

VENKATESHWAR ‘Venkat’ K. REDDY

Chancellor Emeritus
Professor of Finance

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University of Colorado Colorado Springs

Education

Ph.D. 1992 Finance, The Pennsylvania State University, University Park, PA

M. S. 1987 Agricultural Economics, The Pennsylvania State University, University Park, PA

B. S. 1983 Agriculture, APAU, India

Harvard Seminar for New Presidents (2017)

Positions

University of Colorado Colorado Springs

Academic

Professor of Finance

August 2004 – Present

Associate Professor of Finance

August 1999 – August 2004

Assistant Professor of Finance

August 1992 – August 1999

Instructor of Finance

August 1991 – August 1992

Administrative

Chancellor

February 2017 – June 2023

Dean, College of Business

August 2004 – February 2017

Associate VC for Online Programs

August 2014 – February 2017

Teaching

- Taught 68 classes at UCCS between *1991-2003*
- Developed and taught distance MBA courses *1996-2003*
- Taught in the CU Executive MBA program *1998-2004*
- Taught in the International BBA Program at the Helsinki School of Economics and Business, Finland *1996-1998*

Courses Taught at UCCS

- *Undergraduate*: Basic Finance; Investment and Portfolio Management
- *Graduate*: Corporate Finance; Cases and Concepts in Finance; Maximizing Company Value through Financial Management; Investment Management and Analysis; Corporate Financial Management; Financial Management (Executive MBA)

Research

Peer Reviewed Publications

- "Teamwork and Student Learning: An Exploratory Study of the Use of Teams in Distance Education," with Ethlyn Williams and Rebecca Duray, *Journal of Management Education*, Vol. 30, Issue 4, August 2006.
- "Good Sport: Manchester United is no Longer Just a British Brand," with Eric Olson, Stan Slater, and Rachel D. Cooper, *Marketing Management*, Volume 15, Number 1, Jan/Feb 2006.
- "Critical Success Factors for Distance Education Programs: Factors for Operational Success," with William B. Martz, *Encyclopedia of Information Science and Technology*, 2004.
- "When Marketing Efforts Go Flat," with Eric Olson and Stan Slater, *Marketing Management*, Volume 13, Number 3, May/June 2004.
- "Looking for Indicators of Success for Distance Education," with William B. Martz, *Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning*, Editors: Caroline Howard, K. Schenk, and R. Discenza, Information Science Publishing, 2004, 144-162.
- "Effective Periodic Investment Strategies in Mutual Fund Families," with Thomas Zwirlein, *Journal of Financial Planning*, Volume 13, Issue 8, August 2000, 106-114. *This publication was quoted in several national newspapers and financial magazines across the country, including the New York Times.*
- "Predicting the Performance of Equity Mutual Funds," with Margaret Gagne, *Journal of Accounting and Finance Research*, Volume 6, Number 2, 1999, 53-64.
- "Evaluating Strategic Investments: Complementing Discounted Cash Flow Analysis with Options Analysis," with Stanley Slater and Thomas Zwirlein, *Industrial Marketing Management*, Volume 27, Number 5, 1998, 447-458.
- "Strategy-Based Performance Measurement," with Stanley Slater and Eric Olson, *Business Horizons*, Volume 40, 1997, 37-44. *This paper received the "Citation of Excellence" by ANBAR Electronic Intelligence.*

- “Impact of the FASB’s Stock Compensation Proposal on Computer Industry Stock Prices,” *Journal of Accounting and Finance Research*, with Glen Larsen Jr., Margaret Gagne, and Paul Miller, Volume 1, Number 2, 1995, 82-91.
- "Follow the Winner: Periodic Investing Strategies," with Thomas Zwirlein and Barry Doyle, *Journal of Financial Planning*, Volume 8, Number 4, 1995, 160-167.
- “An Investigation of Equity Fund Performance Using Canonical Correlation,” with Margaret Gagne, *Journal of Accounting and Finance Research*, Volume 1, Number 1, 1995, 129-140.
- "Determinants of Off-Farm Labor Force Participation: Implications for Low Income Farmers," with Jill Findeis, *North Central Journal of Agricultural Economics*, Volume 10, Number 1, 1988, 91-102.
- "Decomposition of Income Distribution among U.S. Farm Families," with Jill Findeis, *Northeastern Journal of Agricultural and Resource Economics*, Volume 16, Number 2, 1987, 165-173.

