

---

# Tim Overton, M.Sc.

---

## Instructional Assistant Professor of Marketing

### Academic Background

M.Sc. University of Alabama, 2008.

cannot convert the value "--N/A--" to a boolean

### Academic Experience

Instructional Assistant Professor of Marketing, University of Mississippi (August, 2017 - Present), University, Mississippi. Responsible for class design and assessment for various classes throughout Fall, Spring, and Summer semesters. Courses taught:

GB320 - Essentials of Supply Chain Management (Oxford campus and Online: 2017-2019)

MKTG351 - Principles of Marketing (Regional campuses and Online: 2017-present)

MKTG353 - Advertising and Promotion (Regional campuses and Online: 2017-present)

MKTG358 - Services Marketing (Regional campuses and Online: 2017-present)

MKTG372 - Operations and Supply Chain Management (Regional campuses and Online: 2017-present)

MKTG451 - Marketing Policy and Strategy (Regional campuses and Online: 2017-present)

Online Instructor, University of Phoenix (2005 - 2010), Tupelo, Virtual. Facilitate undergraduate and graduate-level courses in finance, accounting, operations, and strategy. Duties include writing and presenting online lectures, facilitating the online learning environment using Blackboard, weekly administration of online discussion groups, participation in Course Design as Subject Matter Expert for manufacturing and family business executive.

### Non-Academic Experience

President, T&L Specialty Company, Inc. (January, 2014 - Present), Tupelo, Mississippi. Overall leadership responsibility for T&L Specialty operations. Responsibilities include defining key personnel requirements, selecting, and training those key personnel, leading strategy team to define strategic objectives and ensuring daily operations reflect those objectives, monitoring profitability to ensure the organization is meeting profit objectives, and driving the organizational culture to reflect the Vision, Mission, and Core Values as defined by the Strategic Team.

- Average annual gross profit improvement of 5% year-over-year for the last 8 years
- Average annual net profit improvement of 10% year-over-year for the last 4 years
- Average sales growth of 7% year-over-year for the last 4 years
- Annual responsibility for Strategic Plan development including marketing tactics that define Overt Benefit, Real Reason to Believe, and Dramatic Difference for all product lines.
- Implemented sales management tools to monitor progress for sales success. Tools include a redefinition of values-based approach to sales growth, process-oriented approach for direct sales efforts, improved compensation system, individual sales agent planning, metrics-based performance

improvement, implementation of advanced CRM techniques.

- Lead team to create Personal Development Plans for all employees.
- Improved strategic review system.
- Lead team to create a metrics-based improvement program using KPI's defined through the strategic planning process and deployed throughout the organization.

Vice President of Finance and Operations, T&L Specialty Company, Inc. (January, 1997 - July, 2014), Tupelo, Mississippi. Overall management and leadership to guide daily manufacturing operations such as chemical production, employee scheduling, order shipment & management, inventory, and quality control. Conduct comprehensive analysis each week to determine profit & loss as well as to assess employee performance and customer satisfaction. Lead several lean implementation projects and provide continuous suggestions for process improvement. Maintain company website; ensure information is current and easily accessed by existing and potential clients.

- Continuous analysis of strategic planning operation. Led to 67% increase in sales with approx 400% increase in profits from 2010-2012.
- Managed operations using lean production methodologies resulting in cost reductions of 30% while meeting automotive customer demands on a daily basis.
- Led project team to implement online monitoring and control of pump systems for chemical operations
- Restructured reporting system leading to 150% increase in production and ISO9001:2008 certification.
- Led team to develop and implement comprehensive intranet system to simplify communication across departments and to allow information sharing of quality evaluation documents.
- Researched and implemented cash forecasting solution to generate 398% increase in cash balances over 3 years.
- Decreased inventory of raw materials by 50% by developing combination EOQ and Kanban simulation to determine optimal levels while meeting customer demand. Developed innovative inventory control system to reduce inventory days by 38% within 1 year time frame.
- Performed pricing audit and developed standardized pricing structure to improve client experience and streamline processes.
- Wrote and instituted standard operating procedures to guarantee consistent product development and compliance using SPC, Pareto, and Six Sigma guidelines.
- Installed industry-specific software packages and directed employee technical training programs.

Owner, Mathnasium of Tupelo (2006 - 2009), Tupelo, Mississippi. Launched and directed math tutoring services for 90+ students in grades 2–12. Monitor and evaluate student progress, mitigate personnel issues, oversee financial statements, and conduct strategic marketing campaigns.

Quality Auditor, Mississippi Quality Award Board of Examiners (2003 - 2005), Tupelo, Mississippi. Served as a Quality Auditor for the MQA. Participated on team analyzing candidates for the MS Quality Awards using the Malcolm Baldrige Criteria (MBNQA). Consisted of writing assessment reports of the application using the MBNQA Criteria and a 3-day site visit confirming the application, making my recommendation of the organization's award based on performance and results.

Laboratory Technician & Regulatory Manager, T&L Specialty Company, Inc. (July, 1992 - December, 1996), Tupelo, Mississippi. Led employees and production in Flame Atomic Absorption (FAA) unit to include reporting heavy metal content on waste water & other waste streams and performing extensive analysis of wet-chemistry operations & processes. Implemented several quality control procedures for FAA Unit in adherence with all SW-846 guidelines. Collaborated with team members to devise and implement SPC methodology to produce standardized formula of chemicals to provide consistent product to clients.

- Conducted research and development (R&D) on existing products to evaluate business goals and production against competitor's market.
- Delivered innovative laboratory quality plan to outline procedures & performance of FAA unit that was fully

compliant with EPA methods for water and waste.

- Devised and implemented material safety data sheets (MSDS) to ensure employee safety and adherence to mandatory OSHA, DOT, and EPA guidelines.
- Trained employees on DOT safety and proper methodologies using efficient, successful methods.

## **Other Research Activities**

### **Applied or Integrative/application Scholarship**

2023: Overton, T., *LSS Servant Leadership and Strategy*. Ongoing research for dissertation

## **Service to the Community**

### **Other Community Service Activities**

2021 – 2022: Served on Committee to Elect Todd Jordan, Served on committee to elect Todd Jordan for Mayor

- Performed market research and ground force duties to successfully elect Todd Jordan as mayor of Tupelo, MS

2003 – 2013: Youth Soccer Coach, Served as youth soccer coach for DI, DII, and DIII levels

- Various boys teams ages 8-18
- Created and held weekly training sessions for girls and boys ages 8-18
- Created and held specific training for higher level players looking to advance to DI and higher

## **Faculty Development**

### **Assurance of Learning - Professional Development**

2018: University of Mississippi - eLearning Training Course. Successfully completed Academic Outreach's eLearning Training Course – June 12 – July 23, 2018 cohort – for endorsement to teach online at the University of Mississippi. The training cohort is to familiarize online instructors with the pedagogical concepts of effective and engaging online teaching and learning.

## **Memberships**

APICS, 2001

INFORMS, 2001

American Society for Quality, 1998

## **Certifications**

Leadership Challenge Certificate, 2010

Lean Production Certification, 2005

ISO 9000 Certified Auditor, 2004