

## MATTHEW A. GILBERT, MBA | CV

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Google Scholar: <https://scholar.google.com/citations?hl=en&user=h2nBqf8AAAAI>

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## SUMMARY

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Experienced educator developing communication, innovation, management, and marketing courses for delivery in person, via blended learning, and online. Reliable researcher exploring topics intersecting humanity, industry, and technology with a favored focus on entrepreneurship. Veteran marketer managing people, products, and projects in the entertainment, medical, nonprofit, travel, and technology sectors. Charismatic communicator connecting with audiences through sincerity, humor, and storytelling. Lifelong learner studying for a PhD in Business Administration with the Bryan School of Business and Economics at the University of North Carolina, Greensboro.

## EDUCATION

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### **PhD, Business Administration, August 2019 to August 2023**

Bryan School of Business and Economics, Department of Management

University of North Carolina at Greensboro, Greensboro, North Carolina, US

### **EdD, Organizational Leadership, September 2006 to April 2007**

Pepperdine University, Los Angeles, California, US

GPA: 3.94 | Completed 16 Units of Coursework

### **MBA, Business Administration, August 2005**

Woodbury University, Burbank, California, US

GPA: 3.55 | Outstanding MBA Scholar Award

### **BA, English, Creative Writing Emphasis, March 1996**

University of California at Santa Barbara, Santa Barbara, California, US

Phi Beta Kappa, Lambda of California Chapter

GPA: 3.65 | High Honors Distinction

## CERTIFICATES

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### **Certificate of Achievement, July 2018**

UAE Innovation and Entrepreneurship Education Program

Stanford University Center for Professional Development, Stanford, California, US

## TEACHING

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**7/2018 to Present    Instructor, College of Education  
American University in the Emirates, Dubai, UAE**

Transitioned from teaching a 5/5 course load in mixed-gender classrooms with up to 70 students to online delivery using Microsoft Teams during the Coronavirus pandemic. Design and deliver design thinking assessments, exercises, and lessons while coordinating three to five fellow faculty members as Course Leader for different courses. Served as Paper Reviewer, Session Chair, and Paper Discussant at the AUE International Research Conferences; Lead an Innovation and Entrepreneurship Workshop to help recruit high school students; Served as a member of the Independent Faculty Qualification Review Committee for SACSCOC accreditation efforts. Courses taught:

- ASC 101, University Life
- HAP 200, Happiness Studies
- INV 300, Innovation and Entrepreneurship
- TOL 200, Tolerance and Diversity

**7/2015 to 7/2018    Instructor, College of Business Administration  
American University in the Emirates, Dubai, UAE**

Taught a 5/5 course load in mixed-gender classes with up to 40 undergraduates. Designed assessments, exercises, and lessons while organizing field trips and guest speakers. Coordinate three to five fellow faculty members as Course Leader different courses. Academically advised up to 50 undergraduate business students. Revised institutional documents for accreditation with the Ministry of Education and AACSB. Courses taught:

- MGT 100, Principles of Management
- MGT 205, Organizational Behavior
- MGT 304, Small Business Management
- MGT 305, Negotiation Skills
- MGT 306, Managing in the Service Environment
- MGT 400, International Business
- MKT 200, Principles of Marketing
- MKT 202, Consumer Behavior
- MKT 301, Advertising and Promotion
- MKT 400, Business to Business Marketing
- MKT 404, Special Topics in Marketing

**9/2014 to 6/2015    Lecturer, College of Business Administration  
Jumeira University, Dubai, UAE**

Teach a 5/5 course load in single-gender classes with 10 to 25 undergraduates per classroom. Maintained course files, mentored a new instructor, and proctored midterms and final exams. Courses taught:

- BAev 312, Introduction to Event Management
- BU 102, Principles of Management
- BU 204, Organizational Behavior
- BU 205, Business Ethics
- BU 304, International Business Environment
- BU 305, Business Policies
- GE 131, Critical Thinking

**6/2011 to Present    Adjunct Instructor  
UCLA Extension, Los Angeles, California, US**

Develop and deliver courses for adult learners, international students, and undergraduates on campus and online using Blackboard and Canvas; suggest improvements to courses and LMS with the program director for business, management and legal programs. Developed online courses delivered via an iPad app powered by the Canvas LMS for an experimental educational initiative called Empowered UCLA Extension. Courses taught:

