

ACADEMIC EXPERIENCE

The University of Texas at Tyler, Tyler, Texas

2008 - Present Adjunct Lecturer in Management & Marketing, Soules College of Business

2005 - 2007 Adjunct Lecturer, College of Arts & Sciences

San Diego State University, San Diego, California

2002 - 2004 Adjunct Lecturer, College of Extended Studies

UNIVERSITY TEACHING (UT-Tyler)

Undergraduate Teaching

MANA 3170 Build and Manage a Successful Career

MANA 3311 Organization Behavior & Leadership

MANA 3370 Information and Communication Techniques

UNIV 1800 Freshman Seminar – Critical Thinking

CERTIFICATIONS AND CREDENTIALS

1988 Series 22 Limited Partnership License, National Association of Securities Dealers (NASD)

1969 Series 7 General Securities Representative Qualification, National Association of Securities Dealers (NASD)

CORPORATE AND ORGANIZATIONAL CONSULTING

Lone Star Analysis

Developed and presented *Building a Success Ready Team* workshop to uncover the values with the leadership team and leverage those values to successfully implement the strategic goals and objectives of the organization

Walmart

Presented *Your Standout Brand* program to the Walmart eCommerce Leadership Team to teach each participant how to uncover value in themselves and connect their professional value to their current and prospective roles within the Walmart strategic goals and objectives.

Special Health Resources (SHR).

Developed and presented *Building a Success Ready Team* workshop to uncover the values with the leadership team and leverage those values to successfully implement the strategic goals and objectives of the organization.

International Association of Business Communicators (IABC). East Texas Developmental Chapter.

Developed and presented a program to assist members on How to Accurately Identify Their Professional Values and Make Lasting Impressions on Current or Future Employers, Colleagues and Clients. (Spring 2016).

Brookshire Grocery Company (BGC). Developed a *BGC executive coaching program for upper level managers*; Developing Your Executive Presence through Professional Branding. The purpose was to progress executive management talent by developing a solid and authentic professional brand, sharpen executive level presentation skills, and demonstrate an executive presence (2015).

Women in Cable (WICT) Midwest, Suddenlink, St. Louis. Developed and presented A New Brand You[®] Professional Branding Presentation and Workshop. The purpose was to emphasize professional branding as a career basic and an essential element in effective leadership. (Fall 2015)

BGC Women's Leadership Forum, Keynote Speaker and invited to present *A New Brand You*[®] Workshop for the Brookshire Grocery Company's Women's Leadership Forum, Spring 2014 Conference, Shreveport Convention Center, Shreveport, Louisiana (March 2014).

Suddenlink. Developed and presented *A New Brand You*[®] Developing, Communicating, and Leading with a Well-Defined Professional Brand to *Suddenlink Tyler, Texas, Recruiting and Diversity Team* (November 2013).

PUBLICATIONS

McWhorter, R. R., Johnson, G., Delello, J., Young, M., & Carpenter, R. E. (in-press). We have talent: Mock group interviewing improves employer perceived competence on hireability. *Journal of Education for Business*. <https://doi.org/10.1080/08832323.2024.2366782>

Your Standout Brand Workbook – Build and Grow a Success-Ready Career, Gail Johnson, MBA & Kelley Gerwig, ISBN # 9781387407309, © 2022 by Solving Business Problems Creatively, LLC, 1st Edition: January 2023 published by Lulu.com

! WONTUOTEG© - third edition, personality types that affect your career, Gail Johnson & Kelley Gerwig, ISBN: 978-1-387-72786-5; Copyright 2018; published by Lulu.com.

A New Brand You, Professional Branding Workbook, Edition V.6.1, - Gail Johnson, MBA & Kelley Gerwig, ISBN: 978-1-312-99360-0, Copyright 2015 by Solving Business Problems Creatively, LLC: October 2016 published by Lulu.com.

