Mirta M. Martin, Ph.D.

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EDUCATION

- **Doctor of Philosophy**; Virginia Commonwealth University, Richmond, Virginia. 1996.
  Dissertation*: Leadership in a Cultural Trust Chasm: An Analysis of Trust Directed Behaviors and Vision Directed Behaviors that Lead to Positive Follower Attitude Responses.*
- **Master of Business Administration**. Robins School of Business, University of Richmond, Richmond, Virginia. 1992.
- **Bachelor of Science**. Duke University, Durham, North Carolina. 1982

- **Foreign Languages**: Spanish, French and Portuguese.

- Spectrum Executive Leadership Fellow, American Council on Education, 2013
- Advancing Women's Leadership; 80th National Women's Leadership Forum, American Council on Education, 2012
- The Virginia Network for Women in Higher Education, American Council on Education; Senior Leadership Seminar, 2010
- Future Presidents Institute, Hockaday-Hunter and Associates, The Center for School Leadership Development, University of North Carolina at Chapel Hill, 2007
- Advancing to the Presidency Program, American Council on Education Leadership Programs. 2006

SUMMARY OF ADMINISTRATIVE AND ACADEMIC POSITIONS

- Dean and Professor of Management, Reginald F. Lewis College of Business, VSU, 2009– present
- Special Assistant to the Chancellor of the Virginia Community College System, 2009
- Special Assistant to the President, John Tyler Community College; Executive Vice President and Executive Director, John Tyler Community College Foundation, 2005-2009
- Education and Executive Consultant, 2004- 2005
- Associate Dean, Robins School of Business and Executive Director, Management Institute 2000-2003
- Interim Dean/Regional Director, Averett University 1995
- Associate Professor, Averett University 1992-2001
- Senior Vice President, First Union National Bank (successor by merger to Dominion Bank), 1993-1994
- Vice President, Dominion Bank, 1991-1993
- Assistant Vice President, Dominion Bank, 1988-1991
- Branch Manager and Banking Officer, First Virginia Bank Colonial, 1985-1988
- Assistant Branch Manager, First Virginia Bank Colonial, 1984-1985
- Management Associate, First Virginia Bank Colonial, 1982-1984

GUBERNATORIAL APPOINTMENTS

STATE BOARD FOR COMMUNITY COLLEGES, Member; Appointed in 2011 by Governor Robert F. McDonnell, Virginia. Selected to serve in Academic, Student Affairs and Workforce Development Committee, 2011; Selected Chair, Audit Committee, 2012; Co-Chair Personnel Committee, 2013. Board Liaison to J. Sargeant Reynolds Community College and John Tyler Community College.

GOVERNOR'S COMMISSION ON HIGHER EDUCATION REFORM, INNOVATION AND INVESTMENT, Member; Appointed in 2010 by Governor Robert F. McDonnell, Virginia.

GOVERNOR'S VIRGINIA LATINO ADVISORY BOARD, Ex-Officio Member representing the Office of the Secretary of Education; appointed by Secretary of Education, Virginia. 2010.

COUNCIL ON THE STATUS OF WOMEN, Member: Appointed in 2009 by Governor Timothy Kaine.

HONORS

- 2014 Semi-Finalist; Innovation in Education Award, Richmond, Virginia. Winner announced 5/2014
- 2013 Named one of "Most Influential Women" in Chesterfield County
- 2013 Metropolitan Business League Humanitarian Award for Educational Excellence Recipient
- 2012 Phi Kappa Phi Honor Society; Alumni Inductee
- 2012 Winner of the *RichTech* Technology Innovation Deployment Award
- 2012 Named Best Business Program in nation (among 108 HBCUs)
- 2011 Recipient of the Governor's Award for Technology in Innovation in Higher Education
- 2010 - HBCU Faculty/Administrator of the Year - Finalist - Nominated by the Center for HBCU Media Advocacy, Inc. – Nomination recognizes crowning achievement in leadership
- 2010 – 2012 - Most Inspiring Dean Award – Presented by the Virginia State University Students
- 2010 - Recipient of Hispanic College Fund Legacy Award
- 2009 - Appointed First Female Hispanic Dean of the Commonwealth of Virginia
- 2009 - The President of the United States' Volunteer Service Award – President's Council on Service and Civic Participation
- Beta Gamma Sigma National Honor Society for Business
- Phi Theta Kappa – Honorary Member – For leadership and service to students – 2006
- Averett University's *Outstanding Faculty of the Year* – In honor of teaching Excellence, 1999, 2001
- Phi Alpha Alpha Honor Society, Virginia Commonwealth University, May 1996.
- Phi Kappa Phi Doctoral Merit Scholarship, (Recognizing academic excellence). Virginia Commonwealth University 1994-1995.

