



Curriculum Vitae of
EDWARD EUGENE ACKERLEY, Ed.D.

QUALIFICATIONS

Since 1976, Dr. Ackerley has been an account executive at Ackerley Advertising managing relationships between the agency, clients, and media. Dr. Ackerley is a Career Track Professor at the University of Arizona and Northern Arizona University. Classes include Marketing, Media Arts, Creativity, Sales, Public Relations, Communication, Leadership, Administration and Hospitality. Dr. Ackerley was a candidate for Mayor of the City of Tucson in 2019 and 2023. His affiliation with the American Advertising Federation includes leadership roles in the American Advertising Federation Tucson including past president, and nationally as a governor, national board of directors and chairman of the Council of Governors. Recognition includes Advertising Professional of the Year, Hall of Fame and AAF Silver Medal Award. Creating Magic is both an educational seminar and book of the same title and includes consulting and management training.

EDUCATION

Institution	Qualifications	Date
Northern Arizona University Flagstaff, Arizona	Doctorate Doctor of Education (Ed.D.) Educational Leadership with Community College Emphasis	March 2006 <i>(4.0 GPA With Distinction)</i> May 12, 2006 <i>(Commencement)</i>
	Masters Master of Education (M.Ed.) Educational Leadership with Community College Emphasis	Fall 1999
University of Arizona Tucson, Arizona	Bachelor of Arts Major: Radio & Television Minor: Romance Languages	December 1979
University of Florence Florence, Italy	Summer School University of Arizona Exchange Program	Summer 1979

PROFESSIONAL EXPERIENCE AND EMPLOYMENT

<u>Date</u>	<u>Position & Description</u>
1976-Present	Account Executive and Principal Ackerley Advertising Tucson, Arizona Primary responsibilities include: (1) Principal contact between agency and clients (2) New businesses development (3) Customer/client satisfaction (4) Advertising and marketing professional consultation, planning, execution, purchasing and evaluation. (5) Client Service including client/agency meetings, strategy sessions and long and short-term objective and goal achievement.
1996-Present	Faculty Department of Marketing - Eller College of Management Department of Theatre, Film and Television - College of Fine Arts Department of Communication – College of Social & Behavioral Sciences Department of Retail Sciences - College of Agriculture University of Arizona Tucson, Arizona
1996-Present	Academic Advisor AdTEAM/AdCATS American Advertising Federation UA Chapter AAF NSAC Competition Team American Marketing Association Competition Team Department of Marketing - Eller College of Management University of Arizona Tucson, Arizona Primary responsibilities include: (1) The formation and administration of student groups (2) Liaison with the American Advertising Federation (3) Liaison with the American Advertising Federation Tucson and the local professional industry. (4) Mentor to club leadership and executive committee (6) Faculty coordinator of group's involvement in the AAF National Advertising Student Competition and AdCATS Student Club
2000-Present	Faculty - Statewide Programs Department of Public Administration Management Department of Hospitality Marketing Department of Business Department of Education/Educational Leadership Graduate College – Administration Northern Arizona University Flagstaff, Arizona
2000-2011	Faculty Department of Business and Marketing University of Phoenix Tucson, Arizona

1989-2005 **Adjunct Professor and Guest Lecturer**
Department of Office and Business Education
West, East, Downtown Campuses and Northeast Learning Center
Pima Community College
Tucson, Arizona
Primary responsibilities include: (1) The formation and education of over one hundred students per semester in upper division advertising and marketing undergraduate courses. (2) Development of curriculum and related syllabus to share practical experience and traditional learning styles. (3) To engage the professional advertising and marketing industry to participate in the learning experience. (4) To enhance academic outcomes by providing an energetic and enthusiastic approach to learning in the classroom.

