Katherine H. Romo VITA

I. Academic/Professional Background

A. Name: Katherine H. Romo Title: Asst. Professor of Practice

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
MBA	1996	Texas State University	Business Administration and Management,	
BS	1994	Texas State University	Fashion Merchandising, Minor Business Administration	

C. University Experience

Position	*University*	*Dates*
Assistant Professor of Practice, Fashion Merchandising	Texas State University. San Marcos, TX	January 2016 - Present
Adjunct Faculty	Purdue University	August 2024 – December 2024
Adjunct Faculty	Sam Houston State University. Conroe, TX	August 2018 – December 2018 August 2019 – December 2019 August 2020 – December 2020 August 2021 – December 2021
Adjunct Faculty	Art Institute of Houston	August 2015 - June 2016
Lecturer, Fashion Merchandising	Texas State University. San Marcos, TX	August 2015 - January 2016
Adjunct Faculty, Fashion Merchandising	Texas State University. San Marcos, TX	January 2015 - August 2015

D. Professional Experience

Position	*Entity*	*Dates*
E-Commerce Manager	Legends	2023 - Present

Business Consultant	Charming Charlie	2021 - 2023
Sr. Procurement Lead	Academy Sports + Outdoors	2019 - 2021
Vice President – Lifestyle Business Development	Charming Charlie	2012 – 2014
Senior Vice President – General Merchandise Manager	Charming Charlie	2007 – 2012
Vice President – Divisional Merchandise Manager	Stage Stores	2002 – 2007
Buyer	Stage Stores	1998 - 2002

E. Other Professional Credentials (licensure, certification, etc.)

National Retail Federation Retail Fundamentals Certification. July 2020.
Phi Kappa Beta Inductee – 2020.
National Retail Federation Retail Management Certification. March 2016.

F. Awards and Recognition

College Achievement Award for Service, 2022, 2024, 2025,

II. TEACHING

B. Courses Taught:

Texas State University:

FM 3330 – Buying Principles

FM 4301 - Internship

FM 4320 - FM in Domestic Markets – Extended Studies

FM 4331 – Buying Principles II

FM 4338 – Enterprise Development

FM 4302 H – Digital Fashion Merchandising

FM 4391 – Independent Study

US1100 – University Seminar

Purdue University:

CSR 40100 – Buying of Merchandise

Sam Houston State University:

FACS 4395 – Fashion Enterprise

FACS 4395 – Trend Forecasting

FACS 4395 – Buying Principles II

Art Institute of Houston:

FRM 230 - Merchandise Management

FS235 - Brand Marketing

RS321 - Fundamentals of Marketing

D. Courses Prepared and Curriculum Development:

FM 4301 - Internship, Curriculum Development, Texas State University: June 2015 - Present.

FM 4338 - Enterprise Development, Curriculum Development, Texas State University: August 2015 - Present.

FM 4320 Domestic Markets, Curriculum Development, Texas State University: June 2017 - Present.

FM 4331 – Buying Principles II, Curriculum Development, Texas State University: January 2020 - Present

FM 3330 Buying Principles, Curriculum Development, Texas State University: August 2015 – Present

FM 4302H – Digital Marketing, Curriculum Development, Texas State University: May 2023 – Present

US1100 – University Seminar, Curriculum Development, Texas State University: August 2023 - Present

CSR 40100 – Buying of Merchandise, Curriculum Development, Purdue University: August 2024 – December 2024.

FACS 4395 – Fashion Enterprise, Curriculum Development, Sam Houston State University: August 2019– December 2019.

FACS 4395 – Trend Forecasting, Curriculum Development, Sam Houston State University: August 2020 – December 2020.

FACS 4395 – Retail Buying II, Curriculum Development, Sam Houston State University: October 2021 – December 2021.

FRM 230 - Merchandise Management, First Time Course Preparation, Art Institute of Houston: June 2016 - August 2016.

