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University of St. Thomas
Entrepreneurship
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Education

Ph.D., University of Wisconsin - Madison, 1989.
Marketing

M.B.A., University of Wisconsin - Eau Claire, 1982.
Finance/Accounting

B.S., University of Wisconsin - Madison, 1976.

Academic Experience

Interim Department Chair - Marketing, University of St. Thomas. (July 2015 – January 2016).

Associate Professor, University of St. Thomas. (2003 - Present).

Director, Schulze School of Entrepreneurship, University of St. Thomas. (2009 - 2013).

Department Chair, Entrepreneurship, University of St. Thomas. (2003 - December 2012).

Administrative Positions, University of St. Thomas. (2002 - 2003).

Assistant Professor, University of St. Thomas. (1997 - 2002).

Assistant Professor, Lundquist College of Business - University of Oregon. (1990 - 1997).

Research Associate, Forest Industry Management Center - University of Oregon. (1990 - 1994).

Instructor & Research Assistant, University of Wisconsin - School of Business. (1985 - 1989).

Adjunct Instructor, University of Wisconsin - River Falls. (1983 - 1985).

Consulting

3M. (2010).

Dalsin Industries. (2009).

Marketing Consultant. (2007).

Marketing Consultant. (2006).

Marketing Consultant. (2005).

Marketing Consultant. (2004).

Marketing Consultant. (2003).

Marketing Consultant. (2002).

TEACHING

Teaching Experience

University of St. Thomas, Opus College of Business

ENTR 200, Foundations in ENTR
ENTR 300, Entrepreneurship Non-Majors
ENTR 348, Franchising Management
ENTR 450, Entr:Management/Strategy
ENTR 496, Individual Study
ENTR 625, Entrepreneurial Thinking
ENTR 650, New Venture Strategies
ENTR 703, New Venture Marketing
ENTR 790, Venture Policy
MBVE 706, Franchising Mgmt
MGMT 631, Independent Study
MGMT 714, Topics: Business Ethics
MKTG 600, Marketing Management

RESEARCH

Peer Reviewed Journal Articles

- Spriggs, M. T. (2018). College Nannies and Tutors: Franchise Business Models. *Entrepreneurship and Innovation Exchange (EIX)*. eiexchange.com/content/304-college-nannies-tutors-franchise-business-models.
- Spriggs, M. T. (2016). Shifting into Entrepreneurial High Gear. *Entrepreneurship and Innovation Exchange (EIX)*. eiexchange.com/content/196-shifting-entrepreneurial-thinking-into-high-gear (2016 Schulze Publication Award).
- Porter, M. C., Spriggs, M. T. (2013). Informal private equity investment networks: The role of the nexus angel. *Journal of Private Equity*, 16(3), 48-56.
- Spriggs, M. T., Yu, A., Deeds, D. L., Sorenson, R. (2013). Too many cooks in the kitchen: Innovation capacity, collaborative network orientation, and performance in small family business. *Family Business Review*, 26(1), 32-50. DOI: 10.1177/0894486512468600

Presentations

- Yu, A., Spriggs, M. T., Deeds, D. L., Sorenson, R., "Too many cooks in the kitchen: Innovation capacity, collaborative network orientation, and performance in small family businesses," USASBE - U.S. Association for Small Business and Entrepreneurship, New Orleans, LA. (January 2012).

Other Non-Peer Reviewed Scholarly Work

Presentations

Spriggs, M. T., "Recruiting presentation: 'Road to College'," New Life Academy, Woodbury, Minnesota. (March 2010).

Written Case with Instructional Material

Spriggs, M. T. (2003). Fallon worldwide: In the creativity business. *Marketing, 7th Edition*.

Spriggs, M. T. (2003). Golden valley microwave foods. *Marketing, 7th Edition*.

Spriggs, M. T. (2003). Medtronic in China: Where simpler serves patients better. *Marketing, 7th Edition*.

Media Contributions

Newspaper

Mpls Star Tribune – Ask the Expert (March 2017)

Mpls Star Tribune – Ask the Expert (Jan 2017)

Mpls Star Tribune - Ask the Expert. (Aug 2016).

Mpls Star Tribune - Ask the Expert. (May 2015).

Mpls Star Tribune - Ask the Expert. (April 2014).

Mpls Star Tribune - Ask the Expert. (January 2014).

Mpls Star Tribune, Ask the Consultant. (April 2012).

Radio

Mpls Star Tribune - Ask the Expert. (October 2013).

MN Public Radio. (November 2012).

TV

KSTP 9. (April 2013).

Contracts, Grants and Sponsored Research

Grant

Spriggs, Mark T, Sponsored by OCB Summer Research Grant. (2014)

SERVICE

Department Service

Entrepreneurship Department – Associate Department Chair (2017 – Present)

Committee Member, ENTR Dept Assurance of Learning Assessment (2011 - Present).

Entrepreneurship Department – Department Chair (2003 – 2013).

ENTR Dept Adjunct Coordinator (2008 - 2009).

Committee Member, ENTR Tenure & Promotion Committee (2007 - 2008).

Committee Chair, Search Committee for Sandra Schulze Chair in ENTR (2007).

College Service

Committee Member, Evening MBA Advisory Committee (2016 - Present).

Committee Member, UST Center for Family Business Advisory Board (2010 - Present).

Faculty Advisor, Society of Franchising Student Club (2011 - 2016).

Marketing Department - Interim Chair (July 2015 - January 2016).

Committee Chair, Marketing Department - Search Committee (June 2015 - November 2015).

Committee Member, AOL Committee (2009).

Other Institutional Service Activities, Peer Review of Teaching of John Wendt (2009).

Committee Chair, OCB Curriculum Committee (2007 - 2009).

Committee Chair, AOL SubCommittee of Curriculum Committee (2007).

Other Institutional Service Activities, Evening MBA Marketing Concentration Director (2006).

Committee Member, Department Chairs (July 2002 - June 2003).

University Service

Faculty Advisor, MISP Mayo Innovation Scholars Program. (February 2013 - Present).

Committee Member, UST Committee of Teaching, Evaluation and Promotion. (September 2011 - 2018).

Professional Service

Reviewer, Journal Article, Society of Franchising (2010 - Present).

Board of Advisors of a Company, UST Center for Business Excellence (2010 - Present).

Board of Advisors of a Company, Dalsin Industries (2009 - Present).

Reviewer, Journal Article, Journal of Retail (2009 - Present).

Reviewer, Conference Paper, Academy of Management (2009).

Reviewer, Conference Paper, American Marketing Association (2008).

Reviewer, Journal Article, Minnesota Business Journal (2007).

Reviewer, Ad Hoc Reviewer, Journal of Public Policy & Marketing (2006).

Professional Memberships

Academy of Management.

American Marketing Association.

Global Consortium of Entrepreneurship Centers.

Public Service

Board Member/President, Christian Social Services Incorporated (April 2016 - Present).