PUBLICATIONS

<u>Date</u>	<u>Description</u>
2023	Wallet Hub.com Opinion: How valuable would you say the “Nationwide is on your side” jingle has been for Nationwide? https://wallethub.com/edu/ci/nationwide-car-insurance-review/62589#expert=Edward E. Ackerley , September 4, 2023,
2023	Speaker, Presenter - CreatingMAGIC The University of Arizona Vertically Integrated Projects, Tucson, Arizona Water Whys Seminar March 31, 2023 The Water Whys team develops scientifically accurate and easy-to-understand graphical answers to water questions.
2023	Wallet Hub.com Opinion: Who Should Purchase GAP Insurance 2023? February 27, 2023, https://wallethub.com/edu/ci/gap-insurance/9002#expert=Edward_E._Ackerley
2022	Wallet Hub.com Opinion: Best Car Insurance Companies 2022 October 24, 2022 https://wallethub.com/car-insurance/arizona#edward_e._ackerley M:Advertising , 5 th Edition, Weigold and Arens, McGraw Hill Review of four chapters July 31, 2022 Wallet Hub.com Opinion: Best Car Insurance Companies 2022 June 6, 2022 https://wallethub.com/car-insurance#expert=Edward_E._Ackerley
2020	Arizona Daily Star Tucson Opinion: Sen. Sinema should support The SAFE TO Work Act December 12, 2020 Page A-6 Tucson.com
2019	M:Marketing , Grewal and Levy, 2019 6E Content Review and Recommendations June 5, 2019 Expert review
2014	LMS Publisher Integration , O’Donnell Learn LMS integration Virtual Focus Group January 16, 2014 Focus Group Participant
2013	Advertising 3.0 , Randi Priluck, Routledge -Taylor & Francis Group, 2013 Text Proposal Reviewer LMS Publisher Integration , Peter Lull, O’Donnell Learn, 2013 LMS integration Virtual Focus Group November 22, 2013 3:30-5:00pm Panel participant and reviewer Beta Phi Leadership Conference , August 24, 2013 Sheraton Tucson Presenter- Marketing and Sales Industry

- 2012 ***Understanding and Managing Public Organizations***, 4th Edition, Hal G. Riney, John Wiley & Sons, Inc., Jossey Bass, Reviewer
- 2009 ***Advertising and Integrated Brand Promotion***, 5th Edition, O'Guinn/Allen/Seminik, 2009, Reviewer
- 2007 ***Services Marketing***, 3rd edition, Zeithaml/Bitner, McGraw-Hill Companies, Reviewer
- 2004 ***Advertising and Integrated Brand Promotion***, 3rd Edition, O'Guinn/Allen/Seminik, 2003, Test Bank Editor
- 2002 ***CreatingMAGIC***, 1st Edition, Ackerley, Nedder Publishing 2002 ISBN 1-893757-24-2
- 2000-2004 ***Contemporary Advertising***, William Arens, 0072500417, Irwin Press, Contributing Editor
- July 1999 ***Creative Strategy in Advertising***, 7th Edition, Jewler/Drewniany, Southwestern/Wadsworth, 2001, Contributing Editor
- February 2000 ***Advertising and Integrated Brand Promotion***, 3rd Edition, O'Guinn/Allen/Seminik, 2003, Editor
- February 2003 ***Customer Behavior, A Managerial Perspective***, Instructor's Resource CD t/a 2nd Edition, Sheth, Mittal, Newman, 2004, Editor.
- June 2003 ***International Marketing***, Instructor's Resource CD, 7th Edition, Czinkota/Ronkainen, 2004, ISBN: 0-03-031378-3, Editor
- June 2003 ***International Marketing***, Product Support Website, Czinkota/Ronkainen, 7th Edition, 2004, Editor

AWARDS, HONORS & DISTINCTIONS

<u>Date</u>	<u>Description</u>
2023	General Faculty Committee Career Track Faculty The University of Arizona Faculty Chair Tucson, Arizona
2022	Fellowship The Experiential Learning Design Accelerator The University of Arizona Student Engagement and Career Development Tucson, Arizona
2021	Community Service Award FBI and LULAC Ward V Council Member Richard Fimbres Steven Patterson Agent In Charge FBI Tucson, Arizona
2020	Community Service Award City of Tucson Ward V Council Member Richard Fimbres Tucson, Arizona