Refereed Manuscripts in Process

McWhorter, R., Donaldson, S., Johnson, G.D. (in development) An Exploration of the Effects of Individual Personality Conflict in Professional Settings.

Johnson, G., McWhorter, R. R., Astakhova, M., & Jones, R. (in development). Effect of professional branding on employer perceptions of student capability.

REFEREED CONFERENCE PROCEEDINGS

McWhorter, R. R., & Johnson, G. (2015). Exploring Mock Team Interviewing as a Career Management Strategy in Business Courses. *Southern Management Association*, St. Pete Beach, Florida, October 27-31, 2015.

Johnson, G., & McWhorter, R. R. (2015). Act on Research Video Presentation: Exploring Mock Team Interviewing as a Career Management Strategy in Business Courses. *Southern Management Association*, St. Pete Beach, Florida, October 27-31, 2015.

Johnson, G., McWhorter, R., & Hicks, J. (2014). Uniquely qualified: Building students' professional brand for job placement and career management. *Association for Business Communication Southwestern US (ABC-SWUS)*, Dallas, Texas, March 12-15, 2014

Johnson, T., Camp, K. & Bushardt, S., Professional Branding as an Interview Management Strategy, *American Business Communication International Conference*, New Orleans, LA, October 23-26, 2012.

NON-REFEREED CONFERENCE PROCEEDINGS

McWhorter, R. R., Johnson, G. D., Hicks Martinez, J. (2015). Exploring the Relevancy of the Cover Letter in a Digital World. *ABC SWUS Conference*, Houston, TX. March 11-13, 2015.

McWhorter, R. R., Johnson, G. D., Roberts, P. B., Delello, J. A., & Hall, A. (2014). Exploring LinkedIn as a career management strategy. *Academy of Human Resource Development International Conference*, Houston, TX. February 14-16, 2014. (Scholarly Research Roundtable).

Invited Presentations

Johnson, G.D. (2021). Invited to present Building a Success Ready Team for Special Health Resources: A Case Study. *Career Success Conference*, November 2021.

Johnson, G.D. (2021). Invited to present Virtual Mock Team Interviewing: Preparing Students for Career Success. *AHRD Conference*, February 17- 19 2021.

Johnson, G.D. (2018). Invited to present Your Standout Brand Individual Branding for the Professional. How to uncover and communicate your professional value. *Career Success Conference*, September 2018.

Johnson, G.D. (2018). Invited to present !WONTUOTEG – How to handle individual personality conflict, and successfully navigate the obstacle throughout your career. *Career Success Conference*, September 2018.

Johnson, G.D. (2016). Invited to present How to Stand Out in a Crowd, Develop, Communicate, and Lead with a Well-Defined Professional Brand. *Chamber of Commerce Career Connections (C4)*, January 2016.

Johnson, G.D. (2015). Invited to present A New Brand You © Professional Branding/Boundaries for *The University of Texas at Tyler Leadership Summit*, September, 2015.

Johnson, G.D. (2015). Invited to present A New Brand You © Developing, Communicating, and Leading with a Well-Defined Professional Brand, at the *2013 American Association of University Women (AAUW) Washington D.C. Annual Conference*, June 2013.

Johnson, G.D. (2013). Invited to present A New Brand You – Recognizing and Communicating Leadership Through Your Professional Brand Values, *2013 National Conference for College Women Student Leaders (NCCWSL)*, The University of Maryland, College Park, MD, June. 2013.

Johnson, G.D. (2013). Invited to participate in an Employer Roundtable to discuss “The biggest Challenge Facing Employers”, *Suddenlink Employer Roundtable, Leadership Panel*, February 2013.

