

Vitae

David Marks

Title: Lecturer, Accounting

Department: Accounting

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Degrees:

- M.P.A., The University of Texas at Arlington (Master of Professional Accounting), August, 1990
- B.S., State University of New York College at Brockport, May 1978 (Business Administration with a Concentration in Marketing).

Biography

David is originally from upstate New York, but most recently moved from Plano (a 35 year resident) to East Texas.

David joined the Accounting faculty in the Fall of 2020. He received his Bachelor of Science in Business Administration with a concentration in Marketing from the State University of New York College at Brockport, and his Master of Professional Accounting from the University of Texas at Arlington. David is a licensed Certified Public Accountant in Texas (not currently in public practice) and is a member of the Texas Society of Certified Public Accountants, East Texas Chapter.

David has had a varied professional career in public accounting, financial services, marketing and higher education. Prior to embarking on an accounting career, David spent 10 years in sales and sales management with various companies in the Housewares and Tabletop industries.

After receiving his Master of Professional Accounting degree, David served for approximately 5 years on the KPMG audit staff in Dallas, servicing such clients as Fidelity Union Life Insurance Company, Republic Financial Services, NCH Corp, and North Texas Turnpike Authority to name a few. David then spent 23 years at Transamerica in Plano (formerly JCPenney Direct Marketing Services), serving in various accounting, operations, and operations analysis positions. During his time at Transamerica, David also taught in the evenings for approximately 10 years at Collin County Community College.

Teaching Philosophy:

“Students have been learners throughout their academic life. They absorb facts and repeat them on demand. It is our job in higher learning to help these students transition from learner to practitioner. I believe that all students should be ready to contribute professionally on day one, so I teach with that objective in mind. I ask myself, if I was the hiring manager, what would I expect them to know when they walk through my door.

I am committed to providing a quality accounting education. This entails involving the student as quickly as possible in the learning process. Active learning provides students with in-class exercises and demonstrations, as well as case studies and homework to reinforce skills and concepts. Tests and quizzes are used to also measure student progress.

Students ask me how they can be successful in my class. I will meet with any student that asks for my time and I will endeavor to help them be successful, but ultimately there is no simple and easy way to learn accounting. It takes practice and requires time on the part of the student to perform that practice.

My goal is to have my students love accounting and become successful accounting practitioners. I endeavor to have all my students consider a career in accounting as it has been very rewarding for me, and I want that for them too. While I know that a small percentage of my students will pursue accounting as a career, at the very least I want all my students to have the basic skills to be successful leaders in their own chosen profession. As I tell them, regardless of your chosen profession, you will eventually have leadership and/or managerial responsibilities. In that regard, you will likely have planning, directing, and controlling responsibilities that will involve budgeting and performance evaluation. The skills they learn here will benefit them as they embark on their career and prepare them for a lifetime of learning.”

David W. Marks, Lecturer of Accounting

The University of Texas at Tyler

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EDUCATION

M.P.A., The University of Texas at Arlington, 1990

B.S., State University of New York College at Brockport, 1978 (Business Administration with a Concentration in Marketing).

TEACHING EXPERIENCE

The University of Texas at Tyler (2020 – present)

- Acct 2301 – Principles of Financial Accounting
- Acct 2302 – Principles of Managerial Accounting
- Acct 4391/4491 – Accounting Information Systems

Collin County Community College (1997 – 2007)

- Acct 2301 – Principles of Financial Accounting
- Acct 2302 – Principles of Managerial Accounting

PROFESSIONAL EXPERIENCE

- **Transamerica (formerly AEGON Direct Marketing Services and JCPenney Life Insurance Company), Plano, TX, October 1995-October 2018**
 - Director, Operations Support (June 2012 – October 2018)
 - Director, Premium and Credit Administration (May 2009 – June 2012)
 - Director, Billing and Settlement (May 2005 – May 2009)
 - Billing and Settlement Manager (Nov 1998 – May 2005)
 - Business Partner Accounting Manager (June 1996 – Nov 1998)
 - Sr. Project Manager / Staff Accountant (Oct 1995 – June 1996)
- **KPMG Peat Marwick, Dallas, TX, August 1990-October 1995**
 - 2nd Year Supervising Senior Auditor
 - Supervising Senior Auditor
 - Senior Auditor
 - Staff Auditor
- **Other Professional Experience May 1978-May 1988**
 - Previous experience in marketing and sales.
 - 1986-1988 Registered Rep, Merrill Lynch, Dallas Texas.
 - 1983-1986 Independent Sales Rep/Sales Manager, McLendon Company, Dallas Texas
 - 1980-1983 National Sales Manager, Asta Designs, Norwalk, Conn