- 2020 **Community Recognition Award**
 Apollo Middle School
 In recognition and appreciation for dedication to Apollo
 Tucson, Arizona
- Judge**
 Draper Competition for Collegiate Women Entrepreneurs
 Center for Women and Financial Independence
 Smith College
 Northampton, Massachusetts
- 2019 **Robert Lusch Engaging Course Award**
 The University of Arizona Eller College of Management
 Night with the Stars – Innovation award
 Engaged Learning empowering students to think, act and create
 Impact outside of the classroom walls.
- Judge**
 Draper Competition for Collegiate Women Entrepreneurs
 Center for Women and Financial Independence
 Smith College
 Northampton, Massachusetts
- American Advertising Awards Judge**
 Fargo, North Dakota AAF
 ADDY Competition Judge
- Jingle 101**
 Guest Faculty Judge
 University of Arizona College of Fine Arts
 Jeff Haskell's Music Class
 Critique student jingle live performances
- 2018 **Community Service Award**
 88-CRIME, Inc. Blake Down Community Leadership Award
 Awarded for service to the community in law enforcement and
 Furthering the mission of 88-CRIME anonymous tip line
 Tucson, Arizona
- Presenter and Judge**
 Black Hills Advertising Federation
 American Advertising Federation ADDY Awards Judge
 CreatingMAGIC presentation to membership
 Rapid City, South Dakota
- 2018 **Judge**
 Draper Competition for Collegiate Women Entrepreneurs
 Center for Women and Financial Independence
 Smith College
 Northampton, Massachusetts
- Jingle 101**
 Guest Faculty Judge
 University of Arizona College of Fine Arts
 Jeff Haskell's Music Class
 Critique student jingle live performances

2017

Guest Coach - Softball

Honored faculty at Arizona vs Washington Softball Game March 24, 2017
C.A.T.S. Academics Program
The University of Arizona
Tucson, Arizona

Judge

Draper Competition for Collegiate Women Entrepreneurs
Center for Women and Financial Independence
Smith College
Northampton, Massachusetts

Faculty Honoree

Eller College Ambassadors
University of Arizona
Tucson, Arizona

SARSEF Honoree

Southern Arizona Research, Science and Engineering Foundation
2017 Science Fair
Reception Honoree

Jingle 101

Guest Faculty Judge
University of Arizona College of Fine Arts
Jeff Haskell's Music Class
Critique student jingle live performances

2016

Faculty Honoree

Eller College of Management Student Council
The University of Arizona
Tucson, Arizona

Judge

Draper Competition for Collegiate Women Entrepreneurs
Center for Women and Financial Independence
Smith College
Northampton, Massachusetts

Jingle 101

Guest Faculty Judge
University of Arizona College of Fine Arts
Jeff Haskell's Music Class
Critique student jingle live performances

2014-16

2021

Faculty Presenter

Eller College of Management
Economic Development Program
Business Certificate Program
The University of Arizona
Tucson, Arizona

Jingle 101

Guest Faculty Judge
University of Arizona College of Fine Arts
Jeff Haskell's Music Class
Critique student jingle live performances

- 2010-22 **Faculty Mentor and Producer**
Eller College of Management
AdFAIR – A Celebration of Advertising
Annual event – second Wednesday of February
The University of Arizona
Tucson, Arizona
- 2015 **Judge**
Draper Competition for Collegiate Women Entrepreneurs
Center for Women and Financial Independence
Smith College
Northampton, Massachusetts
- 2014 **First Place - \$3000 Winner – National College Competition**
AT&T Brand Challenge
EdVenture Partners
Dallas, Texas
- Second Place - National College Competition**
Credit Karma Challenge
EdVenture Partners
Berkeley, California
- Faculty Honoree**
Pi Beta Phi Sorority
University of Arizona
Tucson, Arizona
- 2014 **Faculty Honoree**
Eller College Ambassadors
University of Arizona
Tucson, Arizona
- Faculty Honoree**
Eller College of Management Student Council
The University of Arizona
Tucson, Arizona
- 2013 **Ray McNally Award**
Arizona Interscholastic Association
For Outstanding Contributions in Promoting High School Athletics
presented by AIA Southern Arizona Region High School Athletic Directors
- Faculty Honoree**
Eller College of Management Student Council
The University of Arizona
Tucson, Arizona
- 2012 **Faculty Honoree**
Eller College of Management Student Council
The University of Arizona
Tucson, Arizona
- Faculty Honoree**
Eller Hispanic Honorary
The University of Arizona
Tucson, Arizona