Number of Non-Peer Reviewed Publications: 5

Number of Proceedings and Conference Presentations: 30

Grants Received

- Bill Daniels Southern Colorado Higher Education Consortium Ethics Champion Pilot Program Grant for \$130,000 (2016-17)
- Bill Daniels Business Ethics Initiative submitted to Daniels Fund for \$1.25M over five years (2010-14); recently renewed for another five years (2015-2019) for an additional \$1.25M
- Small Business Development Grants, 2005-2013, ranging from \$30,000 to \$50,000 per year
- UCCS College of Business Faculty Research Grants, 1993, 1995, 1997, 1998, 1999, 2000, 2001 ranging from \$3,000 to \$5,000 each.

Administrative Positions

University of Colorado Colorado Springs

Chancellor, UCCS

May 2017 – June 2023

(Interim Chancellor February 2017 – May 2017)

Selected Contributions (with the help of many):

- Led UCCS through an inclusive process to develop an ambitious ten-year strategic plan, the 2030 Strategic Plan that was launched a month prior to the pandemic in February 2020, with cybersecurity and Health & Wellness as focus areas (<https://strategicplan.uccs.edu/>).
- Received R2 Carnegie Research Classification (<https://communique.uccs.edu/?p=51020>)
- Provided leadership in navigating the campus successfully through the pandemic (COVID) since March 2020 (<https://covid19.uccs.edu/>). Held monthly online townhalls.
- Prepared the campus, by engaging leaders across the campus, for the implementation of the Incentive Based Budget Model (<https://budgetmodel.uccs.edu/>)
- Brought in an inaugural Vice Chancellor for Diversity, Equity and Inclusion (DEI) to ensure DEI is embedded across the campus with a commitment to strengthen a culture of inclusiveness (<https://diversity.uccs.edu/staff/rame-hanna>).
- Raised over \$93M over the last five years (2017- 2022).
- Signed an MOU with US Space Command to collaborate on space and cyber programs. Launching an undergraduate Aerospace Engineering degree in Fall 2022 to meet the demands of the Space industry (<https://communique.uccs.edu/?p=134384>).
- Opened the William J Hybl Sports Medicine and Performance Center, a \$70M project, in Fall 2020 in partnership with Centura Health (<https://hyblcenter.org/>)
- Launched the Lyda Hill Institute of Human Resilience with a \$8M matching grant from Lyda Hill foundation (<https://resilience.uccs.edu>).
- Serve(d) on key community boards:
 - Board member on National Cybersecurity Center Board
 - Member of the Executive Committee of the Rocky Mountain Athletic Conference Presidents Council
 - Leadership council of the QUAD Innovation Partnership comprised of UCCS, PPCC, Colorado College and USAFA
 - Served on the Boards of Chamber and EDC, Wells Fargo Community Board, Goodwill, Colorado Springs Police Foundation board among others
- Worked closely with local and state legislators as well as CU President’s office to secure funding to the campus for specialized programs, initiatives and capital construction.
- Strengthened partnerships with industry, US Air Force Academy and Pikes Peak and Pueblo Community Colleges.
- In the process of expanding our engineering programs by building new space to host cybersecurity and space programs as well as renovating our existing engineering building (a \$65M investment).

