

LAUREEN MGRDICHIAN

Biola University
Crowell School of Business
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EDUCATION

M.B.A. – Marketing / Organizational Development

University of California, Los Angeles, CA, Anderson Graduate School of Management,
1992

B.A. in Communications – Interpersonal emphasis

Biola University, La Mirada, CA, 1980

TEACHING EXPERIENCE

Associate Professor, Biola University, Crowell School of Business, La Mirada, CA

Fall 2013 - present

Courses Taught:

- Introduction to Marketing, BUSN 230
- Consumer Behavior, BUSN 418
- Business Writing and Case Analysis, BUSN 301
- Women in Leadership, BUSN 416
- Entrepreneurship & Small Business Management, BUSN 464
- Entrepreneurship & New Venture Innovation, BUSN 364
- Capstone for Entrepreneurship Concentration, BUSN 471
- Marketing Strategy, MBAD 608
- Marketing from a Management Perspective, MBAD 506

Adjunct Professor, Biola University, Crowell School of Business, La Mirada, CA

Spring 2010 – Spring 2012

Courses Taught:

- Introduction to Marketing, BUSN 230

- Women in Management, BUSN 450-01
- Consumer Behavior, BUSN 450-3

Adjunct Professor, The Master's University, Newhall, CA

Fall 2011 - Fall 2012

Courses Taught:

- Entrepreneurship, HE309
- Family Finance, HE306
- Philosophic & Professional Issues in HEC, HE401

PUBLICATIONS

Mgrdichian, L. & Aguas, M. J. (2020). The American working woman: A century in review. *Journal of Biblical Perspectives in Leadership*, 10(1), 167-200.

Dean, D. & Mgrdichian, L. (2021). History of empowerment: How far have we come? *Exploring Gender at Work: Toward Increased Awareness and Integration* (J. Marques, Ed.). Palgrave Macmillan.

Hagenbuch, D. & Mgrdichian, L. (2020). Mindful Marketing: A strategy-based, branded approach for encouraging ethical marketing. *Marketing Education Review*, 30(1), 15-28.

Mgrdichian, L. & Dantuma, T. (2020). Collaboration: Working with clients, families, and colleagues. *Professional Competencies in Speech-Language Pathology and Audiology*. Jones & Bartlett Learning.

Harris, M. A. & Mgrdichian, L. (2019). Christian influence on culture: Building Shalom in the Marketing Workplace. *Christian Business Review*, 55-63.

Mgrdichian, L. (2016). Culture forming: Today's marketing and tomorrow's culture. *Approaches to Christian Ethics*, (A collection of papers from Biola University's 2016 Faculty Integration Seminar).

AWARDS AND HONORS

- Professor of the Year, Biola University, 2015
- Best Academic Paper Award, Christian Business Faculty Association, Fall 2015

CONFERENCE PRESENTATIONS

- Mgrdichian, L. & Aguas, M. J. (2019, October). The role of American women in the workplace. Paper co-presented at the Christian Business Faculty Conference, Siloam Springs, AK.
- Harris, M. A., Anderson, B., & Mgrdichian, L. (2018, October). The impact of value formation in advertising. Paper co-presented at the Christian Business Faculty Conference, Chattanooga, TN.
- Mgrdichian, L. (2017, October). Fostering confidence: Equipping female students for leadership in the workplace. Paper presented at the Christian Business Faculty Conference, San Diego, CA.
- Hagenbuch, D. & Mgrdichian, L. (2017, June). Mindful Marketing: Using branding to encourage ethical marketing. Paper co-presented at the American Marketing Association Public Policy Conference, Washington, D.C.
- Harris, M. A., Anderson, B., & Mgrdichian, L. (2017, March). Brainwashed nation: Investigating the impact of storytelling ads on value formation in America. Paper co-presented at the Academy of Business Research, New Orleans, LA.
- Mgrdichian, L. (2016, October). Understanding how customers think: Leveraging how you are perceived for future success. Presentation for the Inland Empire Business Summit, Riverside, CA.
- Hagenbuch, D. & Mgrdichian, L. (2015, October). Mindful Marketing: A branded approach for instilling marketing ethics. Paper co-presented at the Christian Business Faculty Association, Virginia Beach, VA.
- Mgrdichian, L. (2015, October). Developing a 'Women in Management' course. Paper presentation at the Christian Business Faculty Association, Virginia Beach, VA.

UNIVERSITY SERVICE

Provost Search Advisory Committee, Biola University, 2021-2022

Committee member, chosen by the university president, to evaluate candidate submissions, participate in candidate interviews, and provide insight.