2012 **Fourth Place – National College Competition**
Honda University Marketing Competition
EdVenture Partners
Berkeley, California

2009-10 **Apple Polishers Award**
Chi Omega Sorority
The University of Arizona
Tucson, Arizona

2009 **First Place - \$5000 Winner – National College Competition**
Honda Insight University Marketing Competition
EdVenture Partners
Berkeley, California

2009 **Bumps Tribolet Student Services Award – Outstanding Support of Students**
ASUA Student Government
The University of Arizona
Tucson, Arizona

2007 **Amabile Award**
College of Fine Arts
The University of Arizona
Tucson, Arizona

2007 **Excellence in Teaching**
Eller College of Management Student Council
The University of Arizona
Tucson, Arizona

2006 **Service Recognition Award**
The University of Arizona
Tucson, Arizona

2004 **Service Recognition Award**
American Advertising Federation
Tucson, Arizona

2001 **Excellence in Teaching**
Eller College of Management Student Council
The University of Arizona
Tucson, Arizona

2000 **Excellence in Teaching**
Apple Award
The University of Arizona
Tucson, Arizona

1999 **Excellence in Teaching**
Mortar Board
The University of Arizona
Tucson, Arizona

- 1999 **Silver Medal**
American Advertising Federation
Washington, D.C.
- 1989 American Advertising Federation Tucson Advertising Hall of Fame
1988 Advertising Professional of the Year

PROFESSIONAL DEVELOPMENT AND ADMINISTRATION

Date Position & Description

- 2021- present **Member**
Arizona Sands Club
Tucson, Arizona
Faculty and Staff Advisory Board
- 2020-2022 **Founder, President**
Tucson Business Owners, Inc.
Tucson, Arizona
Created a business organization for owners for advocacy, education, marketing and profitability. (1) Create, lead and organize structure (2) Recruit member businesses to join (3) Advocate with city government on issues (4) Create opportunities for members to interact with community (5) Represent members at council/supervisors meetings
- 2019, 2023 **Candidate, Mayor**
City of Tucson
Tucson, Arizona
Independent Candidate running for Mayor. (1) Solicit 3000+ signatures and 300 \$10 checks from city voters to qualify for ballot (2) Orchestrate campaign appearances and media interviews (3) Listen to constituents regarding important issues (4) Formulate a meaningful platform to present to voters (5) Garner 40% of votes to be the first Independent to receive that number of votes in city history
- 1995-Present **Founder and Educational Director**
Creating Magic / Advertising Info Series
Ackerley Advertising
Tucson, Arizona
Primary responsibilities include: (1) Formulation of Info Series curriculum (2) Preparation and publishing of all session materials (3) Facilitation and instruction at bi-annual series presentation (4) Marketing and promotion of Info Series concept to potential attendees (5) Public relations activities to support media coverage of Info Series (6) Teach during each session
- 2009-Present **Founder, President, Chairman**
Coaches for Charity
Tucson, Arizona
One of four members who created and produce annual golf tournament and other events to raise funds for athletes whose college careers are cut short through some catastrophic phenomena. Golf tournament in April each year, Dude Ranch Auction in January and Tucson High School Kickoff Classic, Roskruge Cougar Classic, MLK Basketball Classic and other youth sporting events.