EXPERIENCE

Dean and Professor of Management – 2009 - present
Reginald F. Lewis School of Business, Virginia State University

As chief academic, strategic and administrative officer of the School, and a member of the President's cabinet, the Dean provides the academic and administrative leadership required to achieve the highest standards of excellence in teaching, research, scholarship, and service within the School. The AACSB-accredited School of Business has over 40 faculty and staff and 1300 students, and houses the departments of accounting and finance, management information systems and management and marketing.

Highlighted Achievements

- Created College of Business 501c3 non-profit Foundation
- Created four advisory boards, bringing together industry leaders
- Became first School in the nation to launch an integrated core curriculum, predominantly delivered in a digital format eleven months after arrival to the School of Business
- Reorganized School of Business – hired academic advisors, research, grant, corporate relations directors
- Realized 30% increase in retention rates in nine core courses of new business program, raised GPA, and *saved students* an aggregate of *$1,121,000* in out-of-pocket textbook expenses in 6 semesters.
- Achieved AACSB Maintenance of Accreditation status; named Premier Chapter by Beta Gamma Sigma three years in a row.
- Partnership with INSIGHT America – First School to place minority students as interns on Capitol Hill, DC
- 4+1 Memorandum of Understanding between Virginia Commonwealth University, Graduate Studies in Business (Accounting)
- International Agreements and Exchange Programs with:
  - IBS Business School de Minas Gerais Ltda, Partner of Fundacao Getulio Vargas, Brazil
  - Lovely Professional University, Phagwara, Punjab, India
  - ESCA School of Management, Casablanca, Morocco
  - Shanghai University, Shanghai, China
  - Beijing Normal University, Beijing, China
  - Moscow School of Business, Moscow, Russia

Special Assistant to the Chancellor of the Virginia Community College System – 2009
Virginia Community College System

Accountable directly to the Chancellor of the Virginia Community College System, provide support to strategically position Virginia's 23 community colleges as the catalysts for higher education participation in Virginia through various initiatives, including, but not limited to; increasing visibility, funding support for the System's initiatives, special programs, and *Great Expectations* – an effort aimed at increasing the number of foster care youth who pursue and complete a college program.

This is a 6-month to a year unique opportunity, on the model of an ACE Fellow, designed to promote and provide administrators with opportunities to experience and participate in presidential, cabinet-level decision-making in a multi-campus, multi-cultural, billion dollar system enterprise.

Special Assistant to the President
Executive Vice President and Executive Director - Foundation, 2005-2009
John Tyler Community College
Academic Rank: Professor

As the Foundation's chief executive, financial strategist and investment officer, oversee investment portfolio, develop and implement organization's budget, lead fund/friends-raising activities, develop cost-effective initiatives, create ongoing sources of revenue and maximize unrestricted and restricted gifts. Serve as ambassador and liaison to the community to represent the institution through speaking engagements, memberships and relationship-building with corporate, state, government and other higher education institutions. Direct involvement with trustees, alumni, government, corporate, and non-profit organizations at all levels. Each year, the College serves more than 16,000 credit students, 15,000 non-credit students and more than 500 companies and government agencies.

Additional responsibilities

- As a member of the Executive Team, assist in the development of the College's strategy, policies, strategic objectives and measures, and provide counsel to the President
- Provide accountability to the Board of Directors and execute organization's strategic plan
- Lead, plan and execute outreach program, annual and capital campaigns
- Develop and implement strategic and marketing plans with annual updated goals and measurable outcomes
- Direct and oversee investment portfolio; develop and manage organization's budget
- Lead and coordinate strategies for cultivation, solicitation and stewardship of prospects
- Generate and maximize resources, expand and diversify the corporate and private sector support base
- Develop, implement and provide leadership to all areas of the division (donor relations, grants, alumni)
- Formulate policy options and persuade board/government officials to adopt them
- Establish and maintain corporate relations; develop and grow a broad-based constituency

