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ACADEMIC BACKGROUND

Ph.D. Ohio State University.

M.A. Ohio State University.

B.S. Ohio State University.

PROFESSIONAL CERTIFICATIONS

Seattle Aquarium Cedar River Salmon Journey Naturalist, 2019

Bellevue Master Naturalist, 2018

Seattle Aquarium Beach Naturalist, 2018

Climate Reality Leadership Project, 2017

QUALIFICATION

Practice Academic

PROFESSIONAL MEMBERSHIPS

Washington State Recycling Association, 2018-2020

WORK EXPERIENCE

Work Experience

Academic

Associate Teaching Professor, Seattle University (2022 - Present), Seattle, Washington.

Senior Instructor, Seattle University (2013 - 2022), Seattle, WA, United States of America.

Lecturer, Marketing Department, Seattle University (2009 - 2013), Seattle, Washington.

Marketing Faculty, Bainbridge Graduate Institute (2004 - 2013), Seattle, WA, Washington.

Lecturer, Marketing Department, University of Washington (1992 - 2010), Seattle, Washington.

Assistant Professor, Marketing Department, University of Washington Seattle, WA (1983 - 1992), Seattle, WA, Washington.

Consulting Experience

2019 – 2022: Northwest School for Deaf and Hard-of-Hearing Children, Workplace Climate surveys; staff surveys; director evaluation process, Workplace Climate surveys; staff surveys; director evaluation process

2018 – 2020: Northwest School for Deaf and Hard-of-Hearing Children, Management Performance and Climate Staff Survey, Management Performance and Climate Staff Survey

2017: East Shore Gallery, Congregational Survey and Analysis: The Gallery -- moving into its next 50 years, Congregational Survey and Analysis: The Gallery -- moving into its next 50 years

2015 – 2016: East Shore Gallery, Looking forward from the first 50 years, strategic planning and research for a nonprofit gallery in Bellevue, WA

2009 – 2010: Pacific Northwest District, Unitarian Universalist Association, Regional Conference, Evaluation program development, implementation, and analysis.

2009: East Shore Unitarian Church, Youth program survey research.

2008: East Shore Unitarian Church, Congregation survey - design, analysis, and report.

2003: East Shore Unitarian Church, Survey research and focus group discussions of the congregation.

1999: Northwest Kidney Foundation: with ATB Marketing Consultants, Planned research study, proposed data analysis, strategic implications framework.

1993: King County Solid Waste Division, Planned public attitude study, wrote questionnaire, analyzed data, wrote report.

1992: Children's Hospital & Regional Medical Center, Executive management training course -- marketing.

1992: BC Hydro, Executive management training course - marketing, segmentation, consumer behavior.

TEACHING

Courses Taught

Courses from the Teaching Schedule: Brand Management, Business Consulting, Buyer Behavior, Buyer Behavior, Independent Study, Introduction to Marketing, Introduction to Marketing, Leading with Emotional Intelligence, Marketing & Social Issues, Marketing & Social Issues, Marketing Management, Marketing Management, Marketing and Social Issues, Marketing and Social Issues, Special Topics- Personal Selling, Special Topics-Sustainable Business Concepts and Strategies, Sustainability & Business, Sustainability Consulting, Sustainability Consulting, Sustainability and Business, Sustainable Business Marketing

Courses taught, but not in the Schedule:

Teaching Activities

Course (New) - Creation/Delivery: Conventional

2017 - *Business Consulting & Sustainability Consulting -- MBA.*

2017 - *Sustainable Marketing -- new undergrad offering.*

2015 - *Sustainable Business -- undergrad new course.*

Course (New) - Creation/Delivery: Online

2022 - *Buyer Behavior -- asynchronous.*

2022 - *Marketing Principles -- asynchronous.*

2020 - *Marketing Consulting -- undergraduate.*

Innovations in Course Content / Presentation

2015 - *Sustainability in Business -- grad course.*

Other Teaching Activities

2016 - 2016 -- *social issues and marketing -- at both graduate and undergraduate levels.*

2015 - *consumer behavior -- undergraduate course, win15, spr15, fall15.*

2015 - *Sustainability Consulting -- grad course, project oriented, lined up and provided projects for clients.*

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions Grid

| Category | BDS | AIS | TLS | Total |
|--|------------|------------|------------|--------------|
| Articles in Refereed Journals | 3 | | 3 | 6 |
| Publications in Refereed Conference Proceedings | | 1 | 5 | 6 |
| Presentations of Refereed Papers | 4 | 2 | 2 | 8 |
| Presentations of Non-Refereed Papers | | 2 | | 2 |

Refereed Articles

Basic or Discovery Scholarship

Obermiller, C. ..., & Atwood, A. (2014). Measuring Sustainability Literacy: Scale Development. *Journal of Jesuit Business Education*, 105-128.

