TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Peg Richmond Title: Asst Professor of Instruction

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
PHD	2023	Texas State University	Adult, Professional, and Community Education	
MBA	2004	Indiana Wesleyan University	Business Administration	
MA	1990	University of Texas at Austin	Advertising	
BFA	1983	University of Texas at Austin	Art History	

C. University Experience

Position	*University*	*Comments*	*Dates*
Assistant Professor of Instruction, Department of Management	Texas State University. SAN MARCOS, TX, United States	Title changed from Lecturer to Assistant Professor of Instruction, September 1, 2024	January 16, 2024 - Present
Associate Director & Business Advisor, Small Business Development Center	Texas State University. San Marcos, TX, United States	Promoted to Associate Director before transitioning to full-fime faculty role. Specialized in technology commercialization, consumer-packed good industries & supply chain, financial and cash flow analysis.	June 6, 2011 - January 15, 2024

D. Relevant Professional Experience

Position	*Entity*	*Comments*	*Dates*
Principal / Strategist	Square Peg Productions, Austin, TX,	Sales, marketing, and executive communications	October 2009 - June 2011

Position	*Entity*	*Comments*	*Dates*
	United States	consulting.	

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Outstanding Graduate Faculty Master of Business Administration (Online), McCoy College of Business.
August 2025 - May 2026

B. Courses Taught:

Texas State University:

MGT 3353 - BUS COMMUNICATION

MGT 4335 - STRATEG MGT & BUS

MGT 4350 - BUS PLAN DEVELOP

MGT 4351 - APPLIED ENTREP

MGT 4353 - INTEG FIELD PROJ

MGT 5313 - STRATEGIC MGT

D. Courses Prepared and Curriculum Development:

Strategic Management (MGT 5313 AOP), Curriculum Development, Texas State University. Approved: May 2025 - Present.

Additional Comments: Working with Dr. David Cameron to adapt current MBA MGT capstone for fully on-line, asynchronous delivery.

Integrated Field Projects (MGT 4353), First Time Course Preparation, Texas State University. Taught: August 2025 - December 2025.

Business Communications (MGT 3353), First Time Course Preparation, Texas State University. Taught: May 2024 - 2024.

Strategic Management (MGT 4335), First Time Course Preparation, Texas State University. Taught: December 2023 - January 2024.

Business Plan Development (MGT 4350), First Time Course Preparation, Texas State University. Taught: July 2023 - 2023.

Strategic Management (MGT 5313), First Time Course Preparation, Texas State University. Taught: July 2023 - 2023.

Applied Entrepreneurship (MGT 4351), First Time Course Preparation, Texas State University. Taught: April 2019 - July 2019.

F. Other:

SBDC Workshop, Women's Entrepreneurial Week, Entrepreneurial Learning & Coping Workshop, Texas State University Small Business Development Center. 36. (October 10, 2024 - November 13, 2024).

Student Mentor, Integrated Management (MGT 4351), Texas State University. SAN MARCOS, TX, United States. (August 2020 - December 2020).

Student Accomplishments:

Award:

Mentor, Chuck McDowell Business Plan Competition, 2nd place. "Neal Machining Business Plan," Chuck McDowell Business Plan Competition, Small Business Institute, Orlando, Florida. Status: Completed. (April 13, 2024). Management, Texas State University.
Student(s): Gentry Neal, Undergraduate, BBA.
Gentry Neal progress to 2nd Round SBI biz plan contest (2024)-1.pdf
Additional Comments: Gentry completed the business plan in Dr. Richmond's Fall 2023 Business Plan Development course (MGT 4350). Dr. Richmond submitted Gentry's materials for Round One of the competition (document review). She also helped Gentry prepare his Round Two pitch deck and elevator speech. Of five finalists, Gentry placed 2nd with only 0.5 points separating 1st and 2nd places and earned a $3k scholarship.

G. Teaching Professional Development Activities Attended

Workshop, "Promotion for Nontenure Line Faculty," Texas State University, San Marcos, United States. (May 5, 2025).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Minifie, J. R., Davis, P. E., Richmond, P. A., & Daugherty, G. (2021). Online Entrepreneurial Training Materials.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Richmond, P. (Primary author), Coryell, J. E. (author), Small Business Institute Annual Academic Conference, "Female Entrepreneurs: Stories and Experiences as Leaders, Perceivers, and Perceived," Charleston, SC. (February 2022).
Richmond Coryell Small Business Institute Academic Conference 2022-1.pdf

Minifie, J. R., Daugherty, G., Davis, P. E., Richmond, P. A., Small Business Institute, "Online Entrepreneurial Training Materials." (2021).