Highlighted Achievements

- Increased Foundation's assets by 62% in three years (from $3,271,063 to $5,295,839)
- Increased donations to the Foundation by 270% in three years (from $509,590 to $1,886,228/year)
- Calibrated organizational strategy to create partnerships to complement and expand outreach and programs
- Directed negotiations to establish an unprecedented public private partnership between the College and HCA—which included a gift from HCA to the Foundation for a 15,000-square-foot facility to house JTCC's nursing program (estimated value of $1,762,303 – The gift was the first of its kind in Virginia).
- Negotiated MOU between HCA and the Foundation for $435,000 in operating funds and $30,000 for scholarships for 5 years, enabling nursing program to increase admissions by 35%
- Negotiated a partnership between the College, the City of Petersburg and Virginia Power to open a downtown "Gateway Outreach Center" at no cost to the College (to provide college counseling, testing and admission services) and secured $150,000 to provide scholarships for area students
- Created a Manufacturers' Coalition to unite area manufacturers through Quick Connect – byproduct of the Coalition - to respond to a critical industry need

- Negotiated a partnership between the College and the Mexican Consulate to deliver training ESL solutions
- Created a College-wide grant protocol to provide uniformity and increase external funding
- Created an Alumni Association and the first on-line community for Virginia Community Colleges
- Established a model allowing Foundations to hire employees (not employees of the Commonwealth)
- Revitalized Foundation Board by increasing number of members, participation and involvement
- Implemented new accounting system for Foundation – audited, settled and synchronized all accounts between the College, the Foundation and the Investment firm
- Secured $264,000 to hire Career Coaches and partnered with local high schools; created model for VCCS

Education and Executive Consultant, Consulting Alliance Group, Inc., January 2004 –February 2005

Part of a team of over 80 internationally recognized business and technical professionals that provided technical and business training to Fortune 100 companies, international governments, major universities and trade organizations.

Additional responsibilities

- Identified new trends in executive leadership offerings and developed new curricula
- Developed key business partnering opportunities with organizations and institutions globally
- Identified and worked with a responsive, synergistic network of technical and business professionals to create partnerships and provide quality outcomes

Executive Director, Management Institute, Associate Professor of Management Development, Associate Dean, Robins School of Business, University of Richmond, Virginia,
October 2000 – December 2003

Served as principal administrator, financial officer and chief spokesperson. Led statewide, national and international identification of programmatic and enrollment efforts, developed and implemented instructional programs and technologies. Directed economic development initiatives. Also responsible for strategic planning, finance operations, budget and business planning, business operations, financial reporting, monitoring of budget, audits and capital projects and construction. Provided leadership, supervision and evaluation of national and international faculty and staff.

Additional responsibilities

- Responsible for the development and execution of the Executive Education Division's regional, national and international market 5-year strategy with annual updated goals and measurable outcomes
- Created strategies and business plans for regional, national and international markets, including public and custom programs design and delivery, operations management, faculty identification and retention
- Responsible for the recruitment and evaluation of key faculty
- Served as the Institute's primary spokesperson, ambassador and liaison to the community – relating the instructional and student programs to businesses, industry and public agencies
- Established and maintained effective working relations with federal, state, local, profit, non-profits
- Established corporate relationships and developed unique cost and time sensitive training initiatives
- Developed and implemented traditional classroom, video, and computer-based instructional modules
- Led daily operations in U.S. and abroad
- Developed and organized focus groups to gain insight into employee and community training needs
- Authored proposals for prospective clients to fulfill the Division's plans for growth (national/international)
- Led subject matter experts to develop courses, certifications, and career pathway programs for industry
- Designed and taught credit and non-credit courses and programs (national/international)

Highlighted Achievements

- Spearheaded successful turnaround of executive education division operating in a six figure deficit, to a profitable, multi- million dollar center and attracted award-winning faculty to deliver curricula
- Identified and implemented cutting-edge technology and program initiatives- region, nation, global

- Developed and implemented the trademarked MiniMBA©
- Created unprecedented partnerships with international/federal/state/local/public, non-profit and corporate sectors for program initiatives
- Guided development of uniform processes for funds/expenditures allocation; increased ROI 28%
- Developed and implemented professional development conferences for area employers (selected clients included: Capital One, DuPont, Philip Morris USA, McGuire Woods, and Richmond Times Dispatch)
- Designed customized employee professional development initiatives (selected clients included: Virginia Department of Transportation (VDOT), Virginia Department of Corrections, Virginia Farm Bureau, DuPont, Philip Morris, Boehringer Ingelheim, and Circuit City)
- Worked with faculty to identify, develop and implement international programs and partnerships with universities and industry.

