

MINDY MAHON, DBA
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EDUCATION

ST. AMBROSE UNIVERSITY Davenport, IA
Doctor of Business Administration, December 2017

- Dissertation: The Influence of Leader Prototype Congruence on Leadership Beliefs
- Chair: Jessica Greenwald, PhD

HENRY B. TIPPIE SCHOOL OF MANAGEMENT, UNIVERSITY OF IOWA Iowa City, IA
Master of Business Administration, Marketing Concentration, May 2010

- Marketing Graduate Assistantship, Tippie School of Management Marketing Academy
- President, Business for a Better World, University of Iowa Graduate Net Impact Chapter

WESTERN ILLINOIS UNIVERSITY Macomb, IL
Bachelor of Science, Manufacturing Engineering Technology, May 2001

- Departmental Scholar Award, Spring 2001
- Public Relations Officer, Society of Manufacturing Engineers, Student Chapter

CONTINUING EDUCATION

- Sustained Dialogue Moderator Skill Series, Spring 2021

TEACHING EXPERIENCE

AUGUSTANA COLLEGE
Business Administration Department Rock Island, IL
Associate Professor 2025 – Present
Assistant Professor 2018 – 2025
Instructor 2016 – 2018
Part-time Faculty 2015 – 2016

ST. AMBROSE UNIVERSITY
College of Business Davenport, IA
Adjunct Lecturer 2014 – 2015

UNIVERSITY OF IOWA
Department of Management and Organizations Iowa City, IA
Adjunct Lecturer 2013 – 2014

Courses Taught

- Business Communications (Augustana) – Average Course Rating: 4.56/5.00
- Organizational Behavior (SAU, Augustana) – Average Course Rating: 4.57/5.00
- Human Resource Management (SAU, Augustana) – Average Course Rating: 4.27/5.00
- Diversity and Other Social Issues in Management (Augustana) – Average Course Rating: 4.63/5.00

Diversity in the Workplace (Augustana) – Average Course Rating: 4.56/5.00
Social Issues in Business (Augustana) – Average Course Rating: 4.60/5.00
FYI-103: Why Do Organizations Exist? (Augustana) – Average Course Rating: 3.9/5.00
Corporate Communications (UI) – Average Course Rating: 5.08/6.00

RESEARCH

JOURNAL PUBLICATIONS

Management Accounting and the Family Firm: Issues, Differences, and Opportunities. (with Greg P. Tapis and Kanu Priya). *Management Accounting Quarterly*, 19(1), 10-18, 2017.

Employee Sense-making in the Midst of Fast Growth (and COVID -19). *Journal of Business Cases and Applications*, 43, 1-18, 2024.

CONFERENCE PAPERS

The Influence of Leader Prototype Congruence on Leadership Beliefs and Motivation to Lead (with Jessica Greenwald). Presented at the Academy of Management Annual Conference, 2018.

SUPERVISED RESEARCH

Hammond, Jessica. Beyond Access and Legitimacy: Training for Intercultural Communication in the Contemporary Workplace. Published April 27, 2020 in the Augustana Digital Commons. Augustana College, Rock Island, Illinois. Supervised September 16, 2019 to April 27, 2020.

COMMUNITY RESEARCH

Mahon, Melinda. "City of Clinton Employee Satisfaction Survey 2016" (2016). 2015-2016: Clinton, Iowa.

EDITORIAL CONTRIBUTIONS

Ad hoc reviewer for Midwest Academy of Management, 2014

AUGUSTANA COLLEGE SERVICE

- Honor Council (Fall 24-25 PTL replacement), 2024 – present
- Campus Sustainability Committee, 2023 – present
- Non-profit Leadership Development Experiential Minor Advisor, 2019 – present
- Equity Guide, 2019 – present
- Business Club (Beta Upsilon Sigma) Advisor, 2019 – present
- Diversity Fellow Search Committee Member, 2018 – 2019
- General Education Committee, 2017 – 2022
- Diversity Council, 2017 – 2021
- Athletics Faculty Mentor, 2018 – 2019
- Augustana Teaching Museum of Art Advisory Board, 2018 – 2019

COMMUNITY INVOLVEMENT AND CONSULTATION

- Rock Island Rotary Member, Augustana Delegation, 2021 – 2023
- Iowa Women Lead Change Conference Student Track Committee Member, 2018 – 2020
- Guest Trainer, Committee Training Event, Young Life Quad Cities, 2017
- Case Competition Judge, IMPACT week case competition, University of Iowa Tippie School of Business, 2010 – 2013
- Mock Interviewer, University of Iowa Tippie School of Business, 2013
- Business Formation Consultant, Mahon-Quaintance Partnership, 2012 – 2013
- Guest Speaker, Tippie Advance Weekend, University of Iowa Tippie School of Business, 2011

PROFESSIONAL AFFILIATIONS

- Member, Academy of Management, 2015 – present
- Member, Society for Human Resource Management, 2017 – present

INDUSTRY EXPERIENCE

MAXON FURNITURE, INC.

Muscatine, IA

Marketing and Product Manager

January 2011 – February 2013

- Recruited and rebuilt the Muscatine-based marketing and product management team, directed the marketing and product management efforts for the organization and ensured achievement of strategic objectives.
- Created and delivered revamped Maxon brand messaging to internal members, channel customers and end-users resulting in increased consistency of message throughout organization and greater brand understanding and mindshare in our dealer channel.
- Continually defined the strategic product and marketing plans with budgets as part of the ongoing strategic planning cycle, oversaw the implementation of plans to achieve sales goals.

BRIDGESTONE BANDAG TIRE SOLUTION

Muscatine, IA

Customer Insights Manager

January 2010 – January 2011

- Newly created position – led the development of a voice of customer discovery and deployment process providing a cohesive and comprehensive strategy to harvest customer feedback and converted it into market driven product development opportunities.
- Spearheaded major research programs including customer segmentation analysis, customer satisfaction tracking studies, and new product audit research.
- Acted as a liaison between external research vendors and internal customers by translating statistical analysis and customer research data into feasible business strategies.

THE HON COMPANY

Muscatine, IA

Environmental Marketing Manager

August 2006 – August 2008

- Newly created position - communicated all HON environmental initiatives through training and speaking events across the U.S.
- Led the launch of the company's first environmental marketing campaign, including the creation of www.honthinksgreen.com.

- Generated over 75% of HON's press for the year 2007, and acted as the environmental media point person, offering interviews with several industry publications and the Associated Press.

Product Business Manager, Surface Materials

January 2006 – October 2007

- Newly created position - led the simplification and enhancement of surface materials within and across all product platforms.
- First in the company to utilize a new Voice of the Customer process to understand current state and ensure all new materials met well-understood customer needs.
- Successfully launched new finishes impacting ten different manufacturing locations and eight different product categories.

Product Business Manager, basyx Brand Seating

October 2004 – January 2006

- Newly created position - managed HON's multi-million dollar basyx brand seating line, including profit and loss responsibility, product portfolio management, and competitive analysis.
- Launched one of the most successful basyx chairs to date, resulting in a 70% year over year growth for the entire line in 2005.