

# Jennifer D. Dempsey

Clinical Instructor- STEM/Create Path to the MBA

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## SUMMARY

Professional teaching instructor for the Culverhouse College of Business at The University of Alabama. Experienced Retail Buyer with a demonstrated history of working in industry for specialty and department store retailers.

## EDUCATION

**University of Alabama;** Tuscaloosa, Alabama

*Ph.D. Communications & Information Sciences, Advertising & Public Relations  
(in progress)*

**University of Alabama;** Tuscaloosa, Alabama

*Executive MBA*

**Auburn University;** Auburn, Alabama

*Bachelor of Science in Apparel Merchandising, Design and Production  
Management; Cum Laude*

Option: Apparel Merchandising

Minor: Business

## RESEARCH INTEREST

Consumer Behavior, Brand Relationships, Marketing, Advertising

## WORK IN PROGRESS

- Theory Extension Paper, 2022- *Convenience, Retail Brand Relationships, and the Consumer: A love triangle. Does convenience with the use of app technology modify the meaning of retail brand relationships with Generation Z? What is the role of app usage in Generation Z's attitudes/beliefs about brand loyalty and relationships?*

## PROFESSIONAL EXPERIENCE

### **University of Alabama; Tuscaloosa, Alabama**

*Clinical Instructor*

*STEM/CREATE path to the MBA*

*4 years*

- Create faculty member representative, teach 7 sections, 4 subjects per semester
- Mentor/coach senior Capstone projects and newer faculty/adjunct department members
- Create lesson plans, class activities/programing, assign grades
- Organized study abroad program- UA in Scandinavia
- Work with STEM/Create Ambassadors for student programing-CREATE chair

### **Hibbett Sporting Goods; Birmingham, Alabama**

*Buyer*

*Men's Branded Apparel & Branded Headwear*

*1 year*

- Purchaser for retail goods in Omni-channel format
- Major vendors- Nike, UA, Adidas, The North Face, Columbia
- Responsible for all financial performance of given area, plan assortments, negotiate with suppliers, manage apparel team and mentor
- Attend market/tradeshows/conferences 6 times per year
- Work across internal/external chains of business (EDI, Marketing, Legal, Store Operations, HR, Accounting, Distribution Center, Vendors)

### **Hibbett Sporting Goods; Birmingham, Alabama**

*Buyer*

*Women's College Apparel, College Accessories, Branded & Fashion Headwear*

*3 years*

- Purchaser for retail goods in Omni-channel format
- Major vendors- Nike, UA, Adidas, Pressbox
- Responsible for all financial performance of given area, plan assortments, negotiate with suppliers, manage apparel team and mentor
- Attend market/tradeshows/conferences 4 times per year
- Work across internal/external chains of business (EDI, Marketing, Legal, Store Operations, HR, Accounting, Distribution Center, Vendors)

**Hibbett Sporting Goods; Birmingham, Alabama**

*Assistant Buyer*

*Women, Girl's, and Junior Apparel*

*2 years*

- Assisted Buyer in purchasing retail goods in Omni-channel format
- Major vendors- Nike, UA, Adidas, The North Face
- Responsible for all financial performance of given area, plan assortments, negotiate with suppliers, manage apparel team and mentor
- Attend market/tradeshows/conferences 2 times per year
- Work across internal/external chains of business (EDI, Marketing, Legal, Store Operations, HR, Accounting, Distribution Center, Vendors)

**Hibbett Sporting Goods; Birmingham, Alabama**

*Assortment Planner*

*College Men, Women, and Youth Apparel, Accessories*

*2 years*

- Assist Buying team in planning assortments for upcoming seasons
- Aid Financial Planner in given area with managing and planning forecast, replenishment, and retail metrics

**Hibbett Sporting Goods; Birmingham, Alabama**

*Merchandiser*

*Youth Apparel and Branded Accessories*

*3 years*

- Inventory management, allocated all purchase orders for assigned area to 1000+ store locations,
- Issue store-to-store transfers
- Communicate with Distribution Center for special/team orders
- Communicate with Regional and District Managers for store needs

**Hibbett Sporting Goods; Birmingham, Alabama**

*Merchandiser*

*Soccer, Basketball, Fitness, Lacrosse, Golf*

*2 years*

- Inventory management, allocated all purchase orders for assigned area to 1000+ store locations,
- Issue store-to-store transfers
- Communicate with Distribution Center for special/team orders
- Communicate with Regional and District Managers for store needs

