009)

**MA English Literature** SOUTHERN METHODIST UNIVERSITY, Dallas, Texas USA

**BA Rhetoric and Creative Writing** SOUTHERN METHODIST UNIVERSITY, Dallas, Texas USA

## WORK EXPERIENCE

**University of Wisconsin-Stout** Menomonie, Wisconsin USA (01/2017 – present)

Assistant Professor of International Business

- Courses (undergraduate and graduate): *International Business; Entrepreneurship; Strategic Planning and Deployment*
- Current Research: *Language and cultural dimensions: implications for business success among women and men in STEM; Collective vs Individual Identification in creative industries.*

**Transmera AB** Linköping, Sweden / Chicago, IL, USA (08/2002 - Present)

President (founder)

**Texas State University** San Marcos, Texas USA (01/2014 to 6/2016)

Lecturer in Entrepreneurship and International Business

- Courses: *MBA – New Venture Creation; MBA – New Venture Launch; MBA – Cross-cultural Management; International Business*

- Lecturer and Mentor: Materials Science and Engineering Commercialization PhD program
- Mentor: Rice Business Plan Competition international finalists (last 5 years)
- PhD committee advisor: Brandon Henderson, Doctor of Philosophy (PhD), Materials Science, Engineering, and Commercialization (2015); Carolyn Kilday, MFA, Design Thinking Methodology for Entrepreneurship for Designers (2017)

**Technologica de Monterrey** /Toluca, Mexico (08/2013-12/2013)

Visiting Professor

- Courses: *Engineering Economics; Cross-curricular Entrepreneurship: Business Models*

**Royal Institute of Technology/KTH** Stockholm, Sweden (08/2008 – 10/2010)

Research Engineer (guest professor – 75%)

- *Directed and taught Entrepreneurship to International Masters in Industrial Management (IMIM) Students (Erasmus).*
- Courses (graduate): *Ideation-Generating Ideas, Venture Planning, Creativity and Problem Solving; PhD course in Innovation and Technology Management (students attended courses from five Swedish universities—Stockholm School of Economics; Karolinska Institute, Royal School of Arts, Stockholm University, and the Royal Institute of Technology together comprising the Stockholm*

**East Sweden Development Agency** Linköping, Sweden (3/2004 – 1/2006)

Executive/Managing Director

**Angle Technology** – Herndon, VA/Chicago, IL (5/1999-8/2002)

Executive Vice President

**Northwestern University Evanston Research Park** Evanston, IL (4/1994-4/1999)

Director of Marketing and Public Relations

## LANGUAGES

English – mother tongue and first university degrees French – university minor study (read well, write and speak with basic efficiency)

Swedish – fluent

French – read well, write some, and can be understood

Citizenship/Nationality: American and Swedish (Eligible to work in US and EU)

## RECENT ACTIVITIES

- **Faculty Led Programs Abroad** – (Course design, development, organization and teaching)
  - *Arts and Innovation* – Sweden and Denmark-May 2019 (12 students).
  - *Entrepreneurship in Gamification* – Sweden and Denmark-May 2018 (23 students).
- **Enterprise Futures Network** Board of Advisors – (2011-present) – work includes mentoring and/or judging business plan competitions for Duke, Rice, UCLA, Stanford, UC Berkeley, Indian Business School, Princeton, NYU, and University of Michigan and others.
- **Science Park and Innovation Center Experts (SPICE)** (2001-present)
- **3-Day Start-up** (Cross-disciplinary Entrepreneurship weekend workshop mentor/advisor; Corporate facilitator) Organization and coordination of 7 university-based 3DS programs. Facilitation of one corporate 3DS program.

- **Rotary International**
- **Swedish-American Fulbright Commission** Board of Directors, Stockholm 2005-2012 (appointed by Ambassador to Sweden Lyndon L. Olson).

## PEER-REVIEWED PAPERS AND PRESENTATIONS

Spaeth, M.S. (2020) "Arts and Innovation: Experiential Learning Abroad and Home Program Impact Potential", Programming Exposés Track - 2020 Annual Meeting of the United States Association for Small Business and Entrepreneurship (USASBE) January 3-7, 2020 in New Orleans, LA.

Spaeth, M.S. and Surdick, R. (2019) "How Do We Know a Company Wants to Grow? Implications for rural start up success and failure." Session: Encouraging Entrepreneurs in Rural/Economically Distressed Communities. International Conference on Business Incubation, Minneapolis, April 13-17, 2019

Spaeth, M.S. & Kosmala, K. 'Identification Through Disidentification: A Life Course Perspective on Professional Belonging' in Sumita Singha, *Women in Architecture* (Routledge, 2018).