- 2015-Present **Board Member, President, Past-President**
Rillito Park Foundation
Tucson, Arizona
Engage with the community, government, sponsors and media to help save historic Rillito Race Track and to help implement a 25-year historic improvement plan for Rillito Park, on the national register of historic places. Main emphasis includes government and community relations, marketing and sponsorship sales.
- 2016-present **Member, President, Vice President**
National Football Foundation
Tucson, Arizona
To assist organization in its mission to promote and develop the power of amateur football in developing the qualities of leadership, sportsmanship, competitive zeal and the drive for academic excellence in America's young people, especially student-athletes in southern Arizona.
- 2019 **Co-Chair, Retirement Gala Msgr. Tom Cahalane**
Our Mother of Sorrows Catholic Church & School
Tucson, Arizona
56th Anniversary of priesthood, 38th Anniversary and Retirement as Pastor.
Committee co-chair, emcee and event manager
- 2017-2019 **Member, 60th Anniversary**
Our Mother of Sorrows Catholic Church & School
Tucson, Arizona
60th Anniversary Celebration, Public Relations, Marketing, Master of Ceremonies
- 2009-2014 **President**
Sahuaro High School Football Boosters
Tucson, Arizona
Lead parent booster club of over 350 parents to raise funds for high school football team to assist in purchase of equipment, coaches' stipends, and team travel. Raise over \$25,000 annually through management of snack bar concessions, program ad sales, banner sales, annual golf tournament and sponsorship solicitation.
- 1999-2011 **Chairman, Executive Producer**
Jim and Linda Livengood Toys for Tots Golf Tournament
Tucson, Arizona
Chair committee to produce annual golf tournament benefiting Toys for Tots. Linda Livengood and Jim Livengood, Director of Athletics for University of Arizona were event celebrities for 11 years, currently serve as host.
- 2000-2013 **National Member**
Arizona National Golf Club
Tucson, Arizona
Founding National Member of Arizona National Golf Club, home of the University of Arizona men's and women's golf teams. Instrumental in the relationship between the golf course and university.

- 2017-2018 **Committee and Master of Ceremonies/Auctioneer**
 2009-2010 **Producer**
 2004-2006 **Executive Producer**
 2000 & 2004 **Chairman**
 2001-2002 **Chairman Emeritus**
Tucson Arizona Boys Chorus Musicale Regale
 Tucson, Arizona
 Oversee and manage the operations of a fifty-member committee to plan and implement the largest fundraiser of the year for the Chorus. Previous celebrities include Luis "Gonzo" Gonzalez, Mayor Robert E. Walkup, Jim Livengood, Lute Olson, The Drifters, The Platters, The Coasters, The Shirelles, Dr. Richard Carmona.
- 1998-2012 **Chairman**
Armstrong Academy Foundation
 Tucson, Arizona
 Chair foundation to raise endowment funds and establish trusts for an elite private preparatory school. Serve as liaison between parents, faculty, administration and community.
- 1996-1999 **Chairman**
Media Arts Advisory Committee
University of Arizona Foundation
University of Arizona
 Tucson, Arizona
 Chair committee chartered to advise the department chair and faculty on issues relating to curriculum development and future visionary goals, and to serve as a conduit between academic institution and the professional industry.
- 2004-2006 **Board Member**
Jordan Ministries
 Tucson, Arizona
 Board Member specializing in Marketing, Fundraising and Development.
- 1998-2000 **Board Member**
Catholic Vision Advisory Board
Diocese of Tucson
 Tucson, Arizona
 Member of board and served on Marketing Committee to advise diocese on monthly newspaper distributed to 300,000 Catholics in Southern Arizona
- 1994-1995 **Appointed Member**
 2001 **Business Department Advisory Committee**
 2005-2006 **Pima Community College**
 Tucson, Arizona
 Appointed by the department chairs of the West Campus, helped formulate recommendations for consistency in curriculum between four community college campuses.

- 1994-1996 **Chairman**
Council of Governors, American Advertising Federation
Washington, D.C.
National chairman of world's largest professional advertising association. Guided organization through two major industry challenges. Managed Governors of fifteen national geographic districts representing some 50,000+ members in 225 local professional advertising federations and clubs and over 200 university and college chapters. The first and only chairman of the organization from Arizona in the year history of AAF.
- 1990-1992 **Governor**
12th District of the American Advertising Federation
Washington, D.C.
Presided over a five-state region (Arizona, New Mexico, Utah, Colorado, Wyoming and El Paso, Texas). Helped coordinate and organize industry concerns and issues. Chaired one regional and one district conference committees, and served as general manager of these two national events. Coordinated interaction between district and local professional associations and represented district concerns to the national staff and board of directors.
- 1989-1996 **Director, National Board of Directors**
American Advertising Federation
Washington, D.C.
Represented the West on the national Board of Directors of the world's largest professional advertising association. Chaired ADDY Auto Forward Committee and was delegate to a dozen other working committees
- 1990-2010 **Chairman**
Arizona Advertising Federation, American Advertising Federation
Washington, D.C.
Chair statewide legislative organization comprised of Phoenix Advertising Club and Tucson Advertising Federation and state university chapters. Monitor state and national legislative issues and manage industry proactive and reactive response to advertising issues.
- 1984-1986 **President**
American Advertising Federation Tucson
Tucson, Arizona
Served two full one-year consecutive terms as President of this American Advertising Federation affiliate. Only president in the club's history to serve two consecutive terms. Managed membership of 150, increasing membership by 100%. Created and founded the American Advertising Federation Tucson Hall of Fame and created and managed the University of Arizona Advertising Federation. Managed the club during one of its most successful eras in history.
- 1982-1996 **Director - Board of Directors**
American Advertising Federation Tucson
Tucson, Arizona
Served on the Board of Directors of the Tucson Advertising Club, an affiliate of the American Advertising Federation. Chaired all sub-committees during tenure including: Education Committee, Auction Extravaganza, Tucson Tops ADDY Advertising Awards, Government Relations, Programs and Membership. Served twelve years, the longest running term in the clubs 55-year history.

