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# Dr. Carl J. Blencke, Ed. D.

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**Academic Degrees**    **Ed.D. Professional Practice Doctorate** – University of Central Florida, Orlando, Florida – 2013. UCF Certificate in Graduate Training through the Center for Teaching and Learning – December, 2009  
**M.B.A.** Monmouth University – West Long Branch, New Jersey – 1976  
**B.A.** Guilford College, Greensboro, North Carolina – 1972

**Relevant  
Academic  
Experience**

**University of Central Florida – Orlando, FL**

**Instructor – Department of Management**

**Small Business Institute (SBI) Director**

**August, 2006 to Present**

Reporting to the Department Chair for Management – instruct classes in Organizational Behavior, Management of Human Resources, Human Resources: Recruitment and Selection, Human Relations in Management, Entrepreneurship – New Venture Financing, Cornerstone and Capstone, a comprehensive business education program that prepares students with practical business applications through service learning and strategic analysis projects.

Serve on the College of Business Administration's Promotion and Tenure Committee. Management Department's representative for UCF Cares Fundraising Campaign.

Faculty Adviser to UCF's Phi Beta Lambda Business Fraternity since 2007. Serve as State Program Coordinator for Phi Beta Lambda District Competitions and Judge for State and National Events. SBI Director since 2015.

**Valdosta State University – Valdosta, GA**

**Instructor – Department of Management**

**Harley Langdale, Jr. College of Business Administration**

**August, 2004 to August, 2006**

Reporting to the Department Chair for Management - taught classes in Organizational Behavior, Management Skills and Leadership in the College of Business. Fulfilled all faculty departmental duties of advisement and registration. Provided ongoing consulting resources to the Small Business Development Center division of Small Business Administration.

**Griffin Technical College – Griffin, GA**

**Program Coordinator – Marketing Management Program**

**June, 2003 to June, 2004**

Reporting to the Department Chair of Arts & Sciences, initiated this program for both day and evening students leading to diploma and degree completion. Participated in Curriculum Development for both live and on line courses. Developed recruiting programs for high school students and conducted job placement outsourcing for Griffin Tech graduates. Member of the Performance Accountability Review (P.A.R.) and Council on Occupational Education (C.O.E.) project teams that resulted in successful long term accreditation. Completed over 80 hours of in service training during the 2003 school year. In addition to teaching all Marketing Management classes, both day and evening, in person and online; also taught Business Management classes for: Principles of Management, Counseling & Disciplinary Action, Interpersonal Employee Relations, and Legal Environment for Supervisors, Training and Performance Evaluation and Personnel Administration for Supervisors.

**Gwinnett Technical College – Lawrenceville, GA**

**Adjunct Instructor**

**July, 1997 to June, 2003**

Instructed classes in the Marketing Division of Business Sciences. Classes taught both online and in person include: Introduction to Marketing, Business Law, Fundamentals of Selling, Creative Selling, Advertising and Brand Management, Small Business Management, Entrepreneurship, Small Business Consulting and Retail Buying, and E-Commerce Project.

**Associated  
Professional  
Experience**

- Certified Georgia Virtual Technical College Instructor for BlackBoard V.
- 1999 – Won award for Highest Cumulative Rating among Adjunct Instructors—an annual composite rating of administrative and student assessments.

**Conferencing Direct, Inc. / Premiere Conferencing ( a division of PTEK Holdings ) Atlanta, GA**

**Eastern Region Vice President December, 1996 to June, 2003**

Responsibilities included new business development and retention of clients for the Eastern Region selling automated ReadyConference™ and PremiereCall™ event services to a cross industry market. Managing a staff of seven branch offices and 37 sales professionals grew revenue from \$21.2 million annually to \$77.2 million annually.

- Named to Platinum Sales Achievement Club for 1997-2002
- Sales Run Rate for 2003 of \$6.7 million monthly
- Added signature accounts: UPS, The Home Depot and GA Power.

**American Electronics Association – Norcross, GA**

**Southeast Regional Executive Director**

**March, 1994 to December, 1996**

60 year old National Trade Association for the High Tech Industry. Responsibilities included new member recruitment and retention in Georgia, North Carolina, South Carolina and Tennessee. Added 87 new member companies with annualized revenues of \$387,500 and retained 92% of

existing members representing annualized revenues of \$645,000. Served on Board of Directors for AEA's Southeast Council

- Coordinated Financial Conferences for Emerging Growth Companies
- Developed Annual Salary Survey for 3,000 member companies.

### **Strickland and Associates – Atlanta, GA**

#### **Principal, Managing Partner**

#### **February, 1989 to March, 1994**

Professional Practice Management Consultancy. Prepared healthcare professionals for managing change. Delivered consulting and management services to physicians, hospitals and ancillary healthcare providers along with utilization support in the areas of: strategic planning for managed care, merger/acquisition and alliances, practice valuation, physician buy-in/buy-out, network strategy/development, practice management services systems and staff efficiencies evaluation and physician career strategies. Directed a firm of highly accomplished professionals comfortable in an environment defined by innovation, speed, complexity, and rigorous intellectual challenge and capability. A key strength was our ability to conduct complex, far-reaching, and challenging projects for our clients that achieved dramatic, clear and sustainable results. This was accomplished by growth due to both repeat clients, who valued dependable service while delivering exceptional value; and new clients, who were attracted by an impeccable reputation for turning change into opportunity.

Dealing with high degrees of ambiguity, developed a marketing plan with a wide variety of intervention roles covering sales channels, sales training and strategies for implementation to provide unique, value-added solutions that met clients' needs. Managed consulting engagements for physicians, hospitals and ancillary healthcare providers throughout the U.S.

Recruited, trained and managed a staff of nine professionals

- Increased sales by an average of 21% annually with corresponding increases in profitability.

### **Reynolds + Reynolds – Atlanta, GA**

#### **Marketing Manager – May, 1976 to February, 1989**

Through acquisition, this national forms supplier acquired our regionally focused service bureau for Accountants in Public Practice in June, 1978 and merged us into their Professional Systems Division. Marketing assignment was preceded by four years of outside sales experience, including a one year assignment in Memphis, Tennessee.

- Achieved President's Club Sales recognition three times
- Designed and marketed turnkey desktop computer system for accounting and financial software applications.

- Certified Professional Sales Trainer for all Professional Systems Division applications.

**Skills and Expertise**

12+ years of classroom experience in the post secondary environment

25+ years of highly successful and progressive administrative, financial, sales and marketing experience.

Broad based technical background balanced by strong interpersonal communication and sales skills.

Proven success in startup and new product/service environments.

Consistent record of achievement in positions of increasing responsibility.

Ability to utilize defined methodologies to achieve targeted objectives.

**Professional Development**

Xerox Learning Labs – Professional Selling Skills I and II, and Effective Time Management training.

Wilson Learning Labs – Counselor Selling Skills

Miller – Heiman Strategic Selling Training.

**Advisory Board Stewardship**

Advisory Board Member for PTE Golf (Professional Tour Enhancements) Orlando, FL since 2009

Advisory Board Member for EPI, LLC (Educational Partners International) a J-1 Visa Exchange Teacher Visitor Program in Greensboro, N.C. since 2010.