Spaeth, M.S. (2018) Good architecture=good architect: Defining 'aesthetics' and its implications for identity and job satisfaction. British Academy of Management (BAM), Bristol, UK 4-6 September 2018

Spaeth, M.S. (2016) *Keeping talent and reversing STEM brain drain with start-up visa incubation*, InBIA (International Business Innovation Association Conference-former NBIA) Orlando, FL April 2016

Spaeth, M.S. & Kosmala, K. (2014) "Identification Through Disidentification: A Life Course Perspective on Professional Belonging" in N. Stead (Ed), *Women, Practice, Architecture: 'Resigned Accommodation' and 'Usurpatory Practice'* (pp. 27-44) New York: Routledge.

Spaeth, M.S. (2014) *At what cost equality? Untold problems behind the discourse of aesthetics*, Diana International Research Conference 2014, Stockholm, June 15-17 2014

Spaeth, M.S. (2013) *Career Discourse and Women in Business* – 11th International Entrepreneurship Congress, University of Santiago de Compostela, 12-13 December 2013.

Spaeth, M.S & Kosmala, K. (2012): Identification Through Disidentification: A Life Course Perspective on Professional Belonging, *Architectural Theory Review*, 17:2-3,216-233.

Spaeth, M. and Hakanen, C. (2010) "Chapter 3: An Introduction to Entrepreneurship in Education" in Eds. Hans von Holst, Hung Nguyen, and Jan Wikander *Innovation Driven Research Education*. Vol 1. Royal Institute of Technology ISBN-13: 978-9174156225

Spaeth, M. and Kosmala, K. (2010) *Three Narratives, three stories, three generations: the journeys of women in architecture. Insights from Scotland* (peer reviewed). (Gender, Work and Organization Conference 6th Biennial International Disciplinary Conference, 21-23 June 2010, Keele University, Staffordshire, UK.

Spaeth, M.S. and Sawers, J. (2008) *How Science and Technology Parks Support Business Incubation in Emerging Economies* (peer reviewed) XXV IASP World Conference on Science & Technology Parks, Johannesburg, South Africa, Sept 14-17 2008

Spaeth, M.S. (2007) *Tackling the Challenges Facing the Biotech Industry Today* January 2007 - "Knowledge through Success Effective, Efficient and in Compliance: Clinical Research." – Medicon Valley Academy (now Medicon Valley Alliance) –Seminar, Copenhagen, Denmark.

Spaeth, M.S. (2005) *Finding and Nurturing Young Entrepreneurs: Primary and Secondary Schooling Implications and Issues*—7th annual UK Business Incubation conference, Sheffield, UK, November 2005

Spaeth, M.S. *Improving Maths and Science Pedagogy in Developing Nations through the use of Entrepreneurship Training*, World Forum for International Incubation (World Bank), New Delhi, India, October 2004.

## REVIEWER/EDITORIAL BOARD

- **Editorial Board** – *Journal of Research on Women and Gender* (2016-present)
- **Article Reviews**
  - USASBE (United States Association of Small Business and Entrepreneurship) (2019-present)
  - American Academy of Management (2018-present)
  - *University of Wisconsin System and WySys* – Technical reviewer
  - British Academy of Management (2014-present)
  - Confreat/ISBE Diana Conference (2016)
  - Gender, Work and Organization (2009-present)
  - Culture and Organisation (2012)

## ACADEMIC SERVICE AT UNIVERSITY OF WISCONSIN-STOUT

- **Curriculum and Instruction Committee (CIC)** Elected April 2018 to 3-year position
- **Chancellor’s Coalition on Alcohol and Drugs** August 2018 to present
- **Search Committee** (Fall 2019) for Study Abroad Advisor in the Office of International Education
- **Emerging CTE Center Strategic Planning** – UW-Stout
- **Professional Development Workshop** “Is Purdue Owl Dead? Research referencing management and collaboration tools: facilitating student and faculty scholarship” (Spaeth- 17 and 21 January 2020 -Stout January Professional Development Series)
- **Business Department Colloquia Series** – September 2019 – Moderator (Study Abroad).
- **Professional Development Workshop** “Customized Instruction (CI) Students: Are they doing their own work?” (Surdick, Finder, Spaeth) August 2019 (Stout August Professional Development Series)
- **Committee to revise/rewrite the Mission, Vision, and Value Statements** for the Business Department, in line with the School of Management and STEMM College
- **Student Advising** –46 students
- **Pre-Qualifying WBIT Tournament (Wisconsin Big Idea Tournament)** Lead, organization, mentor, and travel with selected candidate to state competition
- **Advisor (and founder)** to Stout Model United Nations (participated in AMUN Chicago November 2019)
- **Advisor (and founder)** to Stout Collegiate Entrepreneur Organization

## THESIS SUPERVISION

**Carolyn Kilday, MFA** with focus on Entrepreneurship and Design Thinking in the Arts – Texas State University, Defense completed Fall 2019

**Brandon Henderson, PhD**, Materials Science and Technology Commercialization, Texas State University, Fall 2015

**Jonathan Nowak Delgado, MSc** Management in Manufacturing, Royal Institute of Technology, Stockholm, Sweden Fall 2012.