

CURRICULUM VITAE

Jeffrey J. Rankin

Office Address:

Franciscan University of Steubenville
Department of Accounting, Business & Economics
Christ the Teacher Building, Office 115
Steubenville, OH 43952
Tel: 740 284 5804. E-mail: jrankin@franciscan.edu

Home Address:

128 Hiddenwood Drive
Steubenville, OH 43953
Tel: 740 346 6671 (cell)

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Pittsburgh, Katz School of Business, MBA, 1994

University of Pittsburgh and University of Maryland Graduate courses in Mechanical Engineering, 1983 and 1988.

University of Pittsburgh, BS, Mechanical Engineering, 1982.

Hubspot, Inbound Certification, 2018

IACBE: 2024: Accreditation Institute

2017: Preparing an Effective Self-Study and Developing a Comprehensive Outcomes Assessment Plan

Harvard Business Publishing Seminar on *The Art and Craft of Case Discussion Leadership*, 2010.

Pragmatic Marketing Short Course on *Effective Marketing Programs*, 2004.

Dale Carnegie & Associates *The Dale Carnegie Course*, 1991 and *Sales Advantage*, 2001.

ACADEMIC AND PROFESSIONAL EXPERIENCE

2006 to Present, Franciscan University, Steubenville, Ohio, a private university with approximately 2,100 undergraduate and 400 graduate students

Director, Business Education Excellence and Accreditation (August 2024 – present)

Supports department drive consistency and excellence in our curriculum and faculty. In addition, oversee IACBE business program accreditation and ongoing program evaluation.

- AY25-26: Successfully guided faculty and staff, achieving IACBE Reaffirmation in July 2026

Director of the MBA Program (June 2021 – August 2024)

Responsible for overall direction and success of our MBA program. Some of my key activities include:

- Based on a review of several peer programs and the mission of the university, revised the MBA curriculum to reflect a modern approach with new courses on leadership as a calling and teamwork.
- Seek qualified faculty to teach in the program and help them with the on-boarding process.
- Regularly advise 60 – 70 students in the program.

Coordinator of Business Department Accreditation (March 2017 – August 2024)

Lead our department through the assessment, self-study and site visit process culminating in our department receiving IACBE accreditation for all our bachelors- and MBA-degree program in July of 2019. Lead ongoing compliance reporting as well as interim quality assurance reporting requirements .

Associate Professor of Marketing (May 2020 – present)

In May of 2020 I was promoted to Associate Professor, after holding the rank of Assistant Professor since 2006.

Responsible for curriculum development, instruction and assessment of the following courses

- Principles of Marketing (BUS 202)
- Professional Selling and Sales Mgmt. (BUS 309)
- Market Research (BUS 414)
- Global Marketing (BUS 418)
- Strategic Marketing (BUS 419)
- Strategic Management (BUS 420)
- Marketing Management (BUS 710 OL)
- Sales and Channel Management (BUS 812 OL)

In addition to providing students with essential knowledge, theories, principles, and points of view needed by professionals in the field, students are required in all my courses to prepare team-based projects, which include written and verbal communication assignments. In addition, I use the case teaching method in my upper-level undergraduate courses and graduate courses. The case teaching method has been a centerpiece of my teaching approach since 2007. In a typical year, I teach over 20 different cases to my students.

INSTITUTIONAL COMMITTEE AND OTHER SERVICE ACTIVITIES

Director, Business Education Excellence and Accreditation (2024 – present)

Faculty Welfare Committee (AY 2023 – 2024)

Director of the MBA Program (2020 – 2024)

Coordinator of IACBE Accreditation (2017 – 2024)

Director of the International Business Program (2016 – 2020)

Academic Standards Committee (2019 – Present)

Core Curriculum Committee (2020 – Present)

Educational Planning Committee (2017 – 2020)

Space Planning Committee (2017 – 2018)

Guest lecturer in our Engineering Innovations course on mechanical engineering (2016 – 2019)

Lead the planning activities for new classroom designs in St. Joseph Center (2016 – 2018)

Learning Technology Committee (2016 – 2017; 2007 – 2009)

Academic Standards Committee (2014)

Pre-Engineering Program Planning Ad Hoc Committee (2012)

New Faculty Committee (2007)

2010 to 2015, AIM Women's Center, Steubenville, Ohio, a non-profit organization that helps abortion vulnerable women and young mothers make better decisions and manage short-term challenges.

- President (2011 to 2015)
Responsible for board management, strategic planning, policy setting, budgeting, key donor development, and close cooperation with the Executive Director and strategic and tactical issues as they arise.
- Board Member (2010)
Responsible for fundraising, operational guidance, client and donor marketing.
- Volunteer (October – December 2009)
Developed AIM's first strategic marketing plan and secured a major grant from Focus on the Family.

2002 to 2006, ABAQUS, Inc. (now the SIMULIA brand of Dassault Systèmes S.A), Providence, Rhode Island, the leading supplier of advanced finite element analysis (FEA) software and related services.

Director, Marketing Communications and Programs

Responsible for all strategic and tactical marketing communications, programs and events.