Key Recognitions:

- Honorary Commander of the US Air Force Academy 2020-22
- Recognized as one of 17 to watch in 2017 by the *Colorado Springs Business Journal*
- 40 under 40 Rising Star - Colorado Springs Business Journal 2001

Dean, College of Business

April 2005 – February 2017

(Interim Dean, College of Business August 2004 – March 2005)

Selected Contributions:

- Established a distinct vision for the College of Business in 2007: *We are in the Business of Building Successful Futures™*.
- Fundraised and renovated Dwire Hall, home of the College of Business (2005-2008).
- Increased Student Credit Hours (SCH) in the college by 70.75% between 2004 and 2016 (20,091 to 34,306).
- Increased numbers of faculty and staff members by 36%, from 42 in 2004 to 67 (36 tenure track, 10 non-tenure track, 21 staff) in 2016.
- Guided the college successfully through the Association to Advance Collegiate Schools of Business International (AACSB) maintenance of accreditation process in 2009 and 2015.
- *US News and World Report* ranked the College of Business in the top third of AACSB International accredited business schools, moved up in ranking from 154 in 2011 to 113 in 2014.
- Launched, the Bachelor of Innovation degree in collaboration with the College of Engineering in 2004, the first of its kind in the nation. Since then, program has expanded to other colleges and now resides under the Provost's office.
- Launched the Sport Management area of emphasis in Fall 2013. Added the Soccer Management track in collaboration with Colorado Rapids in Fall 2016.
- Served as member of the University of Colorado Executive MBA Deans' Council (Boulder, Colorado Springs, and Denver).
- Worked with campus leaders and Colorado state officials in bringing the Enterprise Zone status to our campus, allowing enhanced fundraising efforts for several buildings under construction at UCCS.
- Established
 - College of Business Deans' Executive Advisory Board in 2005
 - College of Business Alumni Association in 2006 to engage alumni for the first time
 - College of Business Career Development Center in 2007, to expand internship and job placement opportunities for our students and alumni
 - Office of Professional and Executive Development in 2012 to offer non-credit programs to our community
 - Dual-degree program with a school in Germany, the Frankfurt School of Finance and Management
 - Several international school partnerships
- Community Engagement
 - Served on several boards: Greater Colorado Springs Economic Development Corporation; Goodwill Industries; Wells Fargo Community Board; Colorado Springs

- Technology Incubator; Colorado Springs Chamber and EDC; Colorado Springs Police Foundation, among others
- Worked on Workforce development projects with the Pikes Peak Workforce Center and Pikes Peak Community College
- Served as facilitator for Dream City 2020
- Attended the Colorado Springs Leadership Institute
- Collaborated with Junior Achievement to bring 21st century skills event for District 20 and other school districts' middle school students
- Engaged in CEO panels to understand the needs of our local business and community leaders
- Fundraising
 - Secured funds to support the Daniels Ethics Initiative (\$1.25M five-year grant 2010-14). In 2015, the Daniels Fund renewed this funding for five more years for another \$1.25M
 - Created the College of Business Lifetime Entrepreneurship Award event in 2009. Over \$100,000 in donations have been received every year to support alumni activities and student scholarships
 - UCCS Southern Colorado Economic Forum raises over \$100,000 every year from the community
 - Raised \$500,000 to support the Wilcox Professorship Endowment in 2012
 - Raised over \$500,000 in support of the renovation of Dwire Hall over the 2005-2008 period, the current state-of-the-art home of the College of Business
 - Raised money to support a variety of scholarships in the college
 - In total raised \$9.46M over my tenure as Dean

Associate VC for Online Education and Initiatives

August 2014 – February 2017

Selected Contributions:

- Worked with several colleges on the campus to successfully launch five fully online undergraduate degree programs in Fall 2016
- Provided strategic leadership to the Online and Academic Outreach office along with the Executive Director in marketing our online programs and launching the UCCS online programs website – <http://www.uccs.edu/connect>
- Online Student Credit Hours (SCH) for the campus grew from 21,107 in 2011-12 to 34,733 in 2015-16, a 64.55% increase over that period
- For Spring 2017, online SCH accounted for 14% of total SCH for the campus, with over 3,000 students taking online classes
- Led the University of Colorado system-wide Academic Online Committee comprised of provosts and campus leads from Boulder, Colorado Springs, and Denver from 2013-2015. This committee tackled issues such as concurrent enrollment, new program proposal process, and smooth working relationship across the campuses

Assistant VC of Online Programs

July 2013 – July 2014

Executive Director of Online Undergraduate Programs

October 2011 – June 2013

Selected Accomplishments:

- Supported VCAF and VCSS offices in developing templates for acceptance of our existing online classes at various community colleges around the states of Colorado and California.
- Created the Campus Online Task Force (COTF) in 2012, consisting of faculty and staff from across the campus.
- Reorganized COTF into several action groups to build the online infrastructure that helped launch five online undergraduate degree completion programs.
- Represented UCCS on the CU Online Technology Taskforce and the special CU Online Education Committee.