- MGMT X460.3, Consumer Behavior (In Person)
- MGMT X460.394, Digital Marketing (Online)
- MGMT X460.398A, Social Media Marketing (Online)
- MGMT X 466, Consumer Market Research (Online)
- MGMT X 471.10, Marketing with Google Ads (Online)

**6/2009 to Present    Core Adjunct Faculty, School of Professional Studies  
National University, San Diego, California, US**

Design undergraduate and MBA courses, teaching on campus and online using Blackboard for the Marketing and Management Department of the College of Professional Studies; guest lectured online in "MKT 653, Introduction to Social Media" about legal issues affecting social media. Courses taught:

- COM 103, Public Speaking (In Person and Online)
- COM 120, Introduction to Interpersonal Communication (Online)
- COM 303, Digital Literacy 2.0 (Online)
- COM 344, Organizational Communication (Online)
- MKT 447, Marketing for Entrepreneurs (Online)
- MKT 654, Advanced Social Media for Marketing (Online)

**6/2007 to 8/2014    Adjunct Instructor**

Design activities, assessments, and assignments for graduate and undergraduate communication, management, and marketing courses delivered in person, via blended learning, and online. Universities include:

- Ajman University, Ajman, UAE
- Antioch University, Los Angeles, California, US
- DeVry University, Bakersfield, California, US
- Fremont College, Cerritos, California, US
- International American University, Los Angeles, California, US
- Lincoln University of Business and Management, Dubai, UAE
- Musicians Institute, Los Angeles, California, US
- Nobel University, Los Angeles, California, US
- Strayer University (Online Campus), Newington, Virginia, US
- Summer Discovery, Santa Barbara, California, US
- Trinity Law School, Santa Ana, California, US
- UC Santa Barbara Extension, Santa Barbara, California, US
- University of Phoenix, Phoenix, Arizona, US
- Vista College, El Paso, Texas, USS

**CONSULTING**

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**9/2006 to Present    Corporate Trainer  
Los Angeles, California, US and Dubai, UAE**

Provide organizational development, management training, and instructional design services to entrepreneurs, Fortune 500 employees, and government officials. Training delivered includes:

- Applications of Communication, Abbott Vascular
- Business Writing for Impact, Abbott Vascular
- Decision Making, Abbott Medical Optics
- Emotional Intelligence Workshop, Boeing Middle East
- Identifying and Achieving Individual Goals, Theta Chi Fraternity
- Interactive Internet & Mobile Applications for Business, Web4Biz
- Presentation Skills Workshop, Boeing Middle East
- Strategically Social: A Social Media Strategy Seminar, INJAZ CTC
- Working with and Leading People, Capital Education
- Writing Workshop, BeIN Media Group

**12/2005 to Present Subject Matter Expert  
Los Angeles, California, US and Dubai, UAE**

Draft syllabi, select textbooks and journal articles, create assessments, design exercises, prepare rubrics, record videos, take pictures, and write course content. Act as an expert witness in lawsuits involving social media and intellectual property issues. Materials developed for:

- Chemical Awareness, Princess Cruises
- Cunard Branding Campaign, Princess Cruises
- Data Protection, Princess Cruises
- Fire Safety, Princess Cruises
- Food Hygiene, Princess Cruises
- Insights from a Content Marketer, lynda.com
- Managing Teams, lynda.com
- New Manager Fundamentals, lynda.com
- Norovirus, Princess Cruises
- Onboard Sales, Princess Cruises
- Princess Wine Overview, Princess Cruises
- SEO Fundamentals, Exercise Materials, lynda.com
- Video SEO Fundamentals, lynda.com
- White Star Service, Princess Cruises
- Working with and Leading People, Capital Education
- Writing Workshop, International Centre for Training and Development

**1/1999 to 8/2014 Marketing Consultant  
Los Angeles, California, US**

Operating an independent marketing agency, created marketing collateral, developed blogs and websites, directed public relations campaigns and media appearances, organized promotional events. Clients included:

- Andy Dick, Entertainer
- Bruce McLucas, MD, Doctor
- Cherry Norris, Relationship Coach
- Cigars by Chivas, Cigar Store
- Cozy Toes Nail Spa, Health Spa
- DavidBowie.com, Website
- Jim Walker, Flutist
- Marco Pelusi, Hair Stylist
- Mike Garson, Pianist
- Peter J. Anderson, Lawyer
- Robert Allen Finkelstein, Lawyer
- Wingate Dunross, Inc., Executive Search
- Woodbury University, Higher Education

