

Arrand Troy Pavy, DBA, MBA

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(317) 690-1383

SUMMARY

Marketing educator with experience in higher education, product management, marketing management, and consulting. Experienced in strategic planning, marketing research, competitive intelligence, product development, and new product launch. Experience teaching both onsite and online courses at the graduate and undergraduate levels.

EXPERIENCE

Indiana Wesleyan University

Division Chair, DeVoe Division of Business: 4/2026 – Present

- Served as Interim Division Chair from 4/2026 to 6/2026.
- Developed strategic plan and engaged faculty and staff for buy-in.

Assistant Professor of Marketing, DeVoe Division of Business, Marion Campus:

07/2023 – present

- Provide instruction for undergraduate students in the DeVoe Division of Business.
- Courses: Branding (MKG-444), Business Administration Internship (BUS-382), Digital Marketing (MKG-370), Consumer Behavior (MKG-346), Global Business Perspectives (BUS-375), Marketing Internship (MKG-386), Marketing Principles (MKG-210), Organizational Behavior (MNG-443), Selling & Relationship Management (MKG-353), Service Marketing (MKG-348), and Strategic Marketing (MKG-424).
- Committee work: AI Task Force (2025-26), Faculty Relations Council (2025-2028), Business Education Coordinating Council (2024-Present), Athletic Committee (2024-2026), Enrollment Management Committee (2025-2027), and Selection Committee Entrepreneurship Professor (2025).
- Professor of the Year Nominee (2024-2025).
- Trust Edge Certified (8/9/24).

Adjunct Faculty – DeVoe School of Business, National & Global: 2011 - Present

- Provide instruction for graduate and undergraduate students in the DeVoe School of Business.
- Developed and launched Advertising to Generations (MKG-340) course.
- Graduate courses: Marketing Management (MKTG-530), Applied Marketing Management (MGT-541), and Decision Making & Business Communication (COMM-515).
- Undergraduate courses: Advertising to Generations (MKG-340), Introduction to American Business (BUS-105), Leadership Perspectives (ADM-430), Organizational Behavior (MGT-432), Psychology of Personal Adjustment (PSY155), Strategies in Marketing Management (MGT-421).

Associate Director of Enrollment Communication (N&G Enrollment): 04/2023 – 06/2023
CRM Digital Marketing Manager (N&G Marketing): 02/2021 – 04/2023

Assistant Director of Enrollment Communication (N&G Enrollment): 04/2019 – 01/2021

- Managed the transition of prospect/student communications from the enrollment team to the marketing team and then back to the enrollment team.
- Managed communication to prospects and students using Salesforce Marketing Cloud.
- Transitioned CRM based communication from Microsoft Dynamics to Salesforce Marketing Cloud.
- Managed communication to prospects using Microsoft Dynamics and Full Measure Education.

Senior Corporate Representative/Corporate Representative (N&G): 11/2015 – 04/2019

- Developed and managed relationships with outside organizations and businesses across central Indiana, including ten Ivy Tech locations.

Pavy Marketing, Principal Consultant: 11/2010 – 11/2015

- Provided marketing consultation and project leadership to clients.
- Advised professional service firms, franchisers, non-profits, and product manufacturers.
 - Clients included Louie Strike & Company, High Performance Soccer, Martinizing Cleaners, American Playground, Graham Architectural Products, Pam Hill Interiors, CS Kern, Life Church Fishers, and The Caring Place.
- Led clients in the development of strategic marketing plans and tactics.
- Guided clients in the development and execution of integrated marketing communication plans.
- Conducted market research and analyzed the competitive landscape.
- Managed website content and search engine optimization.
- Managed web advertising and search engine marketing efforts.

DeVry University, Adjunct Professor: 03/2014 – 04/2015

- Provided instruction for graduate and undergraduate marketing courses.

Modernfold – DORMA Group, Director of Marketing: 07/2001 – 11/2010

- Directed marketing communication and product management for a commercial building product manufacturer.
- Led a multidisciplinary team in developing and commercializing new products and product line modifications.
- Managed competitive intelligence and market research.
- Led strategic planning workshops, plan development, and plan execution.
- Directed advertising agencies, print suppliers, component suppliers, and corporate marketing services teams in the completion of projects.
- Developed and implemented integrated marketing communications strategies.

Martin Yale Industries – Escalade Inc., Product Manager: 02/1999 – 12/2000

- Managed product marketing for print finishing equipment, office machines, and mailroom equipment.
- Led product development, acquisition, and commercialization.
- Managed marketing research and competitive intelligence.

Wells Electronics | WELLS-CTI, Product Marketing Manager: 08/1997 – 11/1998

- Marketed integrated circuit test products to semiconductor manufacturers.
- Led product development meetings with engineering, manufacturing, and other influencers in the process.
- Developed and maintained a competitive intelligence program.

EDUCATION

Indiana Wesleyan University, Marion, Indiana

- Doctor of Business Administration - DBA, Management: 2023
- Research: Student Engagement in the Recruitment and Admissions Funnel

Indiana University Northwest, Gary, Indiana

- Master of Business Administration - MBA, Marketing: 1996
- Graduate Assistant in the School of Business and Economics

Purdue University, West Lafayette, Indiana

- Bachelor of Arts - BA, Psychology: 1989
- Industrial Organizational Psychology Research Assistant

StrengthsFinder: *Analytical | Responsibility | Learner | Activator | Deliberative*

DiSC: *Dominance (D) and Conscientiousness (C)*