

# Todd Von Deak, DBA, CAE

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## EMPOWERING THE NEXT GENERATION OF BUSINESS LEADERS: TRAILBLAZER IN INNOVATIVE EDUCATION, ENTREPRENEURSHIP, AND INDUSTRY COLLABORATION

Dynamic and insightful Business School Professor with 15+ years' experience fostering academic excellence and practical business understanding. Committed to educational innovation through spearheading curriculum development that integrates real-world business challenges and emerging trends. Expert in mentoring and actively cultivating the growth and potential of students through personalized guidance, fostering academic, professional, and personal development.

- **Freshman Foundational Business Course:** Successfully instructed a foundational business course tailored to fresh undergraduate demands, promoting student success and retention while aiding in their transition to college life.
- **Developed "Intersection of For Profits and Non-Profits" Course:** Designed and instructed the advanced course on fostering collaborations between the nonprofit and for-profit sectors, receiving high praise for its approach and delivery.
- **Fostered Hands-on Learning:** Led clinical courses in nonprofit and startup consulting, guiding students in gaining practical experience in real-world settings. Served as research mentor in Summer Research Program.
- **Served the Community:** Past service includes Undergraduate Career Services and Center for Corporate Reputation Management Advisory Boards, and a mentor for an externship program focused on business and science students.

### EDUCATION

#### Doctor of Business Administration - Temple University

*Knowledge Leveraging: Measuring A New Construct and Its Impact on Strategic Gain in Nonprofits*

**Advisor:** Gary L. Blau, PhD (Department of Management)

**Master of Business Administration (MBA)** – Drexel University, Philadelphia, PA

**Bachelor of Science (Political Science)** – American University, Washington, DC

### ACADEMIC EXPERIENCE (CURRENT APPOINTMENTS NOTED)

|                                                                                         |              |
|-----------------------------------------------------------------------------------------|--------------|
| Stockton University, School of Business, Galloway, NJ (Full Time - Teaching Specialist) | 2025-Present |
| Drexel University, Department of General Business, Philadelphia, PA (Adjunct)           | 2009–Present |
| Rider University, Department of Management, Lawrenceville, NJ (Adjunct)                 | 2025         |

Long-term faculty who combines a humanistic and experiential teaching philosophy in various settings, focusing on creating learning communities on a micro level and empowering students to own their own educational experiences.

- ✓ **Undergraduate Courses Taught:** Brand Management, Business 101 & 102 (1st Year Business), Business 201 (Career Development), Intro to Management, Intro to Entrepreneurship (Stockton University), Non-Profit Consulting, For-Profit Consulting, Independent Studies, University 101 (Drexel University), Senior Management Seminar (Rider University)
- ✓ **Graduate Level:** Nonprofits & For-Profits (Rowan University), Non-Profit Consulting (Drexel University)
- ✓ **Curriculum Development:** Intersection of Nonprofits and For-Profits (Graduate Level), Non-Profit Management (Undergraduate Level), General Business Curriculum Committee (Drexel University)
- ✓ **Mentorship:** STAR Scholars Program (Drexel University), MBS Externship Program (Rutgers University)
- ✓ **Service:**
  - **Drexel University:** Center for Corporate Reputation Management and Career Services Advisory Boards
  - **Temple University:** DBA Program Research Workshop Mentor, Innovation Idea Competition Judge
  - **Multiple Colleges/Professionally:** Invited Guest Lecture Opportunities, ASAE Gold Circle Judge
- ✓ **Other Relevant Experience:**
  - **Faculty:** Multiple Professional Conferences in Nonprofit Association Management
  - **Certification and Awards:** Certified Association Executive, Eagle Scout, Six-Sigma Green Belt

## RELEVANT CLINICAL EXPERIENCE GENERAL BUSINESS, MARKETING, AND NONPROFIT MANAGEMENT

### TVD Associates

2013–Present

#### President and Founder

Directed daily management of an association-management company and consulting firm, innovatively tailoring operations and strategies to enhance service delivery for a diverse clientele. Supervise a dynamic team of up to 10 employees, imparting key lessons in business support and client service functions.

- ✓ **Acted as the chief staff officer** for various organizations in healthcare, medical publishing, food preparation, and other industries, overseeing work in areas including educational program development, event planning, finance, governance, legislative advocacy, marketing, and volunteer management.
- ✓ **Served as chief strategy officer**, facilitating strategic planning sessions, crafting collaborative opportunities with industry partners, developing initiatives to strengthen an organization's position, and speaking on behalf of clients in various industry settings.
- ✓ **Guided day-to-day efforts of a family business**, including business development, client relations, financial management, information technology, and staff management, among other areas.
- ✓ **Consistent Student Employer:** Regularly employ co-op and internship students.
- ✓ **Representative Client Roster:** Athletic Trainers Society of New Jersey, Aphasia Access, Association of Medical Media, Association of Veterinary Technician Educators

### Society of Hospital Medicine, Philadelphia, PA

2005–2013

#### Vice President

Developed and executed innovative engagement strategies integrating cross-functional leadership across Membership, Marketing, HR, IT, and Business Development departments, effectively enhancing organizational performance.

- ✓ **Implemented strategic marketing initiatives** and fostered team collaboration, driving revenue.
- ✓ **Surpassed financial targets** through strong annual budget management with effective cost control and revenue enhancement.
- ✓ **Established and nurtured a lucrative partnership with publishing counterparts**, securing \$1 million in annual royalties, underscoring the importance of strategic alliances for organizational visibility and advocacy.
- ✓ **Executive Oversight** of Business Development, Human Resources, Information Technology, Marketing, Membership, Office Operations, and served as Executive Champion of Corporate Internship Program.

## SERVICE

**AMC Institute** – Annual Conference Committee (2025-26)

**Moorestown Township Public Schools, Parental Advisory Committee** - Co-Chair (2025-26)

**American Society of Association Executives** - Certified Association Executive (CAE Credential)

**Eastern Academy of Management** - Member

**Mid-Atlantic Society of Association Executives (MASAE)** – Past President

**Moorestown Youth Hockey Association** – Coach (multiple years)

**Moorestown Youth Baseball Association** - Coach (multiple years)

**Multiple Professional Associations** – Regular Speaker at Professional Conferences