- 1997-2001 **Chairman**
2003-2008 **Eastern Hills Aquatic Club**
Tucson, Arizona
Serve as chairman of neighborhood pool association serving 100 families in east Tucson. Responsible for finances, administration, membership recruitment and retention and promotion.
- 1995-2006 **Chairman**
2019-2020 **Palo Verde High School 1976 Class Reunions**
Tucson, Arizona
Organized and managed twenty-member committee to plan and implement twentieth, twenty-fifth and thirtieth and forty-fifth high school reunions. Managed public relations activities and student search. Planned and managed three large events attended by over 1000 people.
- 1994-1997 **Chairman**
Concert Promotions Committee
Tucson Arizona Boys Chorus
Tucson, Arizona
Chair volunteer committee with primary responsibility for marketing three major local artistic performances. The Tucson Boys Chorus is a world renown fine arts choral performing group built on the tradition of boy choir repertoire. Implemented the first Seasons Ticket program in the organization's history.
- 1984-1985 **Chairman, Council of Parish Ministries**
Our Mother of Sorrows Catholic Church
Tucson, Arizona
Chaired an organized lay person volunteer body to oversee parish life. Large catholic church with 2500 families registered. Managed five Parish Commissions including Liturgy & Worship, Social Outreach, Building and Maintenance, Christian Education & Formation and Human Resources.
- 1985-1986 **Youth Minister - Youth Advisory Board Chairman**
Our Mother of Sorrows Catholic Church
Tucson, Arizona
Organized and ran youth ministry program for over 200 high school aged students. Organized and ran religious retreats, monthly meetings and published monthly newsletter distributed to all registered teens.
- 1983-1990 **Director and Coordinator**
Tucson Christian Sports
Tucson, Arizona
Organized and ran city-wide sports organization involving over 1000 high-school aged students from over twenty churches. Coordinated hiring and training of officials, scheduling, and total organization.

CIVIL SERVICE AND VOLUNTEER POSITIONS

Tucson, Arizona

Coaches for Charity – Founder/President
Rillito Park Foundation – President/Member
Tucson Business Owners, Inc. – Founder/President
Sahuaro High School Football Boosters – President
Tucson Hispanic Chamber of Commerce – Member
Tucson Metropolitan Chamber of Commerce - Member
National Football Foundation – President/Member, Vice President
Toys for Tots - Jim and Linda Livengood Golf Tournament
Pima Council on Aging Ages 'n Stages – Marketing Committee
Armstrong Academy Foundation Golf Tournament - Chairman
Tucson Parks Foundation - Member
Tucson Classics Celebrity Tennis Event - Member
Leukemia Society Tucson Chapter - Marketing Committee
American Cancer Society Tucson - Chairman Marketing Committee
United Way of Tucson - Chairman Marketing/Community Relations
Diocese of Tucson Pastoral Commission - Member
University of Arizona Golf Wall of Fame Committee - Member
Tucson Zoological Society - Corporate Sponsorship Committee
Jordan Ministries - Marketing Committee
Cursillo - Diocese of Tucson - Golf Marketing Committee

Contact Information: (520) 850-7058 Ed@AckerleyAdvertising.com