
Dr. Kevin A. Forehand

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Dedicated to an active learning atmosphere, quality research, and a penchant for using practical exercises as a means to support theory.

Experienced professor possessing a **Doctor of Business Administration** degree with a specialization in **Management** combined by hands-on experience as an on-line university instructor, business executive, and small to medium-sized enterprises consultant. A proven leader committed to minimizing attrition by maximizing student interest and involvement.

Plans, evaluates, and revises course content, and course materials for Management curriculum. Currently serving as course content expert for the following Graduate and Undergraduate courses: Leading Teams (Graduate), Management Communications (Undergraduate), Organizational Management (Graduate), Strategic Planning (Graduate). Academically qualified to teach courses in Business Administration and Management.

Extensive industry background highlighted by many years of executive leadership experience in manufacturing, sales and multi-unit, big-box retail and specialty retail store management. Offers advanced communication and organizational skills to motivate and ensure team cooperation and goal attainment.

Currently participating in a scholarly investigation on artificial intelligence in retailing. The investigation is being conducted jointly with another faculty colleague.

Professional Highlights

- Published researcher on the use of RFID in big-box retail at the point of sale.
- One soon to be published article for peer-reviewed journal upcoming in 2021.
- Led the effort to seek, obtain, and maintain ACBSP Specialized Real Estate Studies and Retail Management Accreditation
- Consistently receives excellent teaching evaluations by students, peers, and administration.
- Championed innovative program development projects, gaining competitive advantages over local and regional academic institutions.
- Developed the first direct assessment CBE program at American Public University System: Bachelor of Arts in Retail Management.
- Led sales team in closing a dealer to manufacturer recreational vehicle transaction worth over \$10,000,000.
- Achieved a significant cost savings by lowering the cost of goods by 15% on a production run of 500 recreational vehicles, producing 10 units daily.
- Consistently maintained and increased profitability in multiple big-box and specialty retail locations through full P&L responsibility, Inventory, Human Resource, and Loss Prevention leadership.

Academic Experience

Associate Professor, Management

2020 - Present

American Public University System (Online - Remote)

Fulltime faculty members are first and foremost teachers and play a key role within their school. Faculty are key to creating a rewarding online learning experience for students by engaging them, challenging them, and supporting them. Faculty provide the resources and personalized interaction needed to create a quality learning experience for students by, providing rigorous and relevant content, and communicating their passion for their discipline. As leaders and instructors in their discipline, faculty are to remain current in theory and/or practice of their discipline and related courses taught. Faculty teaching at the graduate level should hold a terminal degree appropriate to the discipline in

which they are teaching. Additionally, for faculty teaching graduate courses, engagement in scholarly activity, including research, scholarship, or professional practice within the discipline is required.

- Intimate teaching style led to one of the lowest withdrawal rates among full-time management faculty
- Student centric approach to student learning and success
- Maintain an active research portfolio consisting of one upcoming publication in a peer-reviewed journal
- Currently serve as course content expert for the following Graduate and Undergraduate courses:
Leading Teams (Graduate), Management Communications (Undergraduate), Organizational Management (Graduate), Strategic Planning (Graduate)

Program Director, Real Estate Studies and Retail Management

2012 - 2020

American Public University System (Online - Remote)

Rank: Assistant Professor

Develop and implement annual unit operating plans (i.e. including budget, retention, and enrollment) consistent with the strategic plan of the university. Supervise day-to-day operations of the real estate studies and retail management departments, which consist of four full-time and 25 adjunct faculty members. Prepare and disseminate an annual report documenting operating plan outcomes. Support faculty and staff engagement in the life of the university community. Manage faculty teaching loads and service responsibilities to ensure equitable and efficient operation of the department. Provide oversight on existing curriculum for undergraduate programs. Advance student learning in an asynchronous environment by implementing personal approach to teaching. Approach consists of frequent communication with students (e.g. email, telephone, and videoconference), closely monitoring student engagement (e.g. first week drop/withdrawal rates), and scrutinizing student performance (e.g. assignment/forum grades, timely submission of deliverables). Teach undergraduate courses in management, real estate studies and retail management.

- Developed the first direct assessment CBE program for APUS: Bachelor of Arts in Retail Management.
- Spearheaded the effort to seek, obtain, and maintain ACBSP Specialized Accreditation
- Successfully cultivated external corporate relationships for the School of Business
- Developed and implemented six new real estate offerings that resulted in a 10% increase in student enrollments for the program.

