

**GARY K. RHOADS, Ph.D.**

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**EDUCATION**

PhD 1988 Texas Tech University, Lubbock, Texas  
Major Field: Marketing  
Minor Fields: Statistics and Psychology

M.B.A. 1982 Idaho State University, Pocatello, Idaho  
Major Emphasis: Finance and Forecasting

B.S. 1978 Idaho State University, Pocatello, Idaho  
Major Field: Zoology  
Minor Field: Chemistry

**ACADEMIC APPOINTMENTS**

2022 Adjunct Professor of Marketing, Utah State University

2001-2019 Professorship Awarded: Stephen Mack Covey Professor of Marketing & Entrepreneurship

2013 –2016 Entrepreneurship Track Chair for BYU MBA Entrepreneurship Program

2009-2010 Associate Director of Rollins Center of Entrepreneurship and Technology

2006-2008 Director of the BYU Entrepreneurship Center

2004-2006 Academic Director of the Entrepreneurship Center

2001-2003 Associate Director of the Entrepreneurship Program

1999-2004 Marketing & Supply Chain Department Head

1998 Professor of Marketing, Brigham Young University

1992-1997 Associate Professor of Marketing, Brigham Young University

1990-1992 Assistant Professor of Marketing, Idaho State University

1986-1989 Assistant Professor of Marketing, University of Kentucky

**AWARDS AND HONORS**

2012 Awarded the International *Stevie* Gold Award for Best Sales Training Practice of the Year

2009 VSpring Capital Top 100 Venture Entrepreneurs—Outstanding Entrepreneurs of Utah

2009 Marriott School Citizenship Award

2007 VSpring Capital Top 100 Venture Entrepreneurs—Outstanding Entrepreneurs of Utah

2001 Awarded Stephen Mack Covey Professorship in Entrepreneurship

2000 Marriott School Outstanding Research Award

1998 Marriott School Teaching Excellence Award

1997 Most Valuable Class, MBA Student Association

1994 Teaching Award, Institute of Business Management, Brigham Young University

1994 Best Article Award, *Journal of Personal Selling and Sales Management*

1991 Teacher of the Year, College of Business, Idaho State University

1991 Nominated for the ISU Distinguished Researcher of the Year

1986 Dean's Excellence in Teaching, Texas Tech University

1986 Alpha Mu Alpha, AMA Marketing Honorary Society

1985 AMA Doctoral Consortium Fellow

1984 Recipient of the Center For Professional Development Graduate Fellowship, Texas Tech University

1982 Beta Gamma Sigma