- Johnson, G.D. (2012). Invited to present a \$tart \$mart Negotiation Skills Workshop, at Texas Christian University (TCU), March 2012.
- Johnson, G.D. (2012). Developed and invited to present 21st Century Technology for the 21st Century Student, at the *Texas Distance Learning Association's* Annual Conference, April 2012.
- Johnson, G.D. (2012). Invited to present A New Brand You: Recognizing and Communicating Leadership through Your Professional Brand Values for the *National Conference for College Women Student Leaders (NCCWSL)* Annual Conference at The University of Maryland, College Park, Maryland, June 2012.
- Johnson, G.D. (2011). Participated on an Actions for Equal Pay: Advocacy and Programming to Close the Gap Panel Discussion, *American Association of University Women (AAUW)*, Washington D.C. June, 2011.

HONORS/AWARDS/ACKNOWLEDGEMENTS

- 2021 Brownsboro ISD CTC Advisory Board
- 2019 Whitehouse ISD CTC Advisory Board
- 2018 Tyler ISD CTC Advisory Board
- 2015 Goodwill Advisory Board
- 2015 American Business Communication Association
- 2014 *ENACTUS (formerly Students In Free Enterprise, SIFE), Rising Phoenix Project (2014)*
- 2013 Field Manager, \$tart \$mart Negotiation Skills Workshop, Wage Project™
- 2011 *Cambridge Who's Who Registry of Executives, Professionals and Entrepreneurs, Lifetime Member*
- 2011 AAUW Educational Foundation, Tyler, Texas Branch 75th Anniversary American Fellowship
- 2010 VIP Woman of the Year – National Association of Professional Women (2010/2011)
- 2011 President, AAUW, Tyler, Texas Branch (2011-2012)
- 2009 Tyler Board, AAUW (2009/2010)
- 2009 Cambridge Who's Who Registry among Executive and Professional Women (2009/2010)
- 1992 Outstanding Achievement Award, Altris Software Inc.
- 1986 Leadership Scholarship, National University
- 1986 Graduated with Honors 4.0 GPA, Regis University

GRANTS AND EXTERNAL FUNDING AWARDED

2017	Business & Dining Etiquette Luncheon, College of Business & Technology Fastenal	Funded:	\$1,000
2017	Business & Dining Etiquette, College of Business & Technology Cavender's	Funded:	\$1,000
2018	Business & Dining Etiquette Luncheon, College of Business & Technology Henry & Peters CPA	Funded:	\$500
2018	Business & Dining Etiquette Luncheon, College of Business & Technology Gollob Morgan & Peddy CPA	Funded:	\$500
2018	Business & Dining Etiquette Luncheon, College of Business & Technology Fastenal	Funded:	\$500
2018	Business & Dining Etiquette Luncheon College of Business & Technology Cavender's Boot City	Funded:	\$500
2018	Business & Dining Etiquette, College of Business & Technology Cavender's Boot City	Funded:	\$500
2018	Your Standout Brand & Soules College of Business K-12 Initiative Cooperative Teachers Credit Union (CTCU)	Funded:	\$1,680
2019	Business & Dining Etiquette Luncheon, College of Business & Technology Fastenal	Funded:	\$500
2019	Business & Dining Etiquette Luncheon, College of Business & Technology Fastenal	Funded:	\$500
2019	Business & Dining Etiquette, College of Business & Technology Fastenal	Funded:	\$500
2019	Business & Dining Etiquette, College of Business & Technology Henry & Peters CPA	Funded:	\$500
2019	Business & Dining Etiquette, College of Business & Technology Cavender's	Funded:	\$500
2019	Your Standout Brand & Soules College of Business K-12 Initiative Cooperative Teachers Credit Union (CTCU)	Funded:	\$1,680
2021	Business & Dining Etiquette Luncheon, Soules College of Business Cavender's	Funded:	\$1,500
2021	Your Standout Brand & Soules College of Business K-12 Initiative CTCU (Cooperative Teachers Credit Union) 2021-10-13	Funded:	\$1,680
2022	Your Standout Bran & /Soules College of Business K-12 Initiative Heartland Securities	Funded:	\$2,500