Dr. Chris Palmisano

Education	**University of Denver, Daniels College of Business** Ph.D. in Business Administration, 2025 ● Dissertation: *The Fractional C-Suite: Insights into Fractional Leadership* **University of North Carolina at Chapel Hill, Kenan-Flagler Business School** MBA with Concentration in Finance, 2011 **Boston University**, **Department of Computer Science** MS in Computer Information Systems, 2006 **Rochester Institute of Technology** BS in Management Information Systems, 2002
Research Interests	Entrepreneurship, solopreneurship, part-time work, business models Psychology applied to leadership/management and marketing
Academic & Teaching Experience	**Lecturer** Department of Information Systems & Analytics, The McCoy College of Business, Texas State University, San Marcos, TX 2026-Present ● Teaching undergraduate Computer Information Systems courses. **Adjunct Instructor** The Bill Munday School of Business, St. Edward's University, Austin, TX 2020-2021 ● Taught undergraduate courses: New Venture Creation (Management Dept) / Digital Media Venture Creation (Marketing Dept) ● Received an 89/90 in teaching evaluation from the Chair and the highest evaluations from students; was offered MBA courses and additional undergraduate courses. ● Authored several learning notes to supplement the course textbook. ● Taught using various methodologies: mixed methods, light lecture, in-class student briefs, Socratic, case method, and guest speakers.
Teacher Training	● Completed Texas State University Teaching Online Certification, 2026 ● Instructional technology and course design training from St. Edward's University's Center for Teaching Excellence, 2020-2021 ● Certified Adjunct Entrepreneurship Educator, United States Association for Small Business and Entrepreneurship (USASBE), 2021

Research in Progress	● Palmisano, C., Schierwater, H. M., Atefi, Y., & Hohenberg, S. (In Progress) Transforming the C-Suite: Fractional Leaders, Intermediary Firms, and Strategic Flexibility. Role: Principal Investigator; Current Status: Preparing for journal submission ● Palmisano, C. Business Model Innovation through Cognitive Adaptability in an Entrepreneurial Context - Evidence from US Entrepreneurial Ventures. Role: Principal Investigator; Current Status: Data collection phase
Peer-Reviewed Conference Presentations	● Palmisano, C. (Presenter), Schierwater, H. M., Atefi, Y., & Hohenberg, S. Transforming the C-Suite: Fractional Leaders, Intermediary Firms, and Strategic Flexibility. A competitive paper (Strategy & Management Track) presented to the American Marketing Association Summer Academic Conference, Denver, CO, July 2026. Best in Track Paper Award in Marketing Strategy and Management; Finalist for Best Conference Paper.
Academic Honors & Awards	● Finalist, Best Conference Paper, AMA Summer Academic Conference, 2026 ● Best in Track Paper Award, Marketing Strategy and Management Track, AMA Summer Academic Conference, 2026 ● Beta Gamma Sigma (PhD), Business Honor Society, University of Denver, 2025 ● Beta Gamma Sigma (Master's), Business Honor Society, UNC Chapel Hill, 2011 ● Golden Key International Honor Society, 2006 ● Boston University Metropolitan College Graduate Military Merit Scholarship, Boston University, 2004-2006 ● Raymond J. Englert Memorial Scholarship, Rochester Institute of Technology, 2000
University Service	● Judge, Texas State University PhD in Materials Science Business Plan Competition, 2026 ● Advisory Board Member, Management Information Systems Department (Ranked #3 in US), Rochester Institute of Technology, Saunders College of Business, 2015-Present ● Mentor & Judge, St. Edward's University, 3-Day Startup Program, 2020-2021 ● Mentor & Judge, University of North Carolina at Chapel Hill/Launch Chapel Hill, 2020 ● Judge, Baylor University, Hankamer School of Business, Center for Professional Selling, Baylor Business Sell-Off Sales Competition, 2016-2020 ● Judge, Baylor Business Value Competitions, 2016-2020 ● Judge, University of Texas at Dallas, Jindal School of Business Sales Competition, 2015 ● Alumni Advisor, University of North Carolina, Kenan-Flagler Business School, 2011-2015
Invited Talks & Guest Lectures	● ESCP Business School/UT Austin Executive Education, Panel on Startups/Mentorship, 2026 ● University of Denver, Daniels College of Business, Topic: MBA & Undergraduate Sales Management, 2024 ● Western Washington University, Topic: Entrepreneurship, 2022 & 2023 ● Huston Tillotson University School of Business and Technology, Topic: Fintech and Becoming a Startup Scientist, 2022

- Texas State University, Innovation Series, Topic: Choosing the Right Business Model, 2021
- University of Texas at Austin, McCombs School of Business, Fintech undergraduate course, Topic: Financial Technology Entrepreneurship & Becoming a Startup Scientist, 2021
- Texas State University, Innovation Series, Topic: Startup Sales, 2020
- University of Texas at Austin, McCombs School of Business, Texas Venture Labs, 2019
- University of Texas at Austin, McCombs School of Business, Fintech undergraduate course, Topic: Financial Technology Entrepreneurship, 2018
- Carnegie Mellon University, Tepper School of Business, MBA program, Topic: Sales for MBAs, 2015
- University of Texas at Austin, Office of Technology Commercialization, Topic: Cloud Computing, 2013
- MIT Enterprise Forum, Topic: Cloud Health, 2011