Adjunct Professor: Retail Management

2010 - 2011

American Public University System (Online - Remote)

Provided classroom instruction in an undergraduate environment. Conducted curriculum development and evaluation as directed by the Dean of the School of Management. Offered student guidance and participated in extracurricular activities as needed.

Professional Summary

Northwoods Investment Group, Inc.

2001 - 2010

President

Provided the necessary vision, leadership and strategic management for the growth and success of the company. Performed all vital functions as president for the real estate investment and development firm.

- Analyzed the location of potential development sites.
- Initiated home designs based on site selection and surrounding location.
- Performed project budget analysis and cost control planning.
- Developed 25+ single-family residential real estate properties with net profits in excess of \$500,000.

Lake Okeechobee Re-Development, LLC.**2004 - 2008***General Manager*

Experienced business leader for both manufacturing and sales management for the upstart recreational vehicle manufacturer. As the first management employee, championed the function, design, implementation, and support of business direction and leadership. Researched, collected, and determined optimal business direction and long-term strategy for the firm.

- Performed all human resource functions including the hiring of office staff, sales team members, production manager, quality control supervisor and purchasing agent.
- Executed business decisions affecting corporate projects directly impacting schedules, customer satisfaction, and financial performance.
- Partnered with corporate dealer executives and an extensive client base to design recreational vehicles for their businesses, confronting and resolving their strategic challenges.
- Led sales team in closing a dealer to manufacturer recreational vehicle transaction worth over \$10,000,000.
- Achieved a significant cost savings by lowering the cost of goods by 20% on a production run of 500 recreational vehicles, producing 10 units daily.

Sound FX, Inc.**1996 - 2006***Vice President of Retail Operations*

Organized and led a group of talented retail managers and associates to meet customer satisfaction, sales goals, growth and profitability for multiple specialty retail music stores. Developed strong relationships with associates through servant leadership, working together to obtain desired results.

- Provided leadership and supervision of management team for overall operations and profitability of retail music stores.
- Full P&L responsibility, inventory, human resource management, and loss prevention supervision.
- Conducted store tours to visit with management team and associates.
- Directed stores to achieve top store standards in the industry for customer service, currency of promotional displays, cleanliness and in-stock position.

One Stop Music House, Inc.**1995 - 1996***District Manager*

Coached a group of talented retail managers and associates to meet customer satisfaction, sales goals, growth and profitability for multiple specialty retail music stores located in the southeastern part of the country. Developed strong relationships with associates through servant leadership, working together to obtain desired results.

- Provided leadership and supervision of management team for overall operations and profitability of retail music stores.
- Full P&L responsibility, inventory, human resource management, and loss prevention supervision.
- Conducted store tours to visit with management team and associates.
- Directed stores to achieve top store standards in the industry for customer service, currency of promotional displays, cleanliness and in-stock position.

Manager

Operated a multi-million dollar retail business alongside talented teams of store management and associates. Provided direction to various members of management team.

- Championed customer service, satisfaction and store standards at store level.
- Developed strong relationships with associates through servant leadership, working together to obtain desired store results.
- Coordinated seasonal activities and planning for all departments with management team.
- Emphasized importance of sales and cost management to department and store profitability.
- Provided oversight and approval for various cash office and accounting reports.
- Directed and supported store community outreach efforts.
- Directed and participated in charity events for The Children’s Miracle Network.

Education & Professional Licenses**Doctor of Business Administration - Management**

Northcentral University

Master of Business Administration

Thomas University

Bachelor of Science - Business Administration

Thomas University

Associate of Arts - Business

Thomas University

Committee/Memberships

Academy of Management	2017 – Present
American Collegiate Retailing Association (ACRA)	2012 – Present
APUS School of Business Awards Committee Co-Chair	2018 – Present
Institute of Real Estate Management (IREM)	2017 – Present
The Loss Prevention Foundation (LPF), Academic Committee Member	2015 – Present
The National Retail Federation (NRF), APUS Academic Member	2012 – Present
Sigma Beta Delta International Honor Society in Business, Management and Administration	2010 – Present

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Published Research

- Forehand, K. A. (2017). Exploring Wal-Mart customer acceptance of radio frequency identification technology at the point-of-sale: A case study (Doctoral dissertation). Available from ProQuest Dissertations & Theses Global. (Order No. 10684797).

Pending Research

- Forehand, K. & Silvia, C. (2021). Cultivating high performance organizations of the future through artificial intelligence. *In progress*.