

VENKATESHWAR “VENKAT” K. REDDY

Chancellor Emeritus · Professor of Finance
University of Colorado Colorado Springs · vreddy@uccs.edu

EDUCATION

Ph.D., Finance — The Pennsylvania State University, University Park, PA	1992
M.S., Agricultural Economics — The Pennsylvania State University, University Park, PA	1987
B.S., Agriculture — APAU, India	1983
Harvard Seminar for New Presidents	2017

APPOINTMENTS

University of Colorado Colorado Springs

Academic Ranks

Professor of Finance	Aug 2004 – Present
Associate Professor of Finance	Aug 1999 – Aug 2004
Assistant Professor of Finance	Aug 1992 – Aug 1999
Instructor of Finance	Aug 1991 – Aug 1992

Administrative Appointments

Chancellor (<i>Interim Chancellor, Feb – May 2017</i>)	May 2017 – Jun 2023
Associate Vice Chancellor for Online Education and Initiatives	Aug 2014 – Feb 2017
Assistant Vice Chancellor of Online Programs	Jul 2013 – Jul 2014
Executive Director of Online Undergraduate Programs	Oct 2011 – Jun 2013
Dean, College of Business (<i>Interim Dean, Aug 2004 – Mar 2005</i>)	Apr 2005 – Feb 2017
Associate Dean, College of Business	Jul 2003 – Jul 2004
Extended Studies Coordinator, College of Business	Aug 2002 – Jul 2004
Associate Dean of Graduate Programs, College of Business	Nov 1999 – Jun 2003
Assistant Dean for Distance Education, College of Business	Apr 1999 – Nov 1999
Chair, Accounting and Finance, College of Business	Aug 1997 – Aug 1998

LEADERSHIP EXPERIENCE

Chancellor, University of Colorado Colorado Springs May 2017 – Jun 2023

Interim Chancellor, February – May 2017. Selected contributions (with the help of many):

Strategy, Operations & Campus Leadership

- Led an inclusive, campus-wide process to develop UCCS's ten-year 2030 Strategic Plan, launched in February 2020, a month before the pandemic, with cybersecurity and Health & Wellness as focus areas.
- Led the campus through the COVID-19 pandemic beginning in March 2020, including monthly online town halls.
- Prepared the campus, by engaging leaders across the university, for implementation of the Incentive Based Budget Model.
- Brought in the inaugural Vice Chancellor for Diversity, Equity and Inclusion to embed DEI across campus and strengthen a culture of inclusiveness.
- Campus received R2 Carnegie Research Classification.

Advancement, Partnerships & Community

- Raised over \$93M from 2017 to 2022.

- Opened the William J. Hybl Sports Medicine and Performance Center, a \$70M project in partnership with Centura Health (Fall 2020).
- Launched the Lyda Hill Institute of Human Resilience with an \$8M matching grant from the Lyda Hill Foundation.
- Signed an MOU with US Space Command to collaborate on space and cyber programs; launched an undergraduate Aerospace Engineering degree (Fall 2022) to meet space-industry demand.
- Engineering expansion: new space for cybersecurity and space programs and renovation of the existing engineering building (\$65M investment).
- Worked closely with local and state legislators and the CU President's office to secure funding for specialized programs, initiatives, and capital construction.
- Strengthened partnerships with industry, the US Air Force Academy, and Pikes Peak and Pueblo Community Colleges.
- Served on regional boards and councils, including the National Cybersecurity Center Board, the Executive Committee of the Rocky Mountain Athletic Conference Presidents Council, and the QUAD Innovation Partnership Leadership Council (UCCS, PPCC, Colorado College, and USAFA). See Community Service.

Dean, College of Business

Apr 2005 – Feb 2017

Interim Dean, August 2004 – March 2005. Selected contributions:

Growth, Accreditation & Rankings

- Established a distinct vision for the College in 2007: *We are in the Business of Building Successful Futures™*.
- Increased student credit hours 70.75% between 2004 and 2016 (20,091 to 34,306).
- Grew faculty and staff from 42 in 2004 to 67 in 2016 (36 tenure-track, 10 non-tenure-track, 21 staff).
- Guided the College through AACSB International maintenance-of-accreditation reviews in 2009 and 2015.
- *U.S. News & World Report* ranking rose from 154 (2011) to 113 (2014), placing the College in the top third of AACSB-accredited business schools.