FRM 235 - Brand Marketing, First Time Course Preparation, Art Institute of Houston: February 2016 - May 2016.

RS321 - Fundamentals of Marketing, First Time Course Preparation, Art Institute of Houston: August 2015 - December 2015.

F. Other:

Student Accomplishments:

Presentation:

National Retail Federation Student Ambassador Advisor and Scholarship Award Committee, up to $5,000 in Scholarships awarded yearly to Fashion Merchandising Students. Texas State University, (January 2018 – Present).

Mentor, National Retail Federation Next Generation Semi-Finalist, $1000 Scholarship awarded with NY travel stipend to Texas State Student. Texas State University. (August 2022).

Thesis Supervisor, Honor College, Texas State University. Status: Completed (December 2021).

Graduate Mentor, Professional Project Presentation, Texas State University. Status: Completed. (December 2018).

Mentor, Charming Charlie Case Study Competition. Case Study, Texas State University/Houston. Status: Completed. (May 2017).

Mentor, Kohl's Case Study Competition. Menomonee Falls, WI. Status: Completed. (April 2017).

Mentor, National Retail Federation Case Study Competition. Case Study, National Retail Federation. Status: Completed. Student Finalist. (January 2017).

Mentor, McCoy Business Plan Competition. "Spot Seeker," McCoy Business Plan Competition, Texas State University. Second Place Winner. Status: Completed. (May 2016).

III. SCHOLARLY/CREATIVE

B. Works Not in Print:

2. Invited Talks, Lectures, and Presentations:

Shop LC Fashion Collective Competition, April 2022.

Presentation Virtual Programming, Study in America. Council of Chairs. December 2, 2021.

Presentation Virtual Programming, Study in America. Dean's Council. October 12, 2021.

Faculty Focus, Study in America Workshop. June 18, 2020.

National Distant Learning Week Panelist, "Challenges and Benefits of Online Proctored Exams." November 4 – 8, 2018.

E. Scholarly / Creative Professional Development Activities Attended:

Conference Attendance, "National Retail Federation Student Program," National Retail Federation. (January 2016 - Present).

Academy Leadership University. August 2019.

IV. SERVICE

A. Institutional

3. Department/School:

National Retail Federation Academic Advisor and Mentor, National Retail Federation. (August 2015 - Present).

Fashion Merchandising Internship Coordinator. (June 2015 - Present).

Member, Scholarship Committee. (2015 - Present).

Bobcat Day. Texas State University. (February 2015 – Present).

Executive Mentorship Program. (April 2017 – Present).

Chair, Texas State FM Advisory Board (August 2020 – Present).

Chair, FM Career Week (August 2020 – Present).

Chair, Fashion Merchandising Career Forum (August 2020 – Present).

Co-Chair, JC Penney Leadership Lab. (September 2017 - 2019).

Co-Chair, Fashion Merchandising Career Forum. (February 2016 - 2019).

Co-Chair, Executive in Residence. (April 2017 – 2019).

Co-Chair FM Career Week. (September 2017 – 2019).

Co-Chair, Texas State FM Advisory Board (February 2018 – 2020).

Lone Star College Recruiting Event. (April 2019).

Fashion Merchandising Advisory Board Member. (2014-2015).

3. Community:

Young Men's Service League, Grade Committee, Committee Chair – Sugarland. (2018 – 2021)
Rose Rich Girls Softball Association. (2014 – 2020)
The Ballard House Volunteer– Sugar Land. (January 2022, November 2021, March 2020, March 2019, November 2018)
Second Mile Mission. Richmond. (January 2022).
Keep Sugarland Beautiful – Sugar Land. (November 2021).
Fort Bend Women's Center – Richmond. (October 2021).
Lettuce Live Community – Missouri City. (October 2020).
Fort Bend County Services Volunteer – Richmond. (Dec 2019, Dec 2018)
Lunches of Love Volunteer – Richmond. (October 2019, April 2018)
Houston Food Bank Volunteer – Houston. (March 2018)
Lamar Little League. (2005 – 2014)