Associate Professor, Tenured, Averett University, Richmond, Virginia, November 1992 – July 2001

Named *"Outstanding Faculty of the Year, 1999."* Student End-of-Course ratings averaged 4.9 or better (out of 5.0 scale). As full time, tenured faculty member, taught graduate and undergraduate business courses to adult learners in the Master and Bachelor of Business Administration programs for the School of Graduate and Professional Studies. Courses were taught in traditional classroom, video on-site courses, distance learning education and Internet. Courses taught included Management Theory, Organizational Behavior, Ethics, Policy, Strategic Management, Human Resource Management, Contemporary Issues, Leadership, Integration Projects and Research Thesis.

Additional responsibilities

- Developed traditional and non-traditional programs and other for-credit opportunities
- Identified and implemented instructional technologies to meet the needs of industry
- Oversaw course and program development, assessment, and evaluation
- Administered, researched, and implemented requirements for SACS Reaffirmation Process
- Evaluated faculty; mentored Junior faculty

Interim Dean/Regional Director, Averett University, Richmond, Virginia, July 1995 – December 1995

Assumed all leadership and administrative roles while maintaining teaching responsibilities. Created strategies and oversaw their execution through the directors of divisions. Embraced a commitment for executive education, and provided inspiration, energy and enthusiasm for managed growth, while maintaining fiscal discipline. Provided leadership, creativity and vision for the College's efforts to increase enrollment and maximize profits.

Additional responsibilities

- Leadership and guidance for the development and management of all phases of academic, administrative, and student services
- Recruited, selected, contracted, evaluated, terminated faculty – (Region had over 300 faculty)
- Recruited students, evaluated transcripts, selected and accepted students to programs
- Supervised the development and implementation of class/certificate offerings and schedules, student services programs and activities
- Developed alternative credit opportunities (certificates); presented program information to advisory groups and industry leaders

Senior Vice President, First Union National Bank of Virginia, successor by merger to Dominion Bank, National Association, Richmond Region, January 1993 - February 1994

Provided leadership for service delivery and external relations. Oversaw long range strategic planning. Led the financial, business, personnel and physical facilities for multi branch bank - Increased job knowledge, employee development, commercial and consumer portfolio management, branch administration, policy development and implementation, team building and dynamics. Assisted the President and Area Managers with economic development initiatives working with industry, profit, and non-profit groups.

Additional responsibilities

- Directed - $26M budget; commercial loan portfolio of $22.9M; Consumer Loan portfolio-$26.7M
- Oversaw bank portfolio of $289M – 167 lending associates
- Worked with Regional Management Teams to identify and develop performance measures
- Provided leadership for the achievement of corporate vision
- Served as spokesperson and business development officer for institution

Vice President, Dominion Bank, National Association, Richmond Region
February 1991 - January 1993
Assistant Vice President, Dominion Bank, National Association, Richmond Region
February 1988 - January 1991

Branch Manager/Commercial Loan Officer charged to ensure efficient operations and profitable growth through the delivery of consumer and commercial banking services and the development of new commercial business. Developed profitable growth of commercial/consumer loans and deposits in the branch through effective sales management. Provided leadership and supervision. Administered performance-based programs, sought opportunities to continually improve services, programs and processes.

Highlighted Achievements

- *"Branch Manager of the Year",* 1989 and 1991 for overall performance in branch and portfolio profitability and growth through commitment to excellence. Performance exceeded all other branches in Richmond Region.
- Increased deposits 219% from $17.2 million in February 1988 to $37.6 million in December 1993.
- Created and managed personal commercial portfolio of $22.9 million with 0.013 in classified, bankrupt or delinquent loans.
- Increased consumer loans from $6.1 million in February 1988 to $26.7 million in December 1993 – with 0.138% delinquency ratio.
- Top fee sales producer for all regional sales officers in 1991 and 1992.
- Top producer of Trust referrals for 1990, 1991, and 1992.

Branch Manager and Banking Officer**,** First Virginia Bank-Colonial, July 1985 - January 1988

Newly created position to head new branch with zero deposit and loan base. Responsible for consumer and commercial growth of deposit and loan portfolio, budget preparation, business development, recruitment, hiring and evaluating employees. Deposit base reached $20.4 million. Led nine staff members.