Programs & Partnerships

- Launched the Bachelor of Innovation degree in collaboration with the College of Engineering (2004), the first of its kind in the nation; the program has since expanded to other colleges and now resides in the Provost's office.
- Launched the Sport Management area of emphasis (Fall 2013) and added a Soccer Management track with the Colorado Rapids (Fall 2016).
- Established a dual-degree program with the Frankfurt School of Finance and Management and several other international school partnerships.
- Established the Deans' Executive Advisory Board (2005); the College of Business Alumni Association (2006), engaging alumni for the first time; the Career Development Center (2007), expanding internship and job-placement opportunities; and the Office of Professional and Executive Development (2012), offering non-credit programs to the community.
- Served on the University of Colorado Executive MBA Deans' Council (Boulder, Colorado Springs, and Denver).
- Worked with campus leaders and Colorado state officials to bring Enterprise Zone status to the campus, enhancing fundraising for several buildings under construction.

Fundraising (\$9.46M raised as Dean)

- Secured the Daniels Ethics Initiative: a \$1.25M five-year grant (2010–14), renewed by the Daniels Fund in 2015 for five more years and another \$1.25M.
- Raised over \$500,000 for the renovation of Dwire Hall (2005–2008), the College's state-of-the-art home.
- Raised \$500,000 for the Wilcox Professorship Endowment (2012).
- Created the Lifetime Entrepreneurship Award event (2009), which has drawn over \$100,000 in donations every year for alumni activities and student scholarships.
- UCCS Southern Colorado Economic Forum raises over \$100,000 every year from the community.
- Raised funds for a variety of College scholarships.

Community Engagement

- Board service included the Greater Colorado Springs Economic Development Corporation, Goodwill Industries, Wells Fargo Community Board, Colorado Springs Technology Incubator, Colorado Springs Chamber and EDC, and Colorado Springs Police Foundation, among others.
- Worked on workforce development projects with the Pikes Peak Workforce Center and Pikes Peak Community College.
- Facilitated Dream City 2020; attended the Colorado Springs Leadership Institute.
- Collaborated with Junior Achievement on a 21st-century skills event for District 20 and other school districts' middle-school students.
- Participated in CEO panels to understand the needs of local business and community leaders.

Associate Vice Chancellor for Online Education and Initiatives

Aug 2014 – Feb 2017

Selected contributions:

- Worked with several colleges to launch five fully online undergraduate degree programs in Fall 2016.
- Provided strategic leadership, with the Executive Director, to the Online and Academic Outreach office in marketing online programs and launching the [UCCS online programs website](#).
- Grew online student credit hours from 21,107 (2011–12) to 34,733 (2015–16), a 64.55% increase.
- By Spring 2017, online credit hours accounted for 14% of the campus total, with over 3,000 students taking online classes.
- Led the CU system-wide Academic Online Committee of provosts and campus leads from Boulder, Colorado Springs, and Denver (2013–15), addressing concurrent enrollment, the new-program proposal process, and cross-campus working relationships.

Assistant Vice Chancellor of Online Programs

Jul 2013 – Jul 2014

Executive Director of Online Undergraduate Programs

Oct 2011 – Jun 2013

Selected accomplishments:

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

Associate Dean, College of Business

Jul 2003 – Jul 2004

- Supported the Interim Dean during a difficult period marked by financial challenges and morale issues in the College.

Extended Studies Coordinator, College of Business

Aug 2002 – Jul 2004

- Worked with the campus to strengthen 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

Nov 1999 – Jun 2003

Assistant Dean for Distance Education, College of Business

Apr 1999 – Nov 1999

- Supported faculty in the transition from on-campus to online teaching during development of the online MBA program; developed a compensation model that encouraged faculty to develop and teach online courses.
- Enabled students to complete the MBA through all on-campus classes, all online classes, or a combination, offering flexibility and convenience wherever they were.

