Vita - Dr. David Perry

Dr. David Perry is an Assistant Professor of Instruction at TXST. As a scholar-practitioner, he has also served as Executive Vice President of Strategy at Bowstring Studios, where he was a strategic advisor to clients in the healthcare and higher education sectors. Prior to Bowstring, Dr. Perry was a senior advisor at Stanford Medicine. Perry also served in Chief Marketing Officer roles at University of Utah Health, Bentley University, and Seattle Children’s Hospital & Research Institute. Earlier in his career, he held marketing roles at Quaker Oats and Microsoft.

Dr. Perry has a business doctorate in Organization Development & Change (D. ODC) from Bowling Green State University (Dissertation Research: Employer Branding - Advocacy & Ambassadorship). David holds an MBA from Northwestern University’s Kellogg School of Management and a BBA from the University of Kentucky.

Perry serves on the boards of Lindsey Wilson University (KY) and the Marbridge Foundation (TX), is a member of the Healthcare Executive Forum and the CMO Advisory Council for Unlock Health, co-creator of TXST@Kissing Tree in San Marcos, TX, and is a former faculty adjunct lecturer at Seattle University's Albers School of Business.