- Named *"Branch Manager of the Year"*, 1986 and 1987, for overall performance, including loan and deposit growth. Percentage above established quota goals exceeded all other branches in Richmond Region.

Assistant Branch Manager, First Virginia Bank-Colonial, June 1984 - June 1985

Management Associate, First Virginia Bank-Colonial, September 1982 - June 1984

CIVIC, CHARITABLE, EDUCATIONAL, PROFESSIONAL ORGANIZATIONS

- Virginia Community Colleges State Board Committees– Academic, Student Affairs and Workforce Development; Audit; Personnel; Reengineering Sub-Committee;
- State Board for Virginia Community Colleges - Board Liaison to Reynolds Community College and John Tyler Community College
- Virginia Latino Higher Education Network (VALHEN); President and Founding Director
- AACSB BizEd Advisory Council member
- Branch Banking and Trust Company (BB&T Bank) Advisory Board Member; Richmond, Virginia
- Greater Richmond Chamber of Commerce – Board Member

- Metropolitan Business League - Board Member
- Housing Opportunities Made Equal (HOME) – Board Member; Fundraising Committee
- REDC Community Capital Group – Board Member
- Safe Harbor – Board Member; Fundraising/Finance Committee
- Women Executives in Virginia Higher Education (WEVHE)
- American Heart Association – Go Red for Women -Executive Leadership Team, Fundraising Committee
- "Design For Excellence 2020" – Strategic Planning Committee; Chesterfield County Public Schools; Co-Chair, Citizenship, Core Values and Innovation Team
- Judge, Final Selection Committee – 2012-2009 State Council of Higher Education for Virginia (SCHEV) - Virginia Outstanding Faculty Awards
- Association to Advance Collegiate Schools of Business (AACSB)
- AACSB - New Deans Affinity Group Co-Chair
- Academy of Management
- Southern Business Administration Association (SBAA)
- Superintendent's Advisory Council - Multicultural Committee – Chesterfield County, Virginia
- League of United American Citizens (LULAC) Council 4611; Founding member
- Chair, 2013, 2012 Hispanic College Institute held at Virginia State University
- Chair, Governor's 2011 and 2010 Hispanic Youth Symposium held at Virginia State University
- Chair, Governor's 2009 Hispanic Youth Symposium held at George Mason University
- Chair, Governor's 2008 Richmond Hispanic Youth Symposium held at University of Richmond
- Chesterfield Chamber of Commerce
- Petersburg Chamber of Commerce
- Virginia Community College Association
- Virginia Commonwealth University, Phi Alpha Alpha Honor Society, Vice President
- American Heart Association, Chairman
- Community Reinvestment Act (C.R.A.) Coordinator for Chesterfield County
- Chesterfield County Schools/Business Partnership Program, Pilot Founder and Coordinator
- Southport Trade Merchants' Association
  Director, President, Chairman of the Board
- Community Reinvestment Act (C.R.A.) Coordinator for Chesterfield County
- United Way Team Leader

UNIVERSITY/COLLEGE SERVICE

- Virginia State University
  - Member, President's Cabinet
  - Member, Provost's Cabinet
  - Member, Academic Credits Committee
  - Member, Strategic Planning Committee
  - Executive Team for New College Institute (NCI) Campus Proposal
  - Member, Virginia Logistics Research Center
  - Continuity of Operations Plan (COOP) Leadership Team – Member
- Virginia Community College System
  - Member, Chancellor's Cabinet
  - Liaison to Office of Governor for The American Recovery and Reinvestment Act (ARRA) funding
- John Tyler Community College
  - Member, President's Cabinet
  - Member, Academic Council
- University of Richmond
  - Chair, Steering Committee, Management Institute
  - Member, Dean's Cabinet

- Averett University
  - MBA Program Chair
  - Chair, General Requirements Committee, SACS Reaffirmation Process
  - Chair, Undergraduate Requirements, SACS Reaffirmation Process
  - Chair, Graduate Admissions Committee
  - Member, SACS Steering Committee
  - Member, Adult Curriculum Steering Committee
  - Member, Graduate Council
  - Member, Student Development Committee
  - Member, Graduate Studies Curriculum Committee
  - Member, Career Pathways Committee
  - Chair, Scholarship, Financial Aid and Grants Development Committee
  - Research Advisor in the School of Graduate and Professional Studies – Thesis advisor to 113 graduate and 68 undergraduate students