Peer-Reviewed Publications

Journal Articles

- 2026** "Building Colorado's technology future through ecosystem leadership and responsible innovation," with Dahui Li. *Journal of Information Technology Case and Application Research*. doi:10.1080/15228053.2026.2707876
- 2026** "Debt as Strategy: When Capital Structure Supports—and Undermines—Competitive Positioning," with Eric Olson. *Business Horizons*. doi:10.1016/j.bushor.2026.06.006
- 2026** "Strategic Fit and Marketing Strategy: Aligning Business Goals with Marketing Practices," with Eric Olson and Andrew Czaplewski. *Nankai Business Review International*, 17(3), 463–478. doi:10.1108/NBRI-05-2026-0059
- 2026** "Artificial Intelligence as a Strategic Amplifier: Aligning AI with Competitive Strategy," with Eric Olson. *Business Horizons*. doi:10.1016/j.bushor.2026.06.007
- 2026** "Empowering early childhood access and equity through responsible innovation," with Dahui Li. *Journal of Information Technology Case and Application Research*. doi:10.1080/15228053.2026.2630548
- 2025** "Empowering Cybersecurity Awareness, Knowledge and Solutions for all citizens using AI," with Dahui Li. *Journal of Information Technology Case and Application Research*. doi:10.1080/15228053.2025.2550229
- 2006** "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*, 30(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*, 15(1), Jan/Feb.
- 2004** "When Marketing Efforts Go Flat," with Eric Olson and Stan Slater. *Marketing Management*, 13(3), May/June.
- 2000** "Effective Periodic Investment Strategies in Mutual Fund Families," with Thomas Zwirlein. *Journal of Financial Planning*, 13(8), August, 106–114.
Quoted in several national newspapers and financial magazines, including the New York Times.
- 1999** "Predicting the Performance of Equity Mutual Funds," with Margaret Gagne. *Journal of Accounting and Finance Research*, 6(2), 53–64.
- 1998** "Evaluating Strategic Investments: Complementing Discounted Cash Flow Analysis with Options Analysis," with Stanley Slater and Thomas Zwirlein. *Industrial Marketing Management*, 27(5), 447–458.
- 1997** "Strategy-Based Performance Measurement," with Stanley Slater and Eric Olson. *Business Horizons*, 40, 37–44.
Received the "Citation of Excellence" from ANBAR Electronic Intelligence.
- 1995** "Impact of the FASB's Stock Compensation Proposal on Computer Industry Stock Prices," with Glen Larsen Jr., Margaret Gagne, and Paul Miller. *Journal of Accounting and Finance Research*, 1(2), 82–91.
- 1995** "Follow the Winner: Periodic Investing Strategies," with Thomas Zwirlein and Barry Doyle. *Journal of Financial Planning*, 8(4), 160–167.
- 1995** "An Investigation of Equity Fund Performance Using Canonical Correlation," with Margaret Gagne. *Journal of Accounting and Finance Research*, 1(1), 129–140.
- 1988** "Determinants of Off-Farm Labor Force Participation: Implications for Low Income Farmers," with Jill Findeis. *North Central Journal of Agricultural Economics*, 10(1), 91–102.
- 1987** "Decomposition of Income Distribution among U.S. Farm Families," with Jill Findeis. *Northeastern Journal of Agricultural and Resource Economics*, 16(2), 165–173.

Book Chapters & Reference Works

- 2004** "Critical Success Factors for Distance Education Programs: Factors for Operational Success," with William B. Martz. In *Encyclopedia of Information Science and Technology*.

2004 “Looking for Indicators of Success for Distance Education,” with William B. Martz. In Caroline Howard, K. Schenk, and R. Discenza (Eds.), *Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning* (pp. 144–162). Information Science Publishing.

Other Scholarly Activity

Non-peer-reviewed publications: 5

Proceedings and conference presentations: 30

Grants Received

2016–17 Bill Daniels Southern Colorado Higher Education Consortium Ethics Champion Pilot Program Grant — **\$130,000**

2010–19 Bill Daniels Business Ethics Initiative, Daniels Fund — **\$1.25M** over five years (2010–14); renewed for a second five years (2015–19) for an additional **\$1.25M**

2005–13 Small Business Development Grants — **\$30,000–\$50,000** per year

1993–2001 UCCS College of Business Faculty Research Grants — **\$3,000–\$5,000** each (1993, 1995, 1997–2001)

TEACHING

Taught 68 classes at UCCS	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, 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)

HONORS & AWARDS

Honorary Commander, US Air Force Academy	2020–22
Recognized as one of 17 to Watch in 2017, <i>Colorado Springs Business Journal</i>	2017
Best Practices in Teaching Award	2003
CU Emerging Leaders Program	2002–03
40 Under 40 Rising Star, <i>Colorado Springs Business Journal</i>	2001
Outstanding Teacher Award, UCCS College of Business	2000–01
Outstanding Teacher Award, UCCS College of Business	1996–97

SERVICE

Over three decades, served on committees at the department, college, campus, system, professional, and community levels, many as chair.