## EXPERIENCE

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### 6/1996 to 11/2013 Professional Positions Los Angeles, California, US

Worked in a marketing role for startups and established organizations in for-profit and non-profit environments, managed people, products, and projects in the education, entertainment, healthcare, publishing, travel, and technology sectors prim. Employers included:

- Allergan, Inc. (FKA McGhan Medical), Santa Barbara, California, US
- City of Hope, Development Center, Los Angeles, California, US
- Imagistic, Los Angeles, California, US
- LinkedIn Learning (FKA lynda.com), Carpinteria, California, US
- Medical Recruitment Network, Los Angeles, California, US
- National Notary Association, Chatsworth, California, US
- Princess Cruises, Santa Clarita, California, US

## RESEARCH

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Balancing theory and reality, my research intersects humanity, industry, and technology. I publish my research in books, book chapters, case studies, conference proceedings and publications, and peer-reviewed journals. Research interests include:

- Artificial Intelligence (AI)
- Blockchain
- Digital Economy
- Digital Marketing
- Educational Technology
- Entrepreneurship Education
- Global Virtual Teams
- Innovation
- Internet of Things (IoT)
- Sharing Economy

## **PUBLICATIONS**

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### **Peer-Reviewed Journal Articles**

- Mabry LM, Conley GA, & Gilbert MA. (2022). Burnout in Physical Therapy Doctoral Faculty: An Exploration of the Job Demands/Resources Model. *Anticipated Journal: Teaching in Higher Education; Anticipated Submission Date: August 2020.*
- Gilbert, MA. (2021). Understanding Entrepreneurial Diversity: The Role of Resource Dependence in the Amity University Dubai Incubation Centre. *Anticipated Journal: International Journal of Entrepreneurial Venturing ("Concepts and Facets of Entrepreneurial Diversity" Special Issue); Anticipated Submission Date: March 2020.*
- Anderson, S., Gilbert, MA, & Moring, D. (2004). St. Jude Medical embraces e-Learning: A case study with industry insights. In Gordon, J., Demirdjian, Z. & Senguder, T. (Eds.), *The Business Review*, Cambridge, Vol. 2 (2), 85 to 90.
- Gilbert, MA. (2003). Intranets: Catalysts for improved organizational communication. In Gordon, J., Demirdjian, Z. & Senguder, T. (Eds.), *The Business Review*, Cambridge, Vol. 1 (1), 30 to 33.

### **Trade Publications**

- Gilbert, MA. (2003, February 17). Targeted campaigns bring in repeat donation. *Marketing News*. Vol. 37 (4), 15.

### **Books**

- Gilbert, MA. (2015). *edX e-learning course development*. Birmingham, UK: Packt Publishing. ISBN: 978-1783981809.

### **Book Chapters**

- Gilbert, MA. (2021). Initiating Innovation and Entrepreneurship Education in the United Arab Emirates. In E. Sengupta and P. Blessinger (Eds.), *Innovative Classroom Environments: International Perspectives in Higher Education. Manuscript in Preparation.*
- Gilbert, MA. (2021). Nurturing Nascent Entrepreneurship in the Amity University Dubai Incubation Centre. In A. Moreira and J. Dantas (Eds.), *Challenges to Nascent Entrepreneurship and Creating New Ventures. Manuscript in Preparation.*
- Gilbert, MA. (2020). Innovation by Education: Teaching Design Thinking in the UAE. In L. Mataruna-Dos-Santos (Ed.), *Expectations of Legacies and Footprints: The Case of Expo 2020 Dubai, Dubai, UAE. Manuscript in Preparation.*
- Gilbert MA. (2019) Strengthening Your Social Media Marketing with Live Streaming Video. In: Al-Masri A., Curran K. (eds) *Smart Technologies and Innovation for a Sustainable Future. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development)*. Springer, Cham
- Gilbert, MA. (2017). Arabian Gulf Game Plan: The social media marketing strategy of the Emirates American Football League. In M. Dodds, K. Heisey & A. Ahonen (Eds.), *Routledge Handbook of International Sport Business*. London, UK: Routledge. ISBN: 978-1138891548.

