

BOWLING GREEN STATE UNIVERSITY
COLLEGE OF BUSINESS

FACULTY RESEARCH AND EXPERTISE

FACULTY MEMBER

Ruth White

Department of Marketing, Lecturer
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BIO: Currently Introduction to Business and Applied Business Experience Coordinator. Teaching these courses and various marketing courses. Am the Faculty Advisor for Delta Sigma Pi – Theta Pi Fraternity at BGSU, working with students as they grow their leadership skills.

Work with various publishers, sharing best practices on implementation, facilitation and results with other educators either virtually, in-person or by email.

Currently Owner/Operator of small tax preparation business for over 12 years, maintaining my Preparer Tax Identification Number with the IRS.

Was a Teaching Assistant as an MBA student at BGSU. Taught Introduction to Business for non-business majors. Nominee: 2009 Graduate Teaching Assistant Award at Bowling Green State University.

Held a leadership role in Fortune 500 Company for over 15 years. Operational scope of prior experience: direct responsibility for \$25 million market, \$100K field expense budgets, \$1million in salaries of 22 direct reports, marketing, forecasting, analysis, managing multi-projects. Corporate trainer for direct report employees and 6000 Independent Representatives in a multi-state area. Was responsible for all aspects of company offered training sessions: Design, operations, implementation, facilitation and presentation.

As a mortgage broker: Initiated, designed, facilitated and presented community education events across Northwest Ohio to help seniors make informed decisions concerning financial products available to them that would improve their financial worth.



AREAS OF EXPERTISE

- Management
- Marketing
- Accounting
- Taxes

RESEARCH INTERESTS

CONSULTING PROJECTS

- With publishers: Create and contribute to implementation resources such as guides, videos and worksheets.
- With publishers: Led on-demand and regularly scheduled virtual product trainings and efficacy workshops.
- Consultation with clients on potential tax consequences of certain business and personal decisions.