University & System Service

Governance & Strategic Leadership

2017–23	UCCS Chancellor Cabinet	2013–14	Regional Connect Steering Committee
2018–23	UCCS Development Core Board	2007–11	Human Resources Advisory Board
2015–17	UCCS Strategy Team	2006–08	University Budget Advisory Committee
2015–17	UCCS Strategic Communications Taskforce	2005–06	CU Tenure Review Committee, Internal Working Group
2015–17	UCCS Enrollment Management Team		
2015–17	University of Colorado Connect Team	2004–17	Deans' Council
2014–15	South Denver Strategy campus team	2004–17	Executive MBA Council of Deans

2004-05 Co-Chair, Base Salary Incentive Committee
 2002-04 Associate Deans' Council
 2001-02 UCCS Strategic Plan Review Committee
 2001-04 Faculty Minority Affairs Committee

Search Committees

2019-20 **Chair**, CU Denver Chancellor Search Committee
 2015-16 **Co-Chair**, Assistant VC for Information Technology Search
 2014-15 Member, Assistant VC for Information Technology Search
 2013-14 CU Vice President of Academic Affairs Search
 2012-13 EMBA Director Search
 2010-11 College of Education Dean Search Committee
 2007-08 CU President Search

Academic Programs, Curriculum & Online Education

2013-17 UCCS Academic Affairs Committee
 2013-15 CU Online Education Committee
 2012-15 **Chair**, Campus Online Task Force
 2012-13 CU Technology Task Force
 2013-14 Reviewer, Campus Program Prioritization
 2003-04 **Co-Chair**, Graduate Schools Task Force Committee
 2002-04 MBA Admissions Committee
 2002-03 Academic Chair, Executive MBA Program
 2000-01 Distance Education Task Force

Advisory Boards, Task Forces & Special Initiatives

2005-present Center for Study of Government and Individual Advisory Board
 2011-12 CU Russia Initiative Team
 2004-10 Radio UCCS, Campus Radio Station Advisory Board
 2004-09 Extended Studies Advisory Board
 2006-09 **Chair**, CITTI Advisory Board
 2006-07 Science/Engineering Steering Committee

Community Service

2017-present National Cyber Security Center Board Member
 2017-present QUAD Leadership Council
 2013-14 Demand Driven Workforce Member
 2012-16 Colorado Springs Chamber and EDC Board Member
 2012-16 Colorado Springs Police Foundation Board Member
 2012-15 Daniels Scholarship Selection Committee
 2011-14 Advanced Industries Council Member
 2008-09 UCCS University Club Board Member

2000-01 Promotion and Tenure Appeals Committee
 1999-2017 College of Business Strategy Team
 1999-2004 College of Business Promotion and Tenure Committee

2001-03 **Chair**, Search Committee for MBA Director
 2001-02 **Chair**, Small Business Development Center Director Search
 2001-02 **Chair**, El Pomar Chair in Finance Search
 2001-02 El Pomar Faculty Search
 2000-01 Network Information and Space Security Center Director Search
 2000-01 Finance Faculty Search
 1997-98 International Business Faculty Search

2000-04 Assessment Committee
 2000-04 Graduate Fellowship Sub-Committee
 1999-2004 Graduate Executive Committee
 1999-2003 **Chair**, College of Business Graduate Team
 1995-98 **Chair**, College of Business Information Technology Team
 1995-97 Multimedia Teaching Team
 1994-97 **Co-Chair**, International Business Team
 1992-99 Undergraduate Curriculum Committee
 1992-93 **Leader**, Benchmarking Sub-Team

2006-07 Dwire Renovation Steering Committee
 2006-07 Faculty Co-Advisor, Mu Chi Chapter of Delta Sigma Pi
 2005-06 Innovation and Research Park Task Force
 2002-03 Network Information and Space Security Center Task Force
 2002-03 **Chair**, Web Development Team
 1999-2001 Board Member, CU Interlocken Committee

2007-12 Goodwill Industries Board Member
 2006-14 Wells Fargo Community Board Member
 2004-12 Colorado Springs Technology Incubator Board Member
 2004-07 Colorado Springs Insurance/Finance Task Force Member
 2004-06 Economic Vitality Group of Economic Development Center Member
 2004-05 Colorado Springs E-Commerce Readiness Assessment Committee

Professional Service & Affiliations

AACSB International Peer Review Teams

Chair , Continuous Improvement Review — Midwest school	2016
Chair , Continuous Improvement Review — Southeast school	2015
Chair , Continuous Improvement Review — East Coast school	2014
Chair , Continuous Improvement Review — East Coast school	2013
Member, Initial Accreditation — school in Europe	2014
Member, Maintenance of Accreditation — school on the West Coast	2011
Member, Maintenance of Accreditation — school on the East Coast	2009
Member, Maintenance of Accreditation — school on the West Coast	2008

Editorial & Association Service

Editorial Board Member, <i>International Quarterly Journal of Finance</i>	2000–present
Financial Management Association (FMA)	1991–2003
Academy of Financial Services (AFS)	1991–2008
American Academy of Accounting and Finance	1993–2006

Served as discussant and chairperson at the annual conferences of FMA, AFS, and the American Academy of Accounting and Finance.