- Directed all outbound marketing programs for lead generation and customer retention, including: web seminars which produced over 4,000 prospect registrations and 2,200 returning attendees annually; and integrated event campaigns which combined speaking engagements, media activity, direct marketing, and training seminars.
- Rebranded the firm (new corporate identity, web site, and ad campaign), resulting in 40% increased web traffic and significantly improved industry awareness while maintaining loyalty with current customers.
- Reported to the vice president of marketing and managed the outbound marketing group, with an annual marketing budget of \$750,000, five direct reports, two indirect reports, plus an outside media relations agency.
- Directed media relations, placing numerous technical articles in a wide range of industry publications.
- Developed sales collateral, including corporate, product and services brochures and presentations.
- Directed the development of the external web site and internal sales support extranet.
- Worked closely with international offices on increasing awareness and demand in their regions.
- Repositioned company as an industry leader which contributed notably to a strong acquisition (\$440m).

2000 to 2002, nCode International, Southfield, Michigan, a leading supplier of durability solutions.

Director of Marketing

- Worked closely with executive and sales teams to develop a new web site and corporate identity.
- Created wide range of compelling industry-focused marketing collateral and sales tools.
- Fostered and advanced business relationships with strategic alliance partners and distributors.

1996 to 2000, Enterprise Software Products (now a part of Siemens Automation), Exton, Pennsylvania, a leading supplier of Windows-based finite element pre- and post-processing software.

Director of Marketing

- Directed all marketing and managed indirect sales (OEM partners and international distributors).
- Grew annual revenues from \$2m to \$5m with significantly increased indirect sales.
- Positioned company as a niche leader which contributed considerably to a favorable acquisition (\$15m)

1991 to 1996, ANSYS, Inc., Canonsburg, Pennsylvania, a leader in engineering analysis and design software.

Product Manager, 1992 – 1996

- Championed a new product through first and second releases that helped the firm enter a new market segment.
- Directed a cross-functional team to define product requirements and managed customer advisory board, working closely with major customers including Cummins, John Deere, Ford and Motorola.
- Responsible for assessment of competitive software including Rasna Mechanical, PTC Pro/ENGINEER and market positioning of ANSYS and ANSYS/ProFEA.

Strategic Partner Manager, 1991 – 1992

- Identified concept and developed initial plan for a new product based on feedback from key customers.
- Managed strategic relationships with key partners, including IBM, HP, SGI, PTC and UGS.

1982 to 1991, ITAM, Coraopolis, PA; **Westinghouse**, Hunt Valley, MD; **National Tube**, Pittsburgh, PA
Design Engineer, Senior Engineer, Process, and Project Engineer

- Worked in various design and process engineering areas, with increasing levels of responsibility.
- Enhanced internal software and implemented commercial software to simulate product performance.

PROFESSIONAL MEMBERSHIPS AND OTHER ORGANIZATIONS

Society of Catholic Social Scientists (member since 2007)

Knights of Columbus, Third Degree (2008) member; Financial Secretary (2012 – 2017); Trustee 2018 to present.

Boy Scouts of America, Assistant Scoutmaster, Troop 401, Holy Family Parish (2008 – 2013)

PROFESSIONAL PRESENTATIONS, WORKSHOPS AND PEER REVIEWED ARTICLES

IGBR Spring Conference, Advancing Generative AI Literacy in Marketing Education Through Guided Classroom Interventions, Nashville, April 15 – 17, 2026, [Proceedings](#)

Franciscan University (Internal) Provost Discussion: Formation Beyond “Catching AI”, Presentation on AI and Marketing Education, November 19, 2025

IGBR Fall Conference, Promoting GenAI Literacy in Marketing Education Through Structured Classroom Interventions, New Orleans, October 8 – 10, 2025, [Proceedings](#)

Respondent for session on “Marketing and Catholic Social Thought”, at the [Renewing Mission & Identity in Catholic Business Education](#) conference, University of Dayton, Dayton, Ohio, 18 – 20 June, 2012.

“Marketing Education in Light of Catholic Social Teaching” (peer reviewed article, accepted for publication in), *The Catholic Social Science Review*, The Society of Catholic Social Scientists, Steubenville, Ohio, 2012.

“Marketing Education in Light of Catholic Social Teaching” (conference presentation), Society of Catholic Social Scientists National Conference, Franciscan University of Steubenville, 28 – 29 October, 2011.

Students in Free Enterprise (SIFE) Small Business Fair and Workshop (met with small business owners to provide

marketing advice), Franciscan University, Steubenville, Ohio, 17 November, 2010.

“Marketing Planning-Entrepreneurial Approaches”, SIFE Project Bootstraps Seminar Series, Franciscan University, Steubenville, Ohio, 24 February, 2010.

“Developing a realistic and effective marketing plan”, SIFE Project Bootstraps Seminar Series, Franciscan University, Steubenville, Ohio, 18 February, 2009.

“Developing a marketing strategy”, presented to the Jefferson County Chamber of Commerce to support their strategic planning initiative, Steubenville, Ohio, 19 March, 2008.