## Conference Proceedings

- Gilbert, MA. (2020). How Might We Teach Innovation and Entrepreneurship in the UAE? In the proceedings of the 3rd American University in the Emirates International Research Conference (AUEIRC'20), Dubai, UAE. *Manuscript in Preparation.*
- Gilbert, MA. (2020). Improving Shared Mobility with Mobile Technology: The Case of ekar in Dubai. In the proceedings of Information Technology Trends 2019 (ITT 2019), Ras Al Khaimah, UAE. *Manuscript Submitted.*
- Gilbert, MA. (2019). Learning Design Thinking with the UAE Innovation and Entrepreneurship Program (Abstract), Smart Learning Conference, Innovation Arabia 12, Dubai, UAE, 2019. Dubai, UAE: Hamdan Bin Mohammed Smart University. Retrieved from <http://www.innovationarabia.ae/wp-content/uploads/2019/07/IA-12-Proceedings-Smart-Learning.pdf>
- Agrusa, E., Craig, J., Gilbert, MA, Martinez, J., Nwokorie, D. (2008). Thought leaders on leadership. Proceedings of the 2008 Southwest Academy of Management Conference, Houston, Texas, 1008 to 1011.
- Gilbert, MA, Meni, F., Peck, J., & Stickney-Smith, W. (2007). H.I.G.H. O.C.T.A.N.E. – Ten additives that power high performance. In Adams, M. and Alkhafaji, A. (Eds.), Business Research Yearbook, Vol. XIV, 1008 to 1013. Saline, Michigan: McNaughton & Gunn.
- Anderson, S., Gilbert, MA, & Moring, D. (2004). St. Jude Medical embraces e-Learning: A case study with industry insights. Proceedings of the 4th Annual Hawaii International Conference on Business, Honolulu, Hawaii, 151 to 158.
- Gilbert, MA. (2006). I'm with the broadband: The economic impact of broadband Internet access on the music industry. In Adams, M. and Alkhafaji, A. (Eds.), Business Research Yearbook, Vol. XIII, 160 to 165. Saline, Michigan: McNaughton & Gunn.
- Gilbert, MA. (2005). Humanity, simplicity, humility: Lao Tzu on leadership. In Adams, M. and Alkhafaji, A. (Eds.), Business Research Yearbook, Vol. XII, 951 to 955. Saline, Michigan: McNaughton & Gunn.
- Gilbert, MA. (2005). Power cycle: How Enron unplugged ethics and blacked-out business. In Adams, M. and Alkhafaji, A. (Eds.), Business Research Yearbook, Vol. XII, 245 to 249. Saline, Michigan: McNaughton & Gunn.
- Gilbert, MA. (2004). From Montgomery to Memphis: Lessons on leadership from Dr. Martin Luther King, Jr. In Alkhafaji, A., Biberman, J. & Gardner, C. (Eds.), Business Research Yearbook, Vol. XI, 891 to 895. Saline, Michigan: McNaughton & Gunn.
- Gilbert, MA. (2004). Voice over Internet protocol (VoIP): Transforming telephony with technology. In Alkhafaji, A., Biberman, J. & Gardner, C. (Eds.), Business Research Yearbook, Vol. XI, 260 to 264. Saline, Michigan: McNaughton & Gunn.
- Gilbert, MA. (2003). Intranets: Catalysts for improved organizational communication. In Alkhafaji and A., Biberman (Eds.), Business Research Yearbook, Vol. X, 221 to 225. Saline, Michigan: McNaughton & Gunn.



## Magazine Articles

- Gilbert, MA. (2004, April). Preparedness, prevention and education: Your family's strategy for survival in an emergency. *LA Parent*. Vol. 24 (4), 16 to 19.
- Gilbert, MA. (2004, March). Marc Germain: Mr. KABC. UC Santa Barbara Alumni Association: Coastlines. Vol. 35 (2), 34.
- Gilbert, MA. (1996). Greek pride for life: UC Santa Barbara Greeks adorned their bodies with various tattoos, proving that Greek pride was more than skin deep. *La Cumbre*. Vol. 75, 88 to 91. *Third Place, Organization/Greeks Writing, Collegiate Gold Circle Award, Columbia Scholastic Press Association (as Matthew Calo)*.
- Gilbert, MA. (1995). Doing it alone: For single parents, school often took a back seat to the needs of their children. *La Cumbre*. Vol. 74, 42 to 43. *Third Place, Personality Profile, Collegiate Gold Circle Award, Columbia Scholastic Press Association (as Matt Calo)*.

