

Curriculum Vitae

Benjamin Reid

Impact Allies Inc
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SUMMARY

- 15 years of management and consulting experience. Implemented/managed multiple \$1M+ marketing campaigns for Fortune 500 companies; Educational consultant for \$15M+ of grant funded projects at institutions of higher education.
- 5 years teaching experience: 3 years university, 1 year community college, 1 year secondary school.
- 10 years of founder/president experience between two small businesses

EDUCATION

Master of International Business, 2005

UNIVERSITY OF FLORIDA – Warrington College of Business Gainesville, Florida

Graduate Certificate: Opportunities and Challenges in Transitional Economies, 2004

HHL - Leipzig Graduate School of Management Leipzig, Germany and Prague, Czech Republic

Bachelor in International Business, 2003

UNIVERSITY OF GLAMORGAN Pontypridd, Wales, United Kingdom

EXPERIENCE

Founder and Principal Consultant

Impact Allies Inc

June 2013 - Present

- Full-service Evaluation, Project Management, Co-Principal Investigator, and Proposal Development services for grant funded projects aimed at advancing STEM programs and improving institutions of higher education.
- Projects and Clients include:
 - 2020 - 2025: Project Vision (NSF Grant # 2018198), \$3,610,655 to Indian River State College. Role: External Evaluator
 - 2020 - 2023: Rural Small Water Systems (NSF Grant # 1955139), \$285,489 to Clackamas Community College. Role: External Evaluator

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- 2019 - 2022: SCADA in Renewable Energy (NSF Grant # 1901852), \$588,809 to Madison Area Technical College. Role: Co-PI and Project Manager
- 2019 - 2022: Online CBE for CAD and Cyber Security (NSF Grant # 1901776), \$228,017 to Texas State Technical College. Role: External Evaluator
- 2018 - 2021: Advanced Welder Education (NSF Grant # 1801078), \$224,906 to Monroe County Community College. Role: External Evaluator
- 2018 - 2021: PathTech LISTEN (NSF Grant # 1801163), \$959,786 to University of South Florida. Role: External Evaluator
- 2016 - 2021: NSF ATE Center Renewal RCNET (NSF Grant # 1600558), \$3,331,709 to Indian River State College. Role: External Evaluator
- 2015 - 2019: PathTech LIFE (NSF Grant # 1501999), \$933,617 to University of South Florida. Role: Communications Manager and Survey Development
- 2013 - 2016: NSF ATE Center RCNET (NSF Grant # 1104238), \$3,067,524 to Indian River State College. Role: External Evaluator
- Multiple curriculum development roles for State funded STEM projects.
- Pending projects include grant proposals with Johns Hopkins University, Morgan State University, Florida International University, and Texas Tech University

Program Director, Banner Center of Energy

Adjunct Business Faculty

Indian River State College

January 2012 - June 2013

- Connected businesses and colleges to build workforce development pipelines.
- Trained faculty on new lab usage and integrated their teaching objectives to lab capabilities.
- Taught BUL 2241, Business Law I; GEB 1011, Intro to Business; MAN 2021, Principles of Management; MAN 2300, Intro to Human Resource Management; MKA 2323, Mid-Management Seminar III.

Field Manager, Product Launches and Live Events

Momentum Worldwide

September 2005 – June 2011

- Produced product launches, tour, retail, sponsorship, and event marketing campaigns on a contract basis for Random House Children's Books, Kraft Foods, Proctor & Gamble, Chrysler, Google, and other Fortune 500 companies.
- Implemented/managed marketing campaigns to promote clients' products through community based experience marketing integrated with mass media public relations.
- Hired, trained, and led numerous, various teams in dozens of cities across the country.

Associate Director, Center for Promotional Development

Adjunct Business Faculty

California State Polytechnic University, Pomona

March 2007 - March 2010

- Provided graduate and undergraduate student teams with field experience in developing real promotional strategies with local, bank sponsored businesses.

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- Co-directed the center, including relationships with sponsors and dozens of small and medium sized businesses; co-taught and judged the center's field projects.
- Taught IBM 300, Principles of Global Business; IBM 301, Principles of Marketing Management; IBM 307, Promotional Strategies; IBM 327, Sales Promotion; IBM 402, Product and Brand Management; IBM 415, Strategy in International Marketing; IBM 443, Advertising Media Analysis and Planning; MHR 451, International Comparative Management; BUS 492, International Consumer Consultancy.
- Certificate, Faculty E-Learning Academy: Integrating Pedagogy and Instructional Technology
- Certificate, Faculty Summer Institute for Hybrid and Online Course Development
- Presenter, Provost's Symposium on Faculty Teaching

Founder

Compost Brain Positive

March 2008 - June 2009

- Designed and crafted skateboarding waste into engaging learning tools (CB+ Composters).
- Developed accompanying curriculum for K-12 schools to teach life sciences and environmental issues via the composters made from resourced, lifestyle materials.
- Hired, trained, coached, and led a team of three; managed the P&L and budget.
- Formed strategic partnerships to source materials (Active Ride Shops, Vans) and co-produce curriculum and promote CB+ (Environmental Charter High School, Green Ambassadors).
- Marketed and sold CB+ Composters to K-12 schools in California and Florida.

U.S. Department of Commerce Intern

Embassy of the United States and European Bank for Reconstruction and Development

London, England

March 2003 - July 2003

- Advocated U.S. businesses by coordinating trade missions to London and assisting U.S. companies with professional networks in their efforts to enter British and European marketplaces
- Liaised between U.S. companies and U.S. Officers, authored Procurement Opportunities, and advised U.S. companies on tendering for procurement contracts in the Newly Independent States

CONFERENCE PRESENTATIONS, PAPERS, REPORTS, ETC

Becho, L.W., Mann, C., Reid, B., (2019, October). *Impact Evaluation: The Why, What and How*. Preconference workshop at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Cooper, K., Sands, J., Auld, J., Reid, B. (2019, July). *Energy Security Needs a Multidisciplinary Workforce*. Concurrent Session at the High Impact Technology Exchange Conference, St. Louis, MO.

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Reid, B., Cooper, K. (2019, June). *LinkedIn for Alumni Tracking*.
<http://www.evalu-ate.org/blog/reid-jun19/>

Perk, E., Reid, B., & Wingate, L. (2018, October). *ATE evaluation network launch*. Synergy session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Reid, B., Walz, K., Sands, J., Lesiecki, M. (2018, October). *Creating a Multidisciplinary Workforce*. Forum Session accepted for the 2018 ATE Conference program.

Reid, B. (2018, September). *Longitudinal Study of RCNET Graduates from 2011-2018*. Sample of RCNET partner colleges across the country measuring post-program outcomes for students over the past eight years. <http://gonuke.org/reports/>

Reid, B. (2018, August). *Process Perspective in Conducting Targeted Research*. An Executive Summary of the Lessons Learned in Conducting a National Survey of Two-Year Students at Advanced Technological Education College Programs Nationwide.

Perk, E., Reid, B. (2017, October). *Building a community of ATE evaluators*. Roundtable at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Reid, B. (2017, September). *Sustaining Private Evaluation Practices: Overcoming Challenges by Collaborating within Our ATE Community of Practice*. http://www.evalu-ate.org/blog/reid_sep17/

Reid, B. (2017, June). *Participation in Targeted Research from the College Perspective*. An Executive Summary of the Early Lessons Learned in Soliciting the Support of Two-Year Advanced Technological Education College Programs to Distribute the PathTech LIFE National Survey to Their Students. Recommended for publication by NSF Program Officer.