Obermiller, C., Burke, C., & Atwood, A. (2008). Sustainable Business as Marketing Strategy. *Innovative Marketing*, 4 (3).

Peltier, J. W., Atwood, A., Bayless, L., Bier, T., & Carter, W. (1993). Understanding Donation Behavior: Strategic Implications from Consumer Research. *Advances in Consumer Research*, 20, 437.

Teaching and Learning Scholarship

Obermiller, C. ..., & Atwood, A. (2014). Fit to Lead? *Journal of Sustainability Education*, 7.

Atwood, A. M., & Obermiller, C. (2011). In Defence of the Student as Customer Metaphor. *International Journal of Management Education*, 9 (3).

Atwood, A. M., Ruppert, B., & Obermiller, C. (2011). Credibility Across Disciplines: Are Communications Instructors Held To Different Standards? *Business Communications Quarterly*.

Refereed Proceedings

Applied or Integrative/application Scholarship

Atwood, A. M., Obermiller, C., & Burke, C. (2011). Assessing Loyalty Promotion Programs: an Illustration and Discussion. *Applied Business and Entrepreneurship Association International*.

Teaching and Learning Scholarship

Obermiller, C., & Atwood, A. M. (2012). Sustainable Literacy: Initial Scale Development. *International Association of Jesuit Business Schools, 18th World Forum*.

Obermiller, C., April, A., Chauncey, B., Mark, A., & Dave, L. (2010). Designing Sustainability into the Classroom. *Marketing Educators' Association Conference*.

Atwood, A. M. (2008). Sustainable Business as Marketing Strategy. *Second Annual International Conference on Business & Sustainability*, Portland, OR:.

Atwood, A. M. (2006). Teaching Sustainable Business as Marketing Strategy. *4th ADERSE Conference: Advances in Research and Education on CSR*, Bordeaux, France:.

Atwood, A. M., & Hagen, K. (2006). Market Study: Voluntary Green Power Purchasing by C&I Customers. *10th Annual Green Power Marketing Conference*.

Presentations of Refereed Papers

International

Atwood, A. M. (2017). *A consideration of the 'social' dimension of sustainable business*. International Association of Jesuit Business Schools, 18th World Forum, Namur, Belgium.

Local

Lio, K., Kar, S., Atwood, A. M., & Price, S. (2013). *From Disclosure to an Informed Market: Commercial Energy Performance Benchmarking, Reporting, and Disclosure in Seattle*. Western Energy Policy Research Conference, Portland, Oregon.

National

Atwood, A. M. (2018). *Rising to the Challenge of Addressing Climate Change in a 'Regular' Business Class*. International Association of Jesuit Business Schools, 18th World Forum, Seattle, Washington.

Obermiller, C., Price, S., & Atwood, A. M. (2016). *Smart Meets Efficient: Using Data to Create Sustainable Campuses*. Smart & Sustainable Campuses Conference, Baltimore, Maryland.

Obermiller, C., Price, S., & Atwood, A. M. (2015). *Smart Buildings & University Sustainability*. Smart & Sustainable Campuses Conference, Baltimore, Maryland.

Atwood, A. M. (2014). *Business & Social Justice: Review and Analysis*. Association for the Advancement of Sustainability in Higher Education, Portland, Oregon.

Obermiller, C. & Atwood, A. (2014, October). *Sustainability Literacy Assessment Development*. Association for the Advancement of Sustainability in Higher Education, Portland, Oregon.

Regional

Atwood, A. M. & Obermiller, C. (2014, February). *Sustainability Literacy: Scale Development Overview*. Washington Higher Education Sustainability Conference, Bellingham, Washington.

Presentations of Non-Refereed Papers

International

Atwood, A. M. (2020). *Sustainable Business: Oxymoron or Imperative?* Invited presentation at EarthTalk 2020, Seattle, Washington.

National

Atwood, A. M. (2018). *Corporate Perspectives on Sustainability*. Invited presentation at International Association of Jesuit Business Schools, 18th World Forum, Seattle, Washington.

Other Research

Other Research Activities

1989: , , .