## Newspaper Articles

- Gilbert, MA. (2005, May 9). Air Force One Exhibit Expected to Boost Area Tourism. *San Fernando Valley Business Journal*. Vol. 10 (10), 5.
- Gilbert, MA. (2005, April 25). Efforts to Bring New Life to Valley Museum Underway. *San Fernando Valley Business Journal*. Vol. 10 (9), 34.
- Gilbert, MA. (2005, March 28). At Classic Wire Cut, They're all Brothers, but Only One Boss. *San Fernando Valley Business Journal*. Vol. 10 (7), 16.
- Gilbert, MA. (2005, March 14). Local Firm Gains Celebrity Status with Eyewear Styles, Sunglasses. *San Fernando Valley Business Journal*. Vol. 10 (6), 10.
- Gilbert, MA. (2004, August 30). Small Business Spotlight: Safety Net. *San Fernando Valley Business Journal*. Vol. 9 (18), 30.
- Gilbert, MA. (2004, August 2). Small Business Spotlight: Royal Reputation. *San Fernando Valley Business Journal*. Vol. 9 (16), 22.

## Blog Posts

- Gilbert, MA. (2018, June 20). June Spotlight: Matthew Gilbert MBA Education Consultant Dubai. Retrieved from <https://clo-me.com/june-spotlight/>.
- Gilbert, MA. (2016). Author Matthew Gilbert Talks about Writing Business Books. Edarabia. Retrieved from <http://www.edarabia.com/125431/author-matthew-gilbert-talks-about-writing-business-books/>

## **PRESENTATIONS**

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### **Academic Conferences**

- Gilbert, MA. (2019, November 21). Improving Shared Mobility with Mobile Technology: The Case of ekar in Dubai. Presented in-person at Information Technology Trends 2019 (ITT 2019) in Ras Al Khaimah, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2019, February 25). Learning Design Thinking with the UAE Innovation and Entrepreneurship Program. Presented in-person at Innovation Arabia 12 in Dubai, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2018, November 15). Driven to Share: The impact of car sharing service ekar on sustainable transportation in Dubai. Presented at the 2nd American University in the Emirates International Research Conference Proceedings, Dubai, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2017, November 15). Strengthening your social media marketing with live streaming video. Presented at the 1st American University in the Emirates International Research Conference Proceedings, Dubai, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2017, March 16). "Professor, Brand Yourself!" Workshop presented at the Global Education Forum of the Global Education & Supplies (GESS) Conference, Dubai, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2017, February 11). "Strengthen Your Social Media Marketing with Live Streaming Video." Presented at the 6th International Conference on New Challenges in Management and Business, Dubai, UAE and via Facebook Live to a worldwide audience.
- Gilbert, MA. (2015, February 24). Pedagogy, Socially: 7 strategies for curating and creating curriculum with social media. Presented at the Global Education Forum of the Global Education & Supplies (GESS) Conference, Dubai, UAE.
- Gilbert, MA. (2005, April). Power cycle: How Enron unplugged ethics and blacked-out business. Presented at the International Academy of Business Disciplines Conference, Pittsburgh, Pennsylvania.
- Gilbert, MA. (2005, April). Humanity, simplicity, humility: Lao Tzu on leadership. Presented at the International Academy of Business Disciplines Conference, Pittsburgh, Pennsylvania.
- Gilbert, MA. (2005, April). Biting the wax tadpole: Marketing globally within cultural contexts. Presented at the International Academy of Business Disciplines Conference, Pittsburgh, Pennsylvania.
- Gilbert, MA. (2004, October). St. Jude Medical embraces e-Learning: A case study with industry insights. Presented at the International Business and Technology Research Conference, Las Vegas, Nevada.
- Gilbert, MA. (2004, March). Voice over Internet protocol (VoIP): Transforming: telephony with technology. Presented at the International Academy of Business Disciplines Conference, San Antonio, Texas.

Gilbert, MA. (2004, March). From Montgomery to Memphis: Lessons on leadership from Dr. Martin Luther King, Jr. Presented at the International Academy of Business Conference, San Antonio, Texas.