**Parisian; Birmingham, Alabama**

*Merchandise Assistant*

*Special Sizes, Petites*

*1 year*

- Assisted merchandising area: order and promotion entry
- Managed marketing calendar and apparel sample area
- Aid Buyer with selection of assortments for upcoming seasons

**COURSES TAUGHT- THE UNIVERSITY OF ALABAMA**

- GBA 171 Leadership and Organizational Behavior
- GBA 172 Marketing
- GBA 271 Accounting
- GBA 272 Finance
- GBA 371 Operations Management
- GBA 372 International Business
- GBA 571/572 Capstone Project (External Company Partnership)
- MKT 376 Service Marketing
- CTD 231 Sewn Products Analysis

**CURRENT RESPONSIBILITIES-ACADEMIA**

- Faculty member- STEM/CREATE Path to the MBA
- Adjunct Faculty- CHES: Clothing, Textiles, and Interior Design
- Adjunct Faculty- Culverhouse College of Business: Marketing
- Crimson Startup Coach and Mentor- NSF I-CORPS Site
- SEC Pitch Competition Faculty Advisor
- Faculty Senate- Co-Chair Student Affairs
- Homecoming Queen Committee- Faculty Representative
- Undergraduate Curriculum Council- Culverhouse College of Business
- UA EMBA- Case Judge and Mentor
- MBA Launch- Case Judge and Mentor
- Minerva Young Women in Business- Speaker
- GBA 571/572 Mentor- Senior Capstone Project
- Faculty Advisor- UA Disc Golf
- Faculty Advisor- Alpha Omega Epsilon

**PAST RESPONSIBILITIES-INDUSTRY**

- Accountable for a \$50+ million dollar business
- Plan and assort styles for four classifications of business
- Negotiate IMU, RTVs, MD assistance; including all Terms

- Forecast and project selling, GM%, Inventory (EOM documents)
- Worked cross categorically with financial planning, inventory management, store operations, marketing, ecommerce, and visual merchandising teams
- Constantly building company's external relationships by communicating with vendor partners daily
- Create SMU/Exclusive product with vendor partners
- Travel to markets and vendor shows
- Efficient on JDA (MMS, Retail Ideas) and QuantiSense software
- Create Omni-Channel strategy department strategy for Hibbett.com launch

## **HONORS/SERVICE**

- Alpha Lambda Delta Honor Society
- National Society of Collegiate Scholars
- Dean's List
- International Quality of Life Award Hostess
- Kappa Omicron Nu Honor Society
- Vice President UA EMBA
- NSGA Scholarship Recipient 2012
- Panhellenic sorority
- Junior League of Birmingham
- ODK Honor Society

## **CERTIFICATIONS**

- Google Analytics for Beginners
- Advance Google Analytics
- Google Data Studio
- Google Creative
- Google Mobile Experience
- Google My Business
- Non-Medical Investigators - CITI

## **INDUSTRY CONFERENCES**

- Magic- Las Vegas, NV
- SURF- Orlando, FL
- Outdoor Retailer- Denver, CO
- Sports Licensing & Tailgate- Las Vegas, NV
- Agenda- Los Angeles, CA
- New York Fashion Week

## **ACADEMIA/INDUSTRY ORGANIZATIONS**

- Consulting: NSF I-Corps
- International Textile Apparel Association (ITAA)
- American Academy of Advertising (AAA)
- International Communication Association (ICA)
- National Communication Association (NCA)
- National Retail Federation (NDF)
- American Marketing Association (AMA)

## **PROFESSIONAL DEVELOPMENT**

"Lean Innovation Educator Summit," Common Mission Project. (July 3, 2021).

"Consumer Trends 2021  
What's changing and what's next?," ITAA. (January 26, 2021).

"Professor Academy: Data Visualization/Robotics," PWC. (January 15, 2021).

"Are you ready to talk about radical dynamitic in the classroom?," Culverhouse. (August 2020).

"Improvising in a time of crisis," Harvard Business Publishing. (August 2020).

"Designing a Curriculum for Online and Hybrid classes," Harvard Business Publishing. (July 2020).

"Innovation: What, Where, and How," Adam Smith institute. (July 2020).

"Power and Responsibility: Teaching Ethics and adaptive Leadership in a Time of Crisis," Harvard Business Publishing. (July 2020).

"Tips and Trick Best Practice for Remote Instruction," Harvard. (July 2020).

"Auburn University CSCI Webinar: Supply Chain Response to the COVID 19," Auburn, Auburn, AL. (May 2020).

"2020 Culverhouse Women's Leadership Summit," Culverhouse, Tuscaloosa, AL. (February 14, 2020).