Associate Dean

July 2003 – July 2004

Selected Contributions:

- Supported the Interim Dean in this role at a very difficult time for the College of Business both in terms of financial challenges and morale issues

Extended Studies Coordinator, College of Business

August 2002 – July 2004

Selected Contributions:

- Worked with the campus in strengthening the Online MBA program
- Instrumental in developing goals, objectives, policies, and action items for the university-wide Distance Education program

Associate Dean of Graduate Programs, College of Business

November 1999 – June 2003

Assistant Dean for Distance Education

April 1999 – November 1999

Selected Contributions:

- Supported faculty in making the transition from on-campus to online environment as we were developing the online MBA program. Developed a compensation model that encouraged faculty to develop and teach online courses.
- Successfully offered an easy way for students to complete their MBA through all on-campus classes, all online classes, or a combination of the two. Students had the flexibility and convenience of completing the program no matter where they were.

Chair, Accounting and Finance, College of Business

August 1997 – August 1998

Service in Academic and Administrative Roles

Over the last 30 years, I served on several committees, some as chair, which spanned the

department, college, campus, system, professional, and community levels. These service commitments allowed me to work with a variety of stakeholders, giving me a rich experience of understanding issues working with stakeholders who are critical to the success of our campus, system, and community.

Selected University Service

UCCS Chancellor Cabinet	<i>2017-2023</i>
UCCS Development Core Board Member	<i>2018-2023</i>
Chair, CU Denver Chancellor Search Committee	<i>2019-2020</i>
University of Colorado Connect Team	<i>2015-2017</i>
UCCS Strategy Team	<i>2015-2017</i>
UCCS Strategic Communications Taskforce	<i>2015-2017</i>
UCCS Enrollment Management Team	<i>2015-2017</i>
Co-Chair, Assistant VC for Information Technology search	<i>2015-2016</i>
Member of Assistant VC for Information Technology Search	<i>2014-2015</i>
South Denver Strategy campus team	<i>2014-2015</i>
CU Online Education Committee	<i>2013-2015</i>
UCCS Academic Affairs Committee	<i>2013-2017</i>
Reviewer, Campus Program Prioritization	<i>2013-2014</i>
Regional Connect Steering Committee	<i>2013-2014</i>
CU Vice President of Academic Affairs Search	<i>2013-2014</i>
Chair, Campus Online Task Force	<i>2012-2015</i>
EMBA Director Search	<i>2012-2013</i>
CU Technology Task Force	<i>2012-2013</i>
Executive Director, Campus wide Undergraduate Online Programs	<i>2011-2013</i>
CU Russia Initiative Team	<i>2011-2012</i>
College of Education Dean Search Committee	<i>2010-2011</i>
Human Resources Advisory Board	<i>2007-2011</i>
CU President Search	<i>2007-2008</i>
Chair, CITTI Advisory Board	<i>2006-2009</i>
University Budget Advisory Committee	<i>2006-2008</i>
Science/Engineering Steering Committee	<i>2006-2007</i>
Faculty Co-Advisor, Mu Chi Chapter of Delta Sigma Pi	<i>2006-2007</i>
Dwire Renovation Steering Committee	<i>2006-2007</i>
Innovation and Research Park Task Force	<i>2005-2006</i>
CU Tenure Review Committee, Internal Working Group	<i>2005-2006</i>
Center for Study of Government and Individual Advisory Board	<i>2005-present</i>
Executive MBA Council of Deans	<i>2004-2017</i>
Deans' Council	<i>2004-2017</i>

