

Shelly L. Freyn
Assistant Professor of Marketing
Competitive Intelligence Fellow

Telephone: (607) 871-2495 E-mail: freyn@alfred.edu

Education

- **Doctorate of Business Administration** Marketing, 2017, Anderson University
- **Master of Business Administration**, Marketing and Management, 2005, St. Bonaventure University
- **Bachelors of Science**, Food Technology, 1987, Cornell University
- **Post-Baccalaureate Certificate**, Marketing, 2002, Mercyhurst University
- **Doctoral course work in Marketing**, 30 credit hours, 2007, Cleveland State University

Employment History

- **2019- present:** Assistant Professor of Marketing, Alfred University, Alfred, NY
- **2008-2019:** Assistant Professor of Business & Competitive Intelligence, Mercyhurst University, Erie, PA
- **2007-2008:** Technical Director (part-time), Buffalo Blends, Inc., Buffalo, NY
- **2006-2009:** Vice President of Operations (part-time/start-up co.), Cooperstown Cookie Co., Cooperstown, NY
- **2006-2008:** Technical Consultant specializing in R&D and Marketing, Self-Employed, Westfield, NY
- **2006-2007:** Research Associate/Graduate Assistant, Cleveland State University, Cleveland, OH
- **2000-2006:** Technical Sales Manager, Skidmore Sales & Distributing, Co., Cincinnati, OH
- **1996-2000:** Manager of R&D and Technical Sales, Better Baked Foods, Inc., North East, PA
- **1992-1996:** Project Development Manager/Senior Scientist, Van den Bergh Foods/Unilever, Rochester, NY
- **1987-1992:** Senior Food Technologist, Richardson Foods/The Quaker Oats Co., Macedon, NY

Courses Taught

Teach at Alfred University:

MBA courses: MBA661 Creativity & Innovation, MBA600 Competitive Intelligence

Undergraduate courses: MKTG489 International Marketing, MKTG486 Integration Marketing Communications, MKTG479 Consumer Behavior, MKTG453 Marketing Practicum, MKTG452 Marketing Research, MKTG322 Marketing Analytics, MKTG221 Principles of Marketing, BUSI300 Corporate Scandals & Business' Dark Side, BUSI213 Research Methods

Taught at Mercyhurst University:

Master's courses: INTL650/RIAP365 Advanced Competitive Intelligence, INTL540 Competitive Intelligence, INTL548/RIAP448 Market Research & Primary Intelligence **some blended grad/ undergrad courses*

Undergraduate courses: RIAP240 Business in Intelligence, FSAT153/FSAT 300 Research & Strategic Intelligence in International Business (study abroad programs- Ireland and Australia/New Zealand)

Licenses and Certificates

- Collaborative Institutional Training Initiative (CITI) certifications in Basic course and Social & Behavioral Responsible Conduct of Research, Nov 2019.

Professional Training

- Using Digital Media in Writing Assignments and Teaching Online Seminar, virtual, March 2021
- Writing Grants Panel, virtual, March 2021
- INTELICON conference sponsored by SCIP, virtual, Nov 16-20, 2020
- Institute of Competitive Intelligence conference, virtual, May 12-13 2020
- Small Teaching Online through UNYCC, virtual, May 2020
- American Marketing Association: Market Research conferences, Cleveland, OH, Spring 2016 & 2017
- Strategic and Competitive Intelligence Professionals (SCIP) conference- Atlanta, GA, May 2017

Recent Publications

Refereed Journal Articles:

Freyn, S., Sedaghat Jou, M. & Rodney S. (2021) Collaborative engagement experience-based learning: A teaching Framework for business education. *Higher Education, Skills and Work-Based Learning*. Accepted April 2021. *Forthcoming*. <http://dx.doi.org/10.1108/HESWBL-08-2020-0182>

Freyn, S. & Farley F. (2020). Competitive intelligence: A prescription for U.S. healthcare? *Foresight: North America Special Edition*. 22(5/6), 617-632, <https://doi.org/10.1108/FS-02-2020-0011>.

Hoffman, F. & Freyn, S. (2019). The future of competitive intelligence in an AI-enabled world. *The International Journal of Value Chain Management*, 10(4), 275-289.

Working Papers in Progress:

Farley, F. & Freyn, S. Competitive Intelligence Process in the Development of a Learning Health System. *Health Services Management* (submitted July 2020).

Refereed Proceedings:

Freyn, S. (2020), Integrating CI into a firm: The case of the U.S. healthcare industry. Institute of Competitive Intelligence Conference, Bad Nauheim, Germany (May 11-14, 2020).

Freyn, S. & Buckles, T. (2019), Strategy beyond numbers: The value of competitive intelligence with big data. Big Data Discovery Summit, Azusa Pacific University, Azusa, CA (March 16, 2019).

Academic Reviewer for *Foresight*, Summer 2020

Service to Professional Associations

2006- present: Executive board member for Southern tier Environments for Living, Inc. (STEL), Fredonia, NY

2019- present: CI fellow, Council of Competitive Intelligence Fellows, Boston, MA

2009-2019: Student chapter chair, Strategic and Competitive Intelligence Professionals (SCIP), Washington, DC

- SCIP Distinguished Member Award- Academia category, 2017

Service to the University

Committee Member:

- 2021: Chair of search committee for Assistant Marketing professor
- 2021: Faculty Development committee (campus-wide)
- 2019-2020: Business Analytics degree committee (College of Business)- administrator for NYS application
- 2019-2020: Data Analytics degree committee (inter-disciplinary, campus-wide)- administrator for NYS application
- 2019-2020: AU Logo committee (campus-wide)
- 2019: Faculty search committee (College of Business)

Student Clubs/Advising

- 2020-present: Academic advisor for Alfred University marketing club
- Faculty advisor (26 majors, 11 minors)

Other:

- 2020-present: Director of AU's marketing program (curriculum, scheduling, adjunct recruitment)
- 2019-2020: Assisted AU's marketing department with new analytics degree- primary & secondary research via Marketing Research, Marketing Practicum and MBA Creativity courses.

Mercyhurst University service:

- 2009-2019: Co-creator and program director of business & competitive intelligence major
- 2018-2019: Acquired \$25,000 software system and training for CI class
- 2015-2017: Developed/coordinated CI symposiums. Raised \$2000 for students for national conference
- 2008-2019: Faculty advisor for MU's business & intelligence research arm. Numerous tactical/strategic company projects some entailing university partnerships (Penn State, Behrend U.).