

Bryan Christiansen

Kinston, NC 28504 | (252) 277-0060 | b.christiansen@snhu.edu

Executive Summary

Multilingual and visionary executive & researcher with 20-year record of driving needed change in business operations to meet changing demands. Strategic problem solver and change manager. Highly skilled at identifying and implementing process improvements to drive efficiency and productivity. Great success leading cross-functional teams in an international context. Results-focused professional with strengths in collaboration, communications, project management. Author of 41 Reference books and Book Series Editor for **Advances in Psychology, Mental Health and Behavioral Studies** and **Advances in Digital Crime, Forensics, and Cyber Terrorism**. University instructor since 2003.

Core Competencies

- Start-up and Turnaround Operations
- Cross-functional Team Building & Leadership
- Financial Investments (Series 7 & 63)
- Multilingual Business Analysis
- Project / Program Management
- Research & Writing
- Public Relations / Communications
- International Marketing Management
- Curriculum Development / Corporate Training
- Chinese, Japanese, Spanish, Turkish

Professional Background

ADJUNCT PROFESSOR | 03/2022 - Current

Southern New Hampshire University - Manchester, NH

- Teach undergraduate business courses entirely online at a US regionally-accredited university

COMMISSIONING EDITOR & EDITOR-IN-CHIEF | 07/2010 - Current

IGI Global - Hershey, PA

- Decide whether Reference books and professional journals are ready for publication and approve final versions
- Recruit captivating authors and contract for contributions within scope and purpose of publication and maintain editorial consistency and exacting quality control
- Enlist high-quality and diverse Open Access journal article manuscripts for submission
- Develop positive relationships with writing, design, and production team members to improve communication and collaboration for production efforts
- Mentor non-native English speaking university professors and graduate students on Reference book and professional journal publication development

PRESIDENT & STARTUP FOUNDER | 09/2004 - 03/2021

PryMarke, LLC - Salt Lake City, UT

- Responsible for all Profit-and-Loss (P&L) activities of own management consultancy for clients in various industries
- Revitalized client business plans and realigned company objectives to increase overall client profits and streamline their operations
- Developed several international projects with value over US\$50 million
- Spearheaded initiatives to keep business sustainable during changes in early-growth, mature, and declining industries

ADJUNCT FACULTY INSTRUCTOR | 01/2005 - 10/2010

Ellis University - Chicago, IL

- Delivered undergraduate and graduate online instruction in various topics for real-world learning scenarios at a US regionally-accredited university which was originally part of New York Institute of Technology

ADJUNCT FACULTY INSTRUCTOR | 06/2003 - 07/2006

Capella University - Minneapolis, MN

- Taught undergraduate business and technology courses entirely online at a US regionally-accredited university

Education and Training

Cornell University - Ithaca, NY | Graduate Certificate

Financial Management, Expected in 12/2023

American Marketing Association - Chicago, IL | Professional Certified Marketer

Marketing Management & Content Marketing, Expected in 12/2023

Capella University - Minneapolis, MN | Master of Business Administration

General Business, 03/2003

University of The State of New York - Albany, NY | Bachelor of Science

Marketing, 11/1996

Select Publications

- *Fractal Approaches for Modeling Financial Assets and Predicting Crises*
- *Global Applications of Multigenerational Management and Leadership in the Transcultural Era*
- *Handbook of Research on Effective Marketing in Contemporary Globalism*
- *The Marketisation of Higher Education: Concepts, Cases, and Criticisms*
- *Theoretical and Applied Mathematics in International Business*

Select Presentations

2021 (Sep. 1) **12th International Congress on Current Debates in Social Sciences**

Cultural Indoctrination: Application in the Social Sciences (Keynote Speaker) **

Kirklareli University, Kirklareli, Turkey

2019 (Apr. 2) **Building Diverse and Virtual Teams for Project Success: Issues of Communication, Culture, and Trust**

Winston-Salem State University, Winston-Salem, North Carolina, USA

2016 (Oct. 1) **14th Global Conference on Business and Education (GCBE)**

International Business Strategy, Performance and Management in the 21st Century

University of Oxford, England, United Kingdom

Additional Information

- Travel to 40 countries; total of 25 years' long-term residence in seven foreign nations from 1973
- Over 350 citations of published works in articles, books, doctoral dissertations, and master's theses in Chinese, Czech, English, Greek, Russian, Spanish, and Turkish
- US Foreign Service Eligibility List of Hires (2002, 2007) with Top Secret Security Clearance requiring highly stringent FBI and US Secret Service background investigations for diplomatic duty; Successfully passed Chinese and Spanish language skills tests for Consular career track