Extended Studies Advisory Board	2004–2009
Co-Chair, Base Salary Incentive Committee	2004-2005
Radio UCCS, Campus Radio Station Advisory Board	2004-2010
Co-Chair, Graduate Schools Task Force Committee	2003-2004
MBA Admissions Committee	2002-2004
Associate Deans’ Council	2002-2004
Chair, Web Development Team	2002-2003
Academic Chair, Executive MBA Program	2002-2003
Faculty Minority Affairs Committee	2001-2004
UCCS Strategic Plan Review Committee	2001-2002
El Pomar Faculty Search	2001-2002
Chair, Small Business Development Center Director Search	2001-2002
Chair, El Pomar Chair in Finance Search	2001-2002
Chair, Search Committee for MBA Director	2001-2003
Network Information and Space Security Center Task Force	2002-2003
Graduate Fellowship Sub-Committee	2000-2004
Assessment Committee	2000-2004
Network Information and Space Security Center Director Search	2000-2001
Finance Faculty Search	2000-2001
Distance Education Task Force	2000-2001
Promotion and Tenure Appeals Committee	2000-2001
Graduate Fellowship Sub-Committee	2000-2004
College of Business Strategy Team	1999-2017
Graduate Executive Committee	1999-2004
College of Business Promotion and Tenure Committee	1999-2004
Chair, COB Graduate Team	1999-2003
Board Member, CU Interlocken Committee	1999-2001
International Business Faculty Search	1997-1998
Chair, College of Business Information Technology Team	1995-1998
Multimedia Teaching Team	1995-1997
Co-Chair, International Business Team	1994-1997
Leader of Benchmarking Sub-Team	1992-1993
Undergraduate Curriculum Committee	1992-1999

Community Service

Honorary Commander of the US Air Force Academy	2020-present
National Cyber Security Center Board member	2017-present
QUAD Leadership Council	2017-present
Demand Driven Workforce Member	2013-2014

Colorado Springs Chamber and EDC Board Member	2012-2016
Colorado Springs Police Foundation Board Member	2012-2016
Daniels Scholarship Selection Committee	2012 -2015
Advanced Industries Council Member	2011-2014
UCCS University Club Board Member	2008-2009
Board Member, Goodwill Industries	2007-2012
Wells Fargo Community Board Member	2006-2014
Colorado Springs Technology Incubator Board Member	2004-2012
Colorado Springs Insurance/Finance Task Force Member	2004-2007
Economic Vitality Group of Economic Development Center Member	2004-2006
Colorado Springs E-Commerce Readiness Assessment Committee	2004-2005

Association to Advance Collegiate Schools of Business International (AACSB) Service

- Chair of Peer Review Team for AACSB Continuous Improvement Review
 - Midwest school in 2016
 - Southeast school in 2015
 - East Coast school in 2014
 - East Coast school in 2013

- Member of these Peer Review Teams for AACSB International:
 - Initial Accreditation, *a school in Europe, 2014*
 - Maintenance of Accreditation, *a school on the West Coast, 2011*
 - Maintenance of Accreditation, *a school on the East Coast, 2009*
 - Maintenance of Accreditation, *a school on the West Coast, 2008*

Honors and Awards

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|---|---------------------------|
| • Best Practices in Teaching Award | 2003 |
| • CU Emerging Leaders Program | 2002-2003 |
| • 40 under 40 Rising Star - Colorado Springs Business Journal | 2001 |
| • Outstanding Teacher Award, UCCS College of Business | 2000-2001 |
| • Outstanding Teacher Award, UCCS College of Business | 1996-1997 |
| • Graduate Teaching Assistantship at Penn State University | August 1989 – August 1991 |
| • Graduate Research Assistantship at Penn State University | August 1984 – August 1989 |

Professional Affiliations

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| • Financial Management Association (FMA)
Served as discussant and chairperson at annual conferences | 1991-2003 |
| • Academy of Financial Services (AFS)
Served as discussant and chairperson at annual conferences | 1991-2008 |
| • American Academy of Accounting and Finance
Served as discussant and chairperson at annual conferences | 1993-2006 |
| • Editorial Board Member, <i>International Quarterly Journal of Finance</i> | 2000-present |