

Kate Kung-McIntyre
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EDUCATION	Wichita State University W. Frank Barton School of Business MBA	Wichita, Kansas USA
	Newman University B.S. Marketing and Management	Wichita, Kansas USA

SUMMARY OF CAREER ROLES:

Serial Entrepreneur. Aviator who builds CRM (Customer Relationship Management) and business intelligence. Play with big data and data analyst in sales & marketing. PMP (Project Management Professional). University administrator and lecturer. Independent board of director. Business consultant. Volunteer. Co-Author of academic research papers. Advocate for creative design thinking and author of fiction novel.

CERTIFICATION:

PMP (Project Management Professional) by Project Management Institute.

PUBLICATIONS:

1. Yao, X., Farmer, S., & Kung-McIntyre, K. (2016) Prototypical views of the entrepreneurial role across three cultures. In Timothy Devinney, Gideon Markman, Torben Pedersen, Laszlo Tihanyi (Eds.) *Global Entrepreneurship: Past, Present & Future*. *Advances in International Management*, volume 29: 117-145. Emerald Group Publishing Limited. <http://www.emeraldinsight.com/doi/book/10.1108/S1571-5027201629>
2. Farmer, S., Yao, X., & Kung-McIntyre, K. (2011). The Behavioral Impact of Entrepreneur Identity Aspiration and Prior Entrepreneurial Experience. *Entrepreneurship Theory and Practice*, Vol. 35, Issue 2, pp. 245-273, 2011.
3. Farmer, S.M., Tierney, P., & Kung, K. (2003). Employee creativity in Taiwan: The interaction of role identity and multiple cultural domains. *Academy of Management Journal*, 46: 618-630

PRESENTATIONS:

1. Farmer, S., Yao, X., & Kung-McIntyre, K. (2008). Entrepreneur Role Prototypes and Role Identity in the U.S., China, and Taiwan. Paper was presented at the 2008 annual meeting of Academy of Management, Anaheim, California. Selected by the reviewers as one of the best accepted papers and will be published in the Best Paper Proceedings.
2. Yao, X., Farmer, S., & Kung-McIntyre, K. (2007). Who is the entrepreneur? Prototypical views of the entrepreneurial role across three cultures. The Babson Kauffman Entrepreneurship Research Conference, Madrid, Spain, June 2007
3. Farmer, S.M., Tierney, P., & Kung, K. (2001). Employee creativity in Taiwan: The interaction of role identity and multiple cultural domains. Paper presented at the annual meeting of the Academy of Management, Washington, D.C. Nominated by Organizational Behavior Division for the Carolyn Dexter International Award.

RESEARCH GRANT:

- Research grant on “Entrepreneur prototypes, identity, and the goal striving process of entrepreneurial activities in China, Taiwan, and the US,” Market-Based Management Center (sponsored by Koch Industries, Inc.), Wichita State University, Wichita, Kansas, Summer 2007, Fall 2007 and Spring 2008.

CONSULTING PROJECTS:

- *Bombardier Aerospace, Safety Standdown*, <http://www.safetystanddown.com/>
 - *Spirit AeroSystems, Employment Branding*. <http://www.spiritaero.com/>
 - *Coleman Company, USA Hispanic Market Strategy*. <http://www.coleman.com/>
 - *Pioneer Balloon Company, USA Hispanic Market Strategy* <http://www.qualatex.com/pages/pioneer.php>
 - *Blue Earth Lab, USA Water Market Study*. <http://www.blueearthlabs.com/>
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INDUSTRY EXPERIENCES:

FLEXium Interconnect. http://www.flexium.com.tw/index_en.asp, **Taiwan, China & USA**

Flexium Interconnect, Inc. is engaged in the research, development, production, processing, maintenance and sale of flexible printed circuit boards (FPCs).

*Aug.2013-Present Independent Board of Director
Member of Compensation Committee*

W. Frank Barton School of Business, Wichita State University, Wichita, KS, USA

Home of Shocker Basketball, www.wichita.edu

2003-Present Lecturer of Department of Management

- Undergraduate:
 - International Business
 - Building Effective Work Teams
 - Business Intelligence and Data Mining
 - Organizational Behavior
- Graduate/EMBA:
 1. Quantitative Decision Methods for Executives
 2. Global Business Competitiveness for Executives

Sept. 2005-Dec. 2013 Assistant Dean for Undergraduate Programs.

Complete responsibility of more than 1,800 undergraduate students in building an engaged student community, implementing curriculum, managing an office of 4 professional staffs with oversight for student records, academic appeals, study abroad, scholarship awards, scholarship competition, degree certification and serving as an effective representative for the business school to the University and external stakeholders.

Bombardier Aerospace. <http://www.bombardier.com> **Wichita, KS, USA**

Bombardier is a manufacturer of planes and trains headquartered in Montréal, Canada.

2001-2005 Supervisor of Customer Relationship Management, Sales&Marketing

Complete responsibility of the CRM/Business Intelligence department. Accountable for managing the effectiveness of front line sales personnel through the deployment of marketing information tools and systems, implementing decision making tools with product/service, customer and competitive information in order to achieve yearly sales goals.

Wichita State University. www.wichita.edu Wichita, KS, USA

Home of Shocker Basketball

1999-2000 Research/Teaching Assistant, W. Frank Barton School of Business

Entrepreneur, Wichita, KS, USA

1996-1998 K&G Enterprises, franchisee of Dippin Dots Ice Cream

PERSONAL Native Chinese Speaker and well versed with information technology. Interests include golf, music, movies, playing with latest technology devices, reading about innovation, creativity, design and history.

ABOUT ME 100% is not defining. I give my entire soul to whatever I'm doing.

Data is not just assortment of numbers, it tells a story.

I enjoy and embrace the process of creation.

Teaching profession is a privilege and noble profession. My students taught me that my job helps to shape the next generation of world citizen and workforce.

Tactful risk taker with competitive intelligent.

Reading, watching TV/ movie, listening to music and traveling stimulate my imagination and creativity.

My fountain of youth comes from constant learning.

Obstacles, adversity, and failures rally perseverance in me.

Empathy cultivates my perceptivity and intuition.

I have my own "Kate" operation systems in my head and know when to use it; western and Chinese cultures.

Being part of communities enrich life. I believe in pay it forward.

My values: "To be able under all circumstances to practice five things constitutes perfect virtue; these five things are gravity, generosity of soul, sincerity, earnestness and kindness." by Confucius