

JOEL M. NICHOLS

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EDUCATION

Master of Business Administration

Union University | 2001 – 2003

Bachelor of Arts; Major: Advertising

College of Communications and Fine Arts
Memphis State University | 1986 – 1990

TEACHING

Instructor (Adjunct); August 2015 – Current

Department of Journalism & Strategic Media; College of Communication & Fine Arts

Department of Marketing; Department of Management; Fogelman College of Business & Economics

University of Memphis, Memphis, TN

COURSES

ADVR 3310 Branding & Strategic Media; Spring 2018

Department of Journalism and Strategic Media

Exploration of how branding and strategic media (advertising and public relations) move members of the target audience from the point of awareness to the point of engagement. Trends in branding such as targeted, viral and interactive techniques will be explored, and branding campaigns are created and evaluated.

ADVR 3300 Survey of Advertising; Fall 2017

Department of Journalism and Strategic Media

Broad survey of advertising in an economy of abundance and its relationship to marketing. Traditional, non-traditional and social media advertising will be studied. Problems and techniques of planning and coordinating an integrated series of advertising efforts for a successful plan will be discussed.

MKTG 3010 Principles of Marketing; Fall-Spring-Summer 2016, Spring 2017, Spring-Fall 2018

Fogelman College of Business & Economics

Comprehensive study of the structure and functions of marketing systems; analysis of target markets, environments, and managerial aspects of marketing practices; comprehensive overview of key components of product and service marketing including, brand positioning, pricing, promoting, distribution and selling.

MKTG 4470 Essentials of Negotiation; Spring 2018-1st POT

Fogelman College of Business & Economics

Study of fundamental skills in negotiation process, including types of negotiations, planning and strategies; emphasis on communication, relationships, cross-cultural, multiple parties, power, and ethics across a variety of settings.

MKTG 3012 Consumer Behavior; Fall 2016

Fogelman College of Business & Economics

Study of why consumers behave as they do; the consumer decision process including internal and external influences, organizational buying, and marketing regulation. Course includes marketing knowledge, comprehension, and application.

MGMT 3110 Organization & Management; Fall 2015, Fall 2016

Fogelman College of Business & Economics

Comprehensive survey of basic management concepts, principles, and function; coverage in planning, organizing, leading, and controlling organizational resources to achieve objectives; overview of decision-making within the context of organizational global environment.

2. JOEL M. NICHOLS (cont.)

MGMT 3510 Business Communication; Fall 2015, Fall 2016

Fogelman College of Business & Economics

Communication theory applied to business; emphasis on effective writing; presentation of written and oral case solutions, letters, memoranda, reports, and employment applications; consideration of business ethics, technology, and intercultural communication.

CONFERENCES/LECTURES

- Breakout Session Presenter; Cooperative Education & Internship Association (CEIA) Conference, Charleston, SC, April 2018.
Topics: "International Internships" | "Internship Best Practices"
- Breakout Session Presenter; UofM Personal Branding Conference, Memphis, TN, February 2016.
Topic: "Using Social Media To Your Advantage"
- Invited Workshop Presenter; Fogelman Professional Development Center Career Preparation Workshop, Memphis, TN, Spring 2015, Fall 2016.
Topics: "LinkedIn Career Strategies" | "Networking for Success"
- Invited Guest Lecturer; Marketing Classes; University of Memphis and Union University, Memphis, TN, 2013 - 2015

RESEARCH (Professional)

FOCUS GROUPS

- Total Joint Surgeon Focus Group; Hip & Knee Symposium; Chicago, IL; 2011
Conducted focus group to evaluate effectiveness of product launch campaign materials; i.e. brochures, techniques, ads.
- Trauma Surgeon Focus Group; American Academy of Orthopaedic Surgeons Annual Meeting; San Diego, CA; 2011
Conducted focus group to evaluate effectiveness of journal ads, i.e. headlines, imagery, messaging.
- Surgeon Focus Group; American Academic of Orthopaedic Surgeons Annual Meeting; New Orleans, LA; 2010
Partnered with 3rd-Party Research Firm to evaluate surgeon and clinical staff Internet usage behavior.

RESEARCH INTERESTS

- Effectiveness of branding on non-profit & religious organization involvement and contributions.
- Effectiveness of personal branding on individual career growth within Fortune 500 companies.

