

Shelly L. Freyn
Associate Professor of Marketing
Tredennick Chair in Entrepreneurial Studies
Competitive Intelligence Fellow

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Education

- **Doctorate of Business Administration** Marketing, 2017, Anderson University
- **Master of Business Administration**, Marketing and Management, 2005, St. Bonaventure University
 - Recipient of Outstanding Academic Achievement Award for Excellence
- **Bachelors of Science**, Food Technology, 1987, Cornell University
- **Post-Baccalaureate Certificate**, Marketing, 2002, Mercyhurst University
- **Doctoral course work in Marketing**, 30 PhD 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 (BCI); BCI Program Director, Mercyhurst University, Erie, PA
- **2007-2008:** Technical Director (part-time), Buffalo Blends, Inc., Buffalo, NY
- **2006-2009:** Vice President of Operations (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, VandenBergh Foods/Unilever, Rochester, NY
- **1987-1992:** Senior Food Technologist, Richardson Foods/The Quaker Oats Co., Macedon, NY

Courses Taught

at Alfred University:

MBA courses: MBA661 Creativity & Innovation, MBA600 Competitive Intelligence & Strategy

Undergraduate courses: MKTG499 Strategic Marketing, MKTG489 International Marketing, MKTG486 Integration Marketing Communications, MKTG479 Consumer Behavior, MKTG453 Marketing Practicum, MKTG452 Marketing Research, MKTG322 Marketing Analytics, MKTG221 Principles of Marketing, Honors 106/BUSI300 Corporate Scandals & Business' Dark Side, BUSI213 Research Methods

at Mercyhurst University (until 2018):

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

Undergraduate courses: MKTG 357 Marketing Research, MKTG 347 Advertising, Promotion & Marketing Communications, MKTG 200 International Marketing Management, MGMT 317 Sales Management, MGMT 120 Principles of Management, 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, Jan 2023.

Professional Training

- “How to Transform Business Education for Positive Societal Impact” AACSB Digital Learning program, August 8, 2023
- “Generative AI for Competitive Intelligence and Market Research” Northern Light (Research consultancy), July 19, 2023
- “Segmenting your Competitors for Fun and Profit” Council of Competitive Intelligence Fellow, June 20, 2023
- “Incorporating Guiding Principles in Business Education” AACSB Digital Learning program, October 4, 2022
- “Educate, Empower, Elevate: Preparing the next generation for a modern workplace” AACSB Digital Learning program, September 27, 2022
- “Harness the Power of TikTok, Twitter and Instagram Content Strategy” American Marketing Association webinar, September 21, 2022
- *Foresight Now: Harness the Future*, Institute of CI Fellows’ Summit, September 14-15, 2022
- Mid-Atlantic Association of College of Business Administration Conference, “Reshaping business and society: The new agenda for business schools,” virtual, October 2021
- INTELICON conference sponsored by Society of Competitive Intelligence Professionals, virtual, November 16-20, 2020
- Institute of Competitive Intelligence conference, virtual, May 12-13 2020
- Small Teaching Online through UNYCC, virtual, May 2020

Recent Publications

Refereed Journal Articles

King, T., Freyn, S. & Morrison, J. (2023). SWOT analysis problems and solutions: Practitioners’ feedback into the ongoing academic debate. *Journal of Intelligence Studies in Business*, (13)1, 30–42. DOI: <https://doi.org/10.37380/jisib.v13i1.989>

Freyn, S. & Hoffman F. (2023). Competitive intelligence in an AI world: Practitioners’ thoughts on technological advances and the educational needs of their successors. *Journal of Intelligence Studies in Business*, (12)3, 6-17. DOI: [10.37380/jisib.v12i3.893](https://doi.org/10.37380/jisib.v12i3.893)

Farley HF, Freyn S. (2022). Competitive intelligence: A precursor to a learning health system. *Health Services Management Research*, (36)1, 82-88. doi:[10.1177/09514848211065470](https://doi.org/10.1177/09514848211065470)

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*. <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.

Refereed Proceedings

Panel session: “Breaking Down Silos: The Power of Multidisciplinary Collaboration in Experiential Learning,” Public Relations Society of America Educators Academy’s Summit, Nashville, TN (October 14, 2023).

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).

- Top speaker award, academic category

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).

Other

Freyn, S. P. (2017). *Understanding the competitive intelligence process of the firm and the factors that impact its effectiveness*. Doctoral Dissertation. IN: Anderson University.

Academic Reviewer for *Foresight*, Summer 2020 and *Society for Marketing Advances*, November 2022

Service to Professional Associations

2021- present: Advisory board member for Northern Allegany County Rural Revitalization., Hume, NY

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

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

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

- SCIP Distinguished Member Award- Academia category, 2017

Service to the University

Committee Member

- 2022: Member of Human Subjects Research Committee (campus-wide)
- 2022: Member of search committee for Assistant Professor of Analytics
- 2022: Member of search committee for VP of Student Experience (formerly Academic Affairs)

- 2022: Member of the Marlin Miller Committee (choosing top student awards)
- 2021: Chair of search committee for Assistant Professor of Marketing
- 2021- present: Faculty Development committee (campus-wide)
- 2019-2020: Business Analytics degree committee (College of Business)- administrator for NYS application. *Conducted primary & secondary support research via Market Research, Marketing Practicum and MBA Creativity courses.*
- 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 for Assistant Professor of Marketing

Student Clubs/Advising

- Faculty advisor (33 majors, 5 minors)
- S2023 Faculty advisor for AHA Competition. Worked with 2 engineers and a Corning rep. Start-up of vegan baby formula. Finished 2nd in the competition.
- 2020-present: Faculty advisor for Alfred University marketing club
 - Fall 21 and Fall 22- collected over 500 toys for 100+ families in the local area
 - Numerous expert speakers and supports for college
 - Market Research conference, American Marketing Association, Cleveland OH May 2023
- 2020-2023: Honors in field of specialization advisor (3 students- marketing research) and committee member (2 students- data analytics)
- 2022- 2023 Honors thesis advisor: *The Influence of Brand Loyalty on Equestrian Helmet Buying Decisions; Surviving The Struggles of Effectively Competing in the Organic Food Industry as a Small Agribusiness*
- 2022- 2023 Advisor for Student research forum: *Market research of an Allegany County Agribusiness; Market Research of Allegany County Small Business and Bakery*
- 2020-present: Student internship advisor
- Independent courses: Marketing Analytics (2 students SP21), Research methods (SP20), Strategic Marketing (F23)

Other

- 2022 Tredennick Chair in Entrepreneurial Studies
- 2022: Student Marshall for Convocation
- 2022 Alfred University Excellence in Teaching recipient
- 2021 Alfred University Academic Scholar recipient
- 2020-present: Director of AU's marketing program (curriculum, scheduling, adjunct recruitment)

Mercyhurst University key contributions:

- 2009-2019: Co-creator and program director of business & competitive intelligence major- over 150 alum
- 2018-2019: Acquired \$25,000 software system and training for CI classes
- 2008-2019: Faculty advisor for MU's business & intelligence research arm. Numerous tactical/strategic company projects from small business to Fortune 100; some entailing university partnerships (Penn State, Behrend U.)