McKinsey Steering Committee, Biola University, 2019-2020

Committee member – Chosen by the President’s Cabinet to serve on this committee with McKinsey & Company representatives to help provide direction on the development of Biola’s long-term vision and strategic plan.

Search Committee for Human Resource Director, Biola University, 2019

Served as committee member to review and interview candidates to hire a Human Resource Director for the university.

Committee on Women Faculty, Biola University, 2018-present

Committee member – identify and propose areas of change across campus to address the concerns of female faculty.

University Committee on Women’s Flourishing, Biola University, 2022-present

Liaison member (Committee on Women Faculty) – serve as liaison to help coordinate efforts across campus to address the concerns of female faculty and staff.

Faculty Senate, Biola University, 2018-2021

Served as Crowell School of Business representative on faculty senate to serve the needs of faculty and to specifically represent the faculty of the Crowell School of Business.

Faculty Mentor, Biola University, 2019, 2022

Mentored a new faculty member, meeting bi-weekly, to answer questions and build connection.

First Generation Student Mentor, Biola University, 2016-2018

Met monthly with an incoming First Generation Scholar student to help navigate the university experience and build connection.

Writing Competency Committee, Biola University, 2013-2016

Committee member – Reviewed and advised on the writing competency requirements for the university.

Woven Conference, Advisor/Director, Biola University, Crowell School of Business, 2015-present

Created conference with Crowell of Business female student team to encourage women in the workplace and in their faith. Coordinated speakers, advised students in planning, assisted in the coordination of the event from inception to execution.

Crowell School of Business Adjunct Support Committee, Biola University, 2015-2017
Committee member – Developed systems and materials to support adjuncts at the Crowell School of Business.

GRIT Advisory Board, Biola University, 2017
Reviewed existing blog content and advised on future content.

Biola Missionary Scholarship Committee, Biola University, 2014, 2016, 2017
Committee member – Reviewed student applications and met with committee to discuss and determine scholarship awards.

Women's History Month Committee, Biola University, 2016
Sub-committee member – Served on the Nomination Process Subcommittee for the Ruby Women Awards.

PROFESSIONAL ASSOCIATIONS

- American Marketing Association
- Christian Business Faculty Association
- Christian Leadership Alliance

BUSINESS EXPERIENCE

President, Calm Baby, Inc., Santa Clarita, CA
2001-2015

- Oversaw sales, marketing, and distribution of products.
- Involved in product development.
- Developed relationships with international distributors.
- Coordinated and managed relationships with domestic distributors.

Category Manager, Universal Studios, Universal City, CA
1997-1998

- Analyzed, managed, and coordinated video placement for grocery and mass merchandise retail clients nationwide.
- Developed strategies for sales, based on analysis.
- Coordinated marketing plans with sales and distribution.
- Analyzed and directed distribution and placement of product.

- Developed strong retailer relationships.

Project Manager, L. Norman Howe & Associates, Pasadena, CA

1991-1997

- Managed and coordinated marketing promotions for grocery and mass merchandise retail clients nationwide.
- Responsible for budget management, manufacturer sales, production, distribution, promotion launch, and program analysis.
- Coordinated national account managers, on-site managers, sales and fulfillment.
- Developed and implemented strategic marketing plans.
- Served as consultant in retail buyer and manufacturer negotiations.
- Reported directly to the president.
- Generated over \$20 million in revenue.
- Member of Board of Directors.

Director of Administration, Minirth-Meier Clinic, Newport Beach, CA

1987-1990

- Developed and supervised regional multi-service health care facility administration.
- Served as executive liaison between corporate principals, insurance companies and patients.
- Recruited, trained, and supervised new staff.
- Established and supported hospital, physician and community referral networks.
- Produced weekly radio program.

Mass Marketing Executive, Anderson & Anderson Insurance Brokers, Irvine, CA

1985-1987

- Established and maintained special market accounts.
- Serviced four major contracts with nationwide franchises.
- Hired, trained, and supervised new staff.
- Identified and resolved causes of customer dissatisfaction. Reorganized previously mishandled accounts.
- Conducted presentations at national trade shows and bimonthly training seminars for national accounts.
- Contributed to 30% increase in new business.

Department Manager, Nordstrom, Redondo Beach, CA

1983-1985

- Selected by top management to open and manage department at new facility.
- Developed five-member team.
- Provided training in merchandising, sales techniques and customer service.

- Exceeded personal and departmental sales quotas.
- Planned merchandising strategies and designed display configurations.