Gilbert, MA. (2003, June). Intranets: Catalysts for improved organizational communication. Presented at the International Business and Management Research Conference, Honolulu, Hawaii. *Best Presenter Award*.

Gilbert, MA. (2003, April). Intranets: Catalysts for improved organizational communication. Presented at International Academy of Business Disciplines Conference, Orlando, Florida.

### **Invited Presentations**

Gilbert, MA, and Broom, S. (2020, February 21). My Best Story - Matthew. The Story of U Podcast. Retrieved from <https://soundcloud.com/storyofupodcast/my-best-story-matthew>

Gilbert, MA, and Broom, S. (2020, February 18). Chapter 170: Matthew. The Story of U Podcast. Retrieved from <https://storyofupodcast.com/2020/02/18/chapter-170-matthew/>

Gilbert, MA. (2018, March 12). Using Technology in Teaching. Presented in-person to College of Business Administration faculty at the American University in the Emirates in Dubai, UAE and via Facebook Live to a worldwide audience.

Gilbert, MA. (2017, May 1). "Arabian Gulf Game Plan" in Routledge Handbook of International Sport Business. Presented in-person to faculty, staff, and students of the American University in the Emirates in Dubai, UAE and via Facebook Live to a worldwide audience.

Gilbert, MA. (2017, January 30). EdX E-Learning Course Development. Presented in-person to faculty, staff, and students of the American University in the Emirates in Dubai, UAE and via Facebook Live to a worldwide audience.

Olmos, B., Gilbert, MA, & Qhan, S. (2016). Episode 8: Buzz Sessions - Summer Movies. The Satisfactionist Podcast. Retrieved from <http://www.satisfactionist.com/podcast/2016/7/31/episode-8-buzz-sessions-summer-movies>

Olmos, B., & Gilbert, MA. (2016). Episode 4: The Brexit Club and Matthew A. Gilbert (part two). The Satisfactionist Podcast. Retrieved from <http://www.satisfactionist.com/podcast/2016/6/27/episode-4-the-brexit-club-and-matthew-a-gilbert-part-two>

Olmos, B., & Gilbert, MA. (2016). Episode 3: Matthew Gilbert. The Satisfactionist Podcast. Retrieved from <http://www.satisfactionist.com/podcast/2016/6/20/episode-3-matthew-gilbert>

Gilbert, MA. (2014, May 28). Mixiplicity: The 4P's of your marketing mix. Presented in-person to students enrolled in BUSAD X411.1, Strategic Business Development for the Global Marketplace at UC Santa Barbara Extension in Santa Barbara, California.

Gilbert, MA. (2014, February 26). Mixiplicity: The 4P's of your marketing mix. Presented in-person to students enrolled in BUSAD X411.1, Strategic Business Development for the Global Marketplace at UC Santa Barbara Extension in Santa Barbara, California.

Gilbert, MA. (2014, February 12). Leadership: Influencing by communicating. Presented in-person to students enrolled in BUSAD X411.1, Strategic Business Development for the Global Marketplace at UC Santa Barbara Extension in Santa Barbara, California.

- Gilbert, MA. (2013, November 20). Caveat Tweeter: Legal issues and social media. Presented online with ClassLive Pro via eCollege to MBA students in Marketing 653, Introduction to Social Media Marketing, at National University.
- Gilbert, MA. (2013, November 13). Leadership: Influencing by communicating. Presented in-person to students enrolled in BUSAD X411.1, Strategic Business Development for the Global Marketplace at UC Santa Barbara Extension in Santa Barbara, California.
- Gilbert, MA. (2013, February 23). Individual goal setting. Presented in-person to undergraduates at the Theta Chi Fraternity Mid-Year Leadership Conference at UCLA in Los Angeles, California.
- Gilbert, MA. (2013, February 14). Marketing your non-profit with social media. Presented in-person to community members and students at Antioch University in Santa Barbara, California.
- Gilbert, MA. (2013, January 30). Sharing your story with social media. Presented in-person to individuals and business owners on behalf of S.E. Consulting at Curious Cup in Carpinteria, California.
- Gilbert, MA. (2004, November 4). Clear Pixel Communications: An overview and introduction. Presented in-person to the Collegiate Entrepreneurs Organization (CEO) at Woodbury University, in Burbank, California.
- Gilbert, MA. (2003, May 21). Analyze Clearly: A strategic summary of Clear Pixel Communications. Presented in-person to Joseph E. Massey, PhD's COMM 530, Communications Technologies, class at California State University Fullerton, Fullerton, California.