UNIVERSITY PROGRAMS DESIGNED/DEVELOPED/RESTRUCTURED

- Virginia State University - Undergraduate Business Curriculum, Reginald F. Lewis School of Business
- University of Richmond - Leadership vs. Management: (Undergraduate course)
- University of Richmond - Police Executive Leadership School (PELS)
- University of Richmond - Organizational Behavior (Taught at the undergraduate and graduate level)
- University of Richmond/Management Institute - All program series including:
  - MiniMBA®
  - Management Development Program
  - Development of First Line Supervisor
  - Development of Mid-Level Manager
  - Development of the Manager/leader
  - Development of the Strategic Manager
  - Survival Management for Physicians
  - Survival Management for Educators
- Averett University – MBA Program (Restructured traditional MBA into Executive, Accelerated Program)

ACADEMIC COURSES DEVELOPED

- BSA 103 - Leadership
- BSA 103 - Leadership
- BSA 103 - Leadership
- BSA 205 - Business Management
- BSA 260 - Business Case Study
- BSA 313 - Management Theory and Practice
- BSA 314 - Business Communications
- MSYS 330 - Organizational Behavior
- MSYS 349 - Leadership
- BSA 443 - Contemporary Issues in Business
- BSA 444 - Management Strategies (Undergraduate Capstone Course)
- BSA 526 - Organizational Behavior/Leadership
- LDR 532 - Organizational Behavior
- LDR 538 - Contemporary Issues is Leadership
- BSA 544 - Business Policy (Graduate Capstone Course)
- CMBA 613 - Executive Leadership

SELECTED PRESENTATIONS/SEMINARS TO COMMUNITY ORGANIZATIONS

"Girls who get I.T." Conference Co-Chair and Organizer. J. Sargeant Reynolds Community College, November 14, 2013.

"Women and Leadership: Courage; Risk Taking; Inspiration; Lessons Learned." Panelist/Keynote Speaker. Richmond Leadership Summit, Commercial Real Estate Women (CREW), November 7, 2013.

"Digital Open Textbooks: Increased Student Access and Outcomes." OpenVA Virginia's First Annual Open and Digital Learning Resources Conference. Presenter. October 15, 2013.

"Developing the Hispanic Workforce through Higher Education." VALHEN's Encuentro (Conference). Panelist; Content Leader. October 10 – 11, 2013

"Leadership through Education: The Path Less Taken." Keynote speaker, Hispanic College Institute, July 17, 2013.

"A Tale of Two Institutions: Approaches to Digital Implementation." Presentation for the Virginia Network Women's Conference. Martin, Mirta and Joy Hatch. Hotel Roanoke, Roanoke, May 31, 2013

"Education through Digital Technologies: How to Reach out to Underserved Populations." Keynote Speaker in honor of Hispanic Heritage Month. Longwood University; November 16, 2012.

"Creating a Pathway to an Affordable and Accessible Education." Keynote speaker; Dinwiddie Chamber of Commerce, November 13, 2012

Educational Access and Affordability through Digital Textbooks: Retention Success. Presentation before the Commonwealth of Virginia's Senate Finance Committee, Education Subcommittee – September 18, 2012.

"Teaching, Learning, and the Impact of Open Educational Resources." Panelist. 2012 Chancellor's Annual Planning Retreat. August 6 – 7, 2012.

"A Conversation On What It Means To Be An Educated Virginian." Panelist. *Sponsored by the State Council of Higher Education and the Virginia Assessment Group.* June 13, 2012
White House Initiative on Education Excellence for Hispanics. Panelist. April, 9, 2012.

"Small Businesses: Key to success for the American Economy." Presented at the Symposium for Small Businesses, Petersburg, Virginia, September 20, 2011.

"Digital at the Core." Presented at The Southern Business Administration Association (SBAA), Greensboro, North Carolina, July 12, 2011.
"The Educational Crisis." Radio Interview Hosted by Sarah McConnell of *With Good Reason • A Program of the Virginia Foundation of the Humanities.* Aired July 2 – 8, 2011.

"If there is a Dream, There is a Way." Keynote Speaker, Latino Education Advancement Program. The Steward School, Richmond, Virginia. June 23, 2011.