Richmond, P. (Presenter), Coryell, J. E. (Presenter), Annual Meeting of the American Association of Adult and Continuing Education, "Female Entrepreneurs: Stories and Experiences as Leaders, Learners, Perceivers, and Perceived.," Miramar, FL. (October 2021).
AAACE 21 Proof of presentations-1.pdf

2. Invited Talks, Lectures, and Presentations:

Richmond, P. A., Small Business Institute 2021 Annual Conference, "Entrepreneurial Training Materials," Small Business Institute, Virtual. (February 2021).

Richmond, P. A., International Research Conference for Graduate Students, "Business Plan or Bust," Texas State University, SAN MARCOS, TX, United States. (November 2019).

11. Consultancies:

For Profit Organization, Lafe's Natural Bodycare, Austin, TX. (May 2025 - December 2025).

For Profit Organization, Confidential sustainable start-up, Austin, TX, United States. (January 2025 - December 2025).

For Profit Organization, Square Peg Productions, Austin, TX. (January 2025 - December 2025).

Additional Comments: Greg Goodman, Flora; James Walsh, Cutting Edge Gamer; Michael Maul, GroupKnown; Zack Plotkin, AI emotional support / episode predictor; Jonathan Pride, storytelling curriculum; Mike, healthy food start-up; Serenity Carr (future student consulting project networking

For Profit Organization, Confidential sustainable start-up, Austin, TX, United States. (July 2024 - 2025).

12. Workshops:

Cameron, D. B. (Presentor), Richmond, P. A. (Presentor), SBI Conference 2026, "Improving Student Engagement in Online MBA Capstone Courses," Small Business Institute, Roundtable discussion with peers at national conference, Ft. Myers, FL, United States. (April 2026).
Online MBA Student Engagement-1.docx

13. Other Works not in Print:

c. Other Works Not in Print:

Posters:

Richmond, P. A., American Association for Adult and Continuing Education Annual Conference, "Developing Students' Entrepreneurial Competencies Using Experiential Teaching Activities," AAACE, Virtual. (2020).

Richmond, P. A., International Research Conference for Graduate Students, "Exploring Educational Needs of Emerging Food Entrepreneurs: Identifying Challenges, Solutions, and Resource Gaps within the Austin, Texas Manufacturing Ecosystem," Texas State University, SAN MARCOS, TX, United States. (2018).

Additional Comments: Awarded Most Innovative Research Paper for conference.

IV. SERVICE

A. Institutional

1. University:

Contributor / Speaker, BOOST Series for Small Business owners. (January 2024 - March 2024).
boostadsquare-1.png
Additional Comments: Brainstormed about possible topics for collaboration between ScaleUp and Translational Health Services re

resiliency & resources for small business owners. Featured speaker at the initial session of 3-part series.

Judge, Texas State University Undergraduate Research Conference. (April 2019).

2. College:

Entrepreneurial Speaker Recruitment / Introduction, McCoy Management Department Entrepreneurial Concentration. (August 2025 - November 2025).

Participant, Fall Round Rock Campus Open House / Discover RR. (November 1, 2025).

Participant, Spring Round Rock Campus Open House. (March 29, 2025).

Participant, MBA Field Projects and SBDC Liaison work. (January 2024 - 2024).

Additional Comments: oOngoing work with MBA Field Projects Faculty Lead, SBDC Director, SBDC Compliance / Training Officer to outline parameters of student client work sufficient to qualify as a semester long project for the capstone class. Used to communicate with SBDC advisors / director to appropriately nominate clients for project work. Various meetings to discuss SBDC / 5313 client integration / handoffs.

Participant, Round Rock Campus Open House. (April 6, 2024).

Participant, Mentor, Past Organizer, Small Business Development Center Roundtable. (October 2023 - March 2024).

Additional Comments: Led program development efforts within the SBDC for prior 2 SBDC Roundtables. Liasoned with Associate Dean re agenda and promotion.

Reviewer, McCoy College Study Abroad Scholarship Application Process. (January 2024).