## **SERVICE**

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- 2020 Paper Reviewer, 3rd AUE International Research Conference
- 2019 Judge, Eureka Business Competition, Amity University Dubai
- 2019 Judge, 7th Undergraduate Research Competition, Abu Dhabi University
- 2019 Independent Faculty Qualification Review Committee, American University in the Emirates
- 2019 Innovation and Entrepreneurship Workshop Presenter, American University in the Emirates
- 2019 Faculty Advisor, Future Business Leaders Society, American University in the Emirates
- 2019 Newsletter Editor, College of Business Admin, American University in the Emirates
- 2018+ Global Education Influencer, Global Influence
- 2018+ Editorial Board Member, Journal of Management and Training for Industries
- 2018+ Editorial Board Member, Management and Business Research Quarterly Journal
- 2018 Chair/Discussant, Sustainability and Education, 2nd AUE International Research Conference
- 2017+ Peer Review Board Member, Journal of Educators Online
- 2017 Discussant, Creative Business/Social Innovation, AUE 1st International Research Conference
- 2016 University Marketing Committee Member, American University in the Emirates
- 2016 Innovation and Entrepreneurship Committee Member, American University in the Emirates
- 2009 Reviewer, Advertising/Marketing Track, Int'l Academy of Business Disciplines Conference

- 2009 Reviewer, International Management Track, Southwest Academy of Management Conference
- 2009 Reviewer, Sport Marketing Track, Int'l Academy of Business Disciplines Conference
- 2009 Website Design Committee, International Academy of Business Disciplines
- 2006 Student Member, Advisory Board, School of Business, Woodbury University
- 2006 Vice President of Public Relations, MBA Association, Woodbury University
- 2005 Student Member, Dean Search Committee, School of Business, Woodbury University
- 2005 Vice President of Chapter News, American Marketing Association Los Angeles
- 2004 Communications Committee, American Marketing Association Los Angeles

## **HONORS**

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- 2019 Appreciation Letter, College of Education, American University in the Emirates
- 2018 Certificate, Best Team, Strategic Retreat, American University in the Emirates
- 2017 Certificate, Distinguished Guest Speaker Series, "Arabian Gulf Game Plan," American University in the Emirates
- 2017 Certificate, Distinguished Guest Speaker Series, "EdX E-Learning Course Development," American University in the Emirates
- 1996 Commencement Standard Bearer, College of Letters and Sciences, UC Santa Barbara

## **AWARDS**

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- 2019 Student Club Advisor Excellence Award, American University in the Emirates
- 2017 Program Development Award, College of Business, American University in the Emirates
- 2005 Outstanding MBA Scholarship Award, School of Business, Woodbury University
- 2004 Business Achievement Award, Golden Key International Honor Society
- 2003 Best Presenter, International Business and Management Research Conference
- 2003 Second Place, Essay Contest, Americans United for the Separation of Church and State
- 1998 Creative Excellence Award, BowTie, Inc.
- 1996 Third Place, Organization/Greeks Writing, Collegiate Gold Circle Awards, Columbia Scholastic Press Association "Greek Pride for Life," La Cumbre Yearbook at UC Santa Barbara (as Matthew Calo)
- 1995 Third Place, Personality Profile. Collegiate Gold Circle Awards, Columbia Scholastic Press Association "Doing it Alone," La Cumbre Yearbook at UC Santa Barbara (as Matt Calo)
- 1994 Chapter Excellence Award for Ritual Performance, Theta Chi Fraternity

## **AFFILIATIONS**

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Academy of International Business (AIB)

Academy of Management (AOM)

Innovation and Entrepreneurship Educators Society (IEES)

Institute of Electrical and Electronics Engineers (IEEE)

International Academy of Business Disciplines (IABD)

## **SKILLS**

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Blogging

Copywriting

Photography

Public Speaking

Video Production

Voice Over Acting

## **SOFTWARE**

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Blackboard Collaborate

Camtasia Studio

Google G Suite

IBM SPSS

Microsoft Excel

Microsoft Outlook

Microsoft PowerPoint

Microsoft Publisher

Microsoft Teams

Microsoft Word

WordPress

## **LMS**

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Blackboard

Canvas

Edmodo

Google Classroom

Moodle