SERVICE

Service to the Institution

College Assignments

Faculty Advisor:

2020-2021 – 2021-2022: Beta Gamma Sigma

2018 – 2020: Beta Gamma Sigma

Other Institutional Service Activities:

2015: MSBA faculty search committee

2015: MSBA program development

Chair:

2019-2020: Albers Working Group on Sustainability

2018: IAJBS Program Committee -- 18th World Forum

Member:

2022: Albers Task Force: Development of NTT/Term Faculty Promotion Guidelines

2021-2022: Graduate Programs Scholarship Committee

2018-2019 – 2020-2021: Graduate Program Scholarship Committee

2018: Graduate Program Scholarship Committee

2018: IAJBS 18th World Forum -- Logistics Committee -- lead responsibility for all food arrangements

2018: IAJBS Forum Host Organization

2017 – 2018: Dean's AACSB NTT Task Force

2015-2016 – 2016-2017: Scholarship Committee

2014-2015 – 2015-2016: Scholarship Committee

University Assignments

Committee Chair:

2020-2021 – 2021-2022: President's Committee on Sustainability

Committee Member:

2022: SU: Sustainable Procurement

2022: developing a Zero Waste Task Force, SU

2019-2020: EarthDay 2020 Planning Committee

2018-2019 – 2019-2020: President's Committee on Sustainability

Faculty Advisor:

2018 – 2020: SU Green Team

Other Institutional Service Activities:

2022: SU Sustainability Culture Survey development, CEJS + PCS

2021-2022: transition team: PCS + Laudato Si Action Committees

2015: Sullivan Scholars invited presentation: Winners and Losers in a Hotter World

2013: Sullivan Leadership Program: invited presentation -- Plastics

Service to the Profession

Academic Conference: Moderator / Facilitator

2016: Take Back Your Time -- National Conference. Invited opening speech at the national conference; topic of the presentation: Time, Sustainable Business, and the Pope's Encyclical

2012: Happiness, Compassion & Sustainability: A Strategic Gathering. planning team, host, welcome and opening comments for this conference; conference took place over 2 days; planning took place over weeks ahead

Board Member: Advisory Board

2022: King County Solid Waste Advisory Committee.

Board Member: Board of Trustees

2010 – 2015: East Shore Unitarian Church.

2010 – 2013: Bainbridge Graduate Institute.

Board of Directors: Substantial Involvement

2022: President: Board of Trustees, Northwest School for Deaf and Hard-of-Hearing Children.
2021: President, Board of Trustees: Northwest School for Deaf and Hard-of-Hearing Children.
2020: Northwest School for Deaf and Hard-of-Hearing Children -- President of the Board.
2019: Northwest School for Deaf and Hard of Hearing Children -- VP, Board of Trustees, 2017-2019.
2008 – 2010: Water for Humans.

Chair: Committee / Task Force

2021: King County Solid Waste Advisory Committee: Chair.

Invited Lecture

2020: Zero Waste WASHINGTON Hackathon.
2020: WSU Extension -- Sustainability Speakers Series.
2018: Washington State Recycling Association -- invited research presentation.

Member: Committee/Task Force

2020: Seattle/King County: Zero Waste Taskforce.
2019: King County Organics Recycling.
2018: Seattle/King County: Responsible Recycling Task Force.

Officer: Organization / Association

2020: King County Solid Waste Advisory Committee -- Vice-Chair.
2018 – 2019: King County Solid Waste Advisory Committee -- Vice Chair.
2017: marketing representative, King County Solid Waste Advisory committee. 1 day per month, attendance and participation on county advisory committee

Other Professional Service Activities

2022: SUIlist -- TASK survey development -- international sustainability literacy survey instrument development.
2011: Stokes Lawrence Law, Seattle, Washington. Invited Presentation, Sustainability and Business Strategy.
2011: Seattle University Marketing Department, Case Competition, Seattle, Washington. Authored Case: 'PEMCO: We're a little different'.
2010: Seattle University, School of Law, Seattle, Washington. Invited Moderator, panel discussion on Sustainability and Business.

Service to the Community

Chair of a Committee

2006 – 2022: Covenant Circle Leader -- Small Group Ministry

Other Community Service Activities

2019 – 2022: Seattle Aquarium: Cedar River Salmon Journey public education program
2018 – 2022: Seattle Aquarium: Beach Naturalist Program -- public education

PROFESSIONAL DEVELOPMENT

Other Professional Development

2022: began certification training, Sound Waters Stewards.

2019: completed certification training: Seattle Aquarium Cedar River Salmon Journey Naturalist.
2018: completed certification training: Seattle Aquarium Beach Naturalist.
2018: completed certification training: Bellevue Master Naturalist program, Bellevue Parks Department.
2017: Climate Reality Leadership Corps -- Training (Al Gore).
2015: completed certification training: King County Master Recycler Composter program.

HONORS/AWARDS

Award

1987: Teaching Award, University of Washington.

MISCELLANEOUS

Other

2009 -

Special Projects

2017 - Climate Reality Project Leader -- Climate Reality Project Leadership Training completed

Last updated by member on 16-Jan-23 (03:26 PM)