PROFESSIONAL EXPERIENCE

Assistant Director; August 2017 – Current

UNIVERSITY OF MEMPHIS; FOGELMAN PROFESSIONAL DEVELOPMENT CENTER

- Provide career development training & coaching to college students regarding interview skills, business etiquette, professional image/attire, social media strategy, and business communications skills.

Owner; January 2011 – Current

LIFESPEAK, INC. (*lifespeakonline.com*)

- **Public Speaking & Presentation Skills Development** – Provide training & coaching to organizations interested in enhancing the presentation and communication skills of their employees. Training covers the fundamental elements of presentation and delivery, as well as advanced techniques related to body language, gestures, and vocal inflection/projection.
- **Collegiate Lectures** – Provide classroom instruction on marketing strategy, creative development, & presentation effectiveness.
- **Event Management & Support/Speaker Coaching** – Facilitate the production of global & national sales meetings and conferences. Provides coaching and direction for keynote and general session speakers.
- **Marketing Communications Planning & Execution** – Provide marketing planning services such as marketing communications plan development & execution, new product launch material development, and market research & analysis.

Founder; January 2011 – Current

RENEWAL CENTER COMMUNITY DEVELOPMENT CORPORATION (*renewal-center.com*)

- **College & Job Readiness Skills Training** – Business etiquette training & ACT prep sessions provided to high-school students.
- **Leadership Development** – Leadership skills provided to students regarding critical thinking, people skills, decision making, teamwork, and creative problem solving.
- **Community Outreach** – Social-skills development opportunities provided to students through community outreach opportunities.

3. JOEL M. NICHOLS (cont.)

SMITH & NEPHEW, INC.

Director; Global Marketing Communications; 2009 – January 2013

- **Marketing Communications Planning & Execution** – Responsible for the planning, development, and implementation of all marketing communications materials and new product launch support items for global product areas.
- **Communications Plan Development** – Directed the creation of marketing communications plans for major product franchises, which include tactics, budgets, and time-lines.
- **Sales Meeting and Industry Trade Show Support** – Facilitated the production of annual National Sales Meetings and several orthopaedic trade shows throughout the year.

Director; Sales Communications & Automation; 2005 - 2009

- **Sales Force Automation** – Directed the development and implementation of technology solutions utilized by sales representatives to help facilitate the selling process and increase sales rep productivity.
- **Field Communication** – Established processes for communicating with field personnel and liaisons with various departments, such as Marketing and Sales Management, to ensure that global sales representatives received the most up-to-date and pertinent information from the head office.

Director; E-Business; 2002 - 2005

- **Strategic Planning** – Developed eBusiness objectives and strategies with relation to online content & services aimed at global physician, patient, and hospital communities.
- **Internet Surgeon Advisory Board** – Created an advisory board consisting of technology-savvy orthopaedic surgeons, established to provide customer-oriented direction on overall Internet initiatives.

Senior Manager; Marketing Communications; 1997 - 2002

- **Advertising** – Served as principal liaison between company and primary advertising agency, maintaining overall company-agency relationship, and managing inter-company advertising processes.
- **Corporate Marketing** – Developed orthopaedic corporate strategy/plan, and management of subsequent tactics; i.e. journal ad campaign, collateral development, CD & video, and corporate theme deployment in websites, product literature, etc.

Product Manager; Hip Marketing; 1994 - 1997

- Managed global hip product lines which accounted for ~\$20M or 49% of '97 hip sales.
- Developed & implemented global product line marketing strategies and sales training programs.
- Interacted with team of design clinicians to design, test-market, and develop new products.

Account Executive; Advertising; 1991 - 1994

- Managed advertising and marketing programs for ENT, & Spine divisions.
- Managed overall creative direction and implementation of product literature, videos, etc.

Public Relations/Advertising Coordinator; Advertising; 1989 – 1991

MEMPHIS ROCKERS; WBL MINOR LEAGUE BASKETBALL TEAM

- Supervised media press room during games.
- Prepared and distributed news releases.
- Produced (copywriting, layout, design) of "Rockers Rap," the official newsletter of the Memphis Rockers.

Account Assistant; Advertising; 1988 – 1989

WEST ROGERS ADVERTISING & MARKETING COMMUNICATIONS

- Served as account support on numerous agency political and home-building accounts.

Promotions Intern; 1987 – 1988

WMC-TV5 – Promotions Department

- Produced 30-second promo spot for the "Wake-Up Call" early morning show featuring anchors Dick Hawley & Denise Debois.
- Designated placement of local promo spots into daily programming schedule.