Additional Comments: Assessment of low, medium, high quality need for scholarship and essay re to the importance of the study abroad experience

B. Professional:

Reviewer / Referee, Journal of the International Council for Small Business. (July 2025).
Entrepreneurship training_UCSB-2025-0271_Proof_hi-1.pdf

Additional Comments: Peer-review of submitted article *Entrepreneurship Development Programs and their impact on psychological andsocial skills of trainees.*

Reviewer / Referee, Journal of the International Council for Small Business, AK. (June 2025).

Perceived public support . . . UCSB-2025-0191_Proof_hi-1.pdf

Additional Comments: Peer-review of submitted article *Perceived public support and entrepreneurial intention mediated by self-efficacy and climate: Gender as a moderator.*

Reviewer / Referee, Journal of the International Council for Small Business, AK. (May 2025).

Journal of the Int Council for SmBiz (Jeff Muldoon) - Richmond Peg - Outlook-1.pdf
Social Capital Work Supporting SMBE (May 2025)_UCSB-2024-0251_Proof_hi-1.pdf
Additional Comments: Peer-review of submitted article *Can social capital support the improvement of SME's performance? A multi-group analysis.*

Reviewer / Referee, Small Business Institute, Student Consulting Project Submission Reviews (POY). (February 2025 - March 2025).

SBI 2025 Service Request from J Minifie (3 UG POY Reviews)-1.pdf
UNCG MacSween Undergraduate Specialized Spring 2024 - Sara Macsween-1.pdf
WKU.UG.Specialized.FeelGoodFood - Whitney Peake-1.pdf
South Bend Brew Werks - Mark Hagar-1.pdf
Additional Comments: Reviewed and provided comments on 3 undergraduate consulting POY submissions for the 2025 conference agenda. Jana Minifie, sponsor.

Reviewer / Referee, Small Business Institute, Competitive Papers Review. (February 2024 - March 2024).

English - Diagnostico Burnout-caso grupo empresas familiares final (1)-1.docx
local social capital small business lending-1.docx
Mail - SBI review of submitted papers froim Raj Mahto (2024 SBI)-1.pdf
Additional Comments: Reviewed and provided comments on 2 submissions for the 2024 conference agenda. Raj Mahto, Sponsor.

Attendee / Participant, Small Business Development Center. (March 2, 2024).

Additional Comments: As past developer for SBDC content participation, participated in role as advisor to new SBDC advisor developing content for this Round Table. Participated at attendee during the event.

Reviewer / Referee, Small Business Institute, 2024 Conference, Best Paper - Empirical Research, Orlando, FL, United States. (February 19, 2024 - March 1, 2024).

Mail -SBI Best Paper review - Scott Cox-1.pdf

Additional Comments: Reviewed and provded comments on 6 accepted conference papers for SBI 2024 Best Paper awards. Scott Cox, Sponsor.

Reviewer / Referee, Small Business Institute, 2024 Conference, Project of the Year (POY), Orlando, FL, United States. (February 12, 2024 - March 1, 2024).

Mail - Richmond Peg - Outlook-1.pdf

Additional Comments: Reviewed and provded comments on 3 undergraduate consulting team project case reports for 2024 Project of the Year SBI awards. Projcts included: WKU (Western Kentucky University) Big Red Backpack (much like BookSmart fulfillment program); Sports Fan Base Network; June Bloom Lavender. Jana Minifie, Sponsor.

Advisory Board Member, SXSW, Austin, TX, United States. (2013 - 2022).

C. Community:

Special Advisor / Business Advisor, Independent Consulting. (January 1, 2024 - December 31, 2024).

Additional Comments: Special advisor to Plastonix, a sustainability company that is seeking investment to commercialize a low-temp recycle capture that can bring plastics back into the virgin oil supply (1). Professional pro bono advisement to 2 former long-term SBDC clients as they faced growth challenges in 2024 (0.5 each)

Judge, San Angelo State University SBDC Business Plan Competition (Round 1), San Angelo, TX. (August 2, 2024 - August 19, 2024).

Peg Richmond _ 2024 BPC Submissions (1)-1.docx

Mail - San Angelo State University SBDC Biz Plan Competition - Dezaray Johnson -1.pdf

Additional Comments: Sponsor - Dezaray Johnson, SBDC Director

D. Organization Memberships:

Phi Kappa Phi. (2019 - Present).