

# David E. Morrow, Ed.D.

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## PROFILE

A proven leader with over 25 years' experience in hospitality, business, and higher education. A creative and strategic thinker who drives organizational mission and objectives through goal setting and outcomes analysis. Believes in fostering a collaborative environment that includes input from all constituents. Experienced in growth businesses with expertise in change management. Skilled at managing multiple priorities in fast-paced, high-pressure situations by maintaining a big-picture view while simultaneously managing task-driven actions.

**PORTFOLIO:** <http://davidmorrow.weebly.com/>

**LEADERSHIP PHILOSOPHY:** <http://morrowchangetheory.weebly.com/index.html>

**DESIGN THINKING:** <http://decadesofchange.weebly.com>

**LINKEDIN PROFILE:** <http://www.linkedin.com/pub/david-morrow/10/aa9/666>

## LEADERSHIP HIGHLIGHTS

### HIGHER EDUCATION MANAGEMENT AND LEADERSHIP

- Hands-on, collaborative, high energy executive vice president accountable for all facets of college business, operations, and management and regulatory compliance.
- Dean and Chief Academic Officer responsible for development and continuous improvement of all curriculum offerings, program design, assessment and evaluation, achievement of student learning outcomes, and developing systems for identification and support for at-risk learning population.
- Developed and oversee immersion-based learning experiences including local, domestic, and international Study Tour Courses.
- Conceived, structured, and led curriculum redesign resulting in improved learning outcomes, significantly reduced expenses, and increased levels of persistence.
- Leads the development of college Institutional Assessment and Improvement Plan, accountable for attainment of goals.
- Oversee college governance acting as liaison to the Board of Trustees while initiating and leading core committee structures.
- Accountable for budgeting and meeting all fiscal objectives.
- Oversaw all aspects of college operations during pandemic including coordination of transition to remote learning in less than a week.

### Business Management and Leadership

- Accountable for forecasting and achieving short- and long-range financial budgets.
- Oversaw multiple restaurant units across three states that exceeded 12 million in annual sales as an Area Director for 120+ unit restaurant franchise.
- Compiled, analyzed, and established action plans to effectively maintain managerial turnover below 35% within the region.
- Developed and employed cost analysis systems that effectively reduced cost of goods sold across all business units by more than 1.1%.
- Fostered business clients and relationships as an element of local store marketing to support a growth environment in small markets.

## EDUCATION

<b>Drexel University</b> Philadelphia, PA	<b>Educational Doctorate, Educational Leadership and Administration,</b> Concentration in Higher Education – May 2018 <b>Dissertation:</b> <i>Immersing Learners: The Influence of a Study Tour Course on Undergraduate Hospitality Students' Commitment to the Hospitality Industry.</i>
<b>Johnson &amp; Wales University</b> Providence, RI	<b>Master of Science, Managerial Technology</b> – May 1994 Magna Cum Laude: 3.87 GPA <b>Bachelor of Science, Food Service Management</b> – May 1992 Cum Laude: 3.51 GPA <b>Bachelor of Science, Hotel/Restaurant Institutional Management</b> – May 1992 Magna Cum Laude: 3.68 GPA <b>Associate of Occupational Science, Culinary Arts</b> – May 1990 Magna Cum Laude: 3.65 GPA

## HIGHER EDUCATION LEADERSHIP EXPERIENCE

### **Walnut Hill College**, Philadelphia, PA, 2006 – Present

Presently the **Executive Vice President** of Walnut Hill College, a private hospitality college with a student population of between 200 – 400 offering 2- and 4-year degrees in culinary arts, pastry arts, and various hospitality management degrees. Originally hired as an instructor before accepting deanship within the first year. Oversaw all academic programming as Dean (14 years) and Chief Academic Officer (10 years) before promotion to current role as EVP overseeing all strategic and operational aspects of the college.

## BUSINESS and HOSPITALITY MANAGEMENT AND LEADERSHIP EXPERIENCE

### **Learnovation**®, LLC, Fishers, IN 46038, 2001 – 2006

**Executive Director of Training and Development** for Learnovation, LLC, a publishing and training company focused on development of instructional materials in the areas of food safety, career development, and work and life skills. Accountable for leading instructional design/development team in multiple book, video, and e-learning training projects, incorporating adult learning principles into all written and video products, coordinating and facilitating strategic planning sessions for government agencies, developing and leading training the trainer facilitations, and co-authoring training manuals, texts, and other materials.

### **Restaurant Concepts II**, (franchisee of Applebee's International, Inc.) Englewood, CO, 1994 – 2000

### **Applebee's International Inc.**, Overland Park, KS, 2000 – 2001

Rapidly progressed through multiple levels of management beginning as a kitchen focused, single-unit manager and culminating as a multi-unit **Area Director** over the course of six years. Accountable for all aspects of as many as 8 units exceeding 12 million in annual sales across three states averaging 20.1% controllable profit. Accountable for all aspects of business units financial and personnel planning including forecasting, budgeting, and employee relations. Awarded two 'Gold Apples' by company President for service to the organization and community that exceeds expectations.