"The Three Deans." Higher Education Panelist for the Association for Corporate Growth (ACG) Richmond Breakfast Series. The Commonwealth Club, May 6, 2011.

"Leading Change with 21st Century Technologies." Presented at the Association to Advance Collegiate Schools of Business (AACSB) International Conference and Annual Meeting (ICAM), April 27 – 30, 2011.

"Achieving the Dream through Education." Keynote Speaker, Los Padres Foundation, Washington DC. April 20, 2011.

Virginia Latino Higher Education Network, Annual Conference, Panelist, Northern Virginia Community College, Arlington, Virginia, March 2011.

Women Who Mean Business Summit. Speaker, "Fast Track Session." January 28, 2011.

"Change, Choice, and Principles." Keynote Speaker, Chesterfield University, Chesterfield County. May 20, 2010.

"Education – The Key to Success." Keynote Speaker, Los Padres Foundation, Washington DC. March 31, 2010.

Hispanic Youth Symposium, "Hispanic Heroes Panelist" Virginia State University, Virginia, July 2010, and July 2011.

Virginia Latino Higher Education Network, Annual Conference, Invited Panelist, Petersburg, Virginia, March 2010.

Hispanic Youth Symposium, "Hispanic Heroes Panelist." George Mason University, Fairfax, Virginia, July 2009.

Virginia Latino Higher Education Network, Annual Conference, Invited Panelist, Blacksburg, Virginia, April 2009.

"College: The Answer to All of your Questions", Speaker, Higher Education Seminar - Hispanic Liaison Office, VCU, May 2006.

"Transforming Excellent Management into Exceptional Leadership", Speaker, NABO-VA Women Business Conference, October 2003.

"Teaching Practices to Motivate Employees and Make Them Life-Long Students", Department Heads' Retreat, Philip Morris, April 2003.

"Leadership in the 21st Century", Keynote Speaker, Sao Paulo, Brazil, November, 2002.

"Creating a Leadership Culture at UPS," Engineering Department Managers' Retreat, UPS, August 1999.

"Leadership for Success," Henrico County Public Libraries, Administrators' Retreat, January 1999.

"Profiles in Leadership," Whitehall-Robbins Managers' Retreat, November 1997.

SELECTED PUBLICATIONS

Feldstein, Andrew; Mirta Martin (2013), "Understanding Slow Growth in the Adoption of E-Textbooks: Distinguishing Paper and Electronic Delivery of Course Content" International Research in Education, ISSN 2327-5499, Vol. 1, No. 1, September 2013

Feldstein, Andrew; Mirta Martin, Amy Hudson, Kiara Warren, John Hilton III, David Wiley (2012), "Open Textbooks and Increased Student Access and Outcomes", European Journal of Open, Distance, and E-Learning, December 2012

Martin, Mirta M. "Digital at the Core." Biz Ed. Volume IX, Issue 6, November/December 2010.

Martin, Mirta M. "Reassessing Contributions." Academy of Management Conference, Washington D.C., August 2001.

Martin, Mirta M. "Leadership in the 21st Century." Paper presented at the National Association of Roofing Contractors' National Conference, Phoenix, Arizona, February 1999.

Bolton, Alfred A. & Martin, Mirta M. "The Women of Hawthorne." Paper for the 25th Anniversary of the Southwestern Academy of Management, Dallas, Texas, March 4-7, 1998.

Martin, Mirta M. "Trust Leadership." The Journal of Leadership Studies, 1998, Vol. 5, No. 3.

Martin, Mirta M. & Calongne, Lisa J. "The New Face of the Adult Learner." Paper presented at the Allied Academies Annual Conference, Myrtle Beach, South Carolina, April 13-16, 1998.

Reviewer for the Management History Track of the 1998 Southwest Academy of Management Meeting, September 1998.

Martin, Mirta Maruri. "Leadership in a Cultural Trust Chasm." Paper presented at the 25th Anniversary of the Southern Criminal Justice Association Annual Meeting, Richmond, Virginia, October 1997.

Panel discussant at the 25th Anniversary of the Southern Criminal Justice Association Annual Meeting, Richmond, Virginia, October 1997.

Martin, Mirta Maruri. "Identifying, Measuring and Rewarding High Performance." Background Paper of the First Conference on Creating a High Performance Work Force, Critical Issues: Exemplary Practices. October 25, 1994.