- 1979-1980 Western Regional Sales Manager, Wheaton Consumer Products, Millville, NJ
- 1978-1979 District Sales, Dansk Designs, Mt. Kisco, New York

MEMBERSHIPS AND PROFESSIONAL CERTIFICATIONS

Certified Public Accountant, Texas State Board of Public Accountancy, 1992 – present
Member, Texas Society of Certified Public Accountants, East Texas Chapter

SERVICE

Public/Community

Board Member, Texas Society of Certified Public Accountants, East Texas Chapter, 2023 – present.
Member, Texas Society of Certified Public Accountants, East Texas Chapter Pipeline Committee, 2023 – present.
Committee Chairperson, Texas Society of Certified Public Accountants, East Texas Chapter Pipeline Committee, 2024 – present.
Member, Texas Society of Certified Public Accountants, East Texas Chapter CPE Committee, 2021-2022
Treasurer, Daniel V. Neal Memorial Foundation, North Texas Pioneers Rotary, 2019-2020
Rotary District 5810, Plano Sunrise Rotary and North Texas Pioneers Rotary, 2008 - 2018
Chair, DFW Toys for Tots Motorcycle Run, 2006 – 2016
Site Commander, Plano and Allen, Texas, DFW Toys for Tots, 2012 – 2016
Advisory Board Member, Strengthening Families of North Texas, 2014 - 2016

College

Faculty Co-Advisor, Beta Alpha Psi, Mu Kappa Chapter, Spring 2023 – present.
Member, UG Internal Exam Taskforce, Spring 2023 – present.
Member, Undergraduate Curriculum and Assessment Committee, Fall 2022 – present.
Member, College Student Awards and Scholarship Committee, UT Tyler (2021-2023)

HONORS/AWARDS

TXCPA Outstanding Accounting Educator Award, Medium University or College, June 26, 2025
University of Texas at Tyler Outstanding Faculty Award for Service, April 2024
TxCPA East Texas Chapter Outstanding Member Award, 2024
Outstanding Faculty Award, Texas ALPHA XI Chapter of ALPHA CHI National College Honor Society, November 17, 2022

PRESENTATIONS GIVEN

Excel Data Analytics Case for Accounting Information Systems; Transform, Load, and Analyze
Accounting Education and Research Forum. April 19, 2024

Student Excel Utilization Tips; Pivot Tables and Power Pivot Basics
Accounting Education and Research Forum. October 21, 2022

Quick Tips in Excel that Every Accounting Student Should Know

UTT Accounting Education and Research Forum, October 22, 2021

Explaining Data Parsing Using AIS Romney 15th Edition, Problem 6-4 Advanced Solution,
UTT Accounting Education and Research Forum, April 23, 2021

TEACHING ENHANCEMENT ACTIVITIES

ACUE Effective Teaching Practices, Fall 2022 – Spring 2023.

REA Workshop, AISEA, July 14-15, 2021

Data Analytics-Emerging Technologies Workshop, AISEA, July 12-13, 2021

Computer Security, June 23, 2020

Analyzing Cost Data for Management, June 28, 2020

CONFERENCES ATTENDED

TxCPA Technology Conference May 5-6, 2025

Accounting Education and Research Forum, April 11, 2025

Accounting Education and Research Forum, October 11, 2024

Accounting Education and Research Forum, April 19, 2024

2023 Accounting Education Conference – Webcast, October 27, 2023

Accounting Education and Research Forum, October 20, 2023

Accounting Education and Research Forum, April 21, 2023

Accounting Education and Research Forum. October 21, 2022

2022 Accounting Education Conference – Dallas, September 30-October 1, 2022

23rd Accounting Information Systems Educators Association Conference, July 14-16, 2022

2022 TXCPA East Texas CPE Expo, May 18, 2022

Accounting Education and Research Forum, April 8, 2022

UTT Accounting Education and Research Forum, October 22, 2021

22nd Accounting Information Systems Educators Association Conference, July 16-17, 2021

2021 Texas CPA Technology Conference Webcast, May 4, 2021

UTT Accounting Education and Research Forum, April 23, 2021

2020 Accounting Education Conference, Texas Society of CPA's, October 2, 2020