F. Service Grants and Contracts:

1. Funded External Service Grants and Contracts:

Romo, Katherine Halina. FMCF, NRF, Campus Events, Kohl's, Private/Foundation/Corporate, $10,000 (Submitted: April 2024, Funded: September 2024). Gift

Romo, Katherine Halina. FMCF, NRF, Campus Events, Kohl's, Target, Academy Private/Foundation/Corporate, $15,000 (Submitted: April 2023, Funded: September 2023). Gift

Romo, Katherine Halina. FMCF, NRF, Campus Events, Kohl's, Private/Foundation/Corporate, $10,000 (Submitted: April 2022, Funded: September 2022). Gift

Romo, Katherine Halina. Campus Events, Academy Sports & Outdoors Private/Foundation/Corporate, $500 (Submitted: April 2022, Funded: September 2022). Gift

Romo, Katherine Halina. Campus Events, Target Private/Foundation/Corporate, $500 (Submitted: April 2022, Funded: September 2022). Gift

Romo, Katherine Halina. Campus Events, Academy Sports & Outdoors Private/Foundation/Corporate, $500 (Submitted: August 2021, Funded: October 2021). Gift

Romo, Katherine Halina. Campus Events, Target Private/Foundation/Corporate, $500 (Submitted: August 2021, Funded: October 2021). Gift

Romo, Katherine Halina. FMCF, NRF, Campus Events, Kohl's, Private/Foundation/Corporate, $15,000 (Submitted: April 2020, Funded: September 2020 – October 2020). Gift

Romo, Katherine Halina. JC Penney Leadership Lab Program, FMCF, Campus Events, JC Penney, Private/Foundation/Corporate, $13,000.00 (Submitted: April 2020, Funded: September 2020 – October 2020). Gift.

Romo, Katherine Halina. JC Penney Leadership Lab Program, FMCF, Campus Events, JC Penney, Private/Foundation/Corporate, $22,000.00 (Submitted: April 2019, Funded: September 2019 – October 2019). Gift.

Romo, Katherine Halina. FMCF, NRF, Campus Events, Kohl's, Private/Foundation/Corporate, $13,000.00 (Submitted: April 2019, Funded: September 2019 – October 2019). Gift.

Romo, Katherine Halina. JC Penney Leadership Lab Program, FMCF, Campus Events, JC Penney, Private/Foundation/Corporate, $29,000.00 (Submitted: April 2018, Funded: September 2018 – October 2018). Gift.

Romo, Katherine Halina. FMCF, Campus Events, Kohl's, Private/Foundation/Corporate, $14,000.00 (Submitted: April 2018, Funded: September 2018 – October 2018). Gift.

Romo, Katherine Halina. JC Penney Leadership Lab Program, JC Penney, Private / Foundation / Corporate, $15,000.00. (Submitted: April 2017, Funded: September 2017 - October 2017). Gift.

Romo, Katherine Halina. Fashion Merchandising Program, Stage Stores Inc., Private / Foundation / Corporate, $500.00. (Submitted: September 2017, Funded: September 2017). Gift.

Romo, Katherine Halina. Fashion Merchandising Program, Target/ Foundation / Corporate, $4,000.00. (Submitted: February 2017, Funded: May 2017). Grant.

Romo, Katherine Halina. Fashion Merchandising Sponsorship, Charming Charlie, Private / Foundation / Corporate, $10,000.00. (Submitted: February 2017, Funded: February 2017). Gift.

Romo, Katherine Halina. Fashion Merchandising Sponsorship, Charming Charlie, Private / Foundation / Corporate, $10,000.00. (Submitted: February 2016, Funded: February 2016). Gift.

3. Funded Internal Service Grants and Contracts:

Romo, Katherine Halina. National Retail Federation Student Program, Texas State University, $5,000.00. (Submitted: January 2017, Funded: January 2018). Grant.