

# Seth Barnett, DBA

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## Education

### **Doctor of Business Administration, Johnson & Wales University, Providence, RI**

Dissertation title: *Promotional Product Brand Message*

*Effectiveness: A Study of Brand Awareness Using the Nudge Theory*

Advisor: Dr. Letta Campbell

2024

### **Master of Arts in Legal Studies, American Public University, Charles Town, WV**

Thesis title: *Collegiate Athletics and The Amateurism Rule*

2016

### **Bachelor of Science in Management, Johnson & Wales University, Denver, CO**

2009

## Teaching Experience

### **Professor of Business, Program Director**

**College of Business, Cisco College**

2024-present

Directed academic programming for the Business Administration program, including curriculum development, faculty coordination, internship programming, and student engagement initiatives. Oversaw program growth and long-term strategic planning while ensuring that the curriculum aligned with institutional goals and accreditation standards. Managed day-to-day program operations and cultivated external partnerships to expand student learning and career opportunities.

Courses Taught: *Business Law, Principles of Business, Financial Accounting, Managerial Accounting, Personal Finance, Business Statistics, Business Computer Information Systems*

Committee Service:

*Curriculum Committee*

*AI Committee*

*Dean of Students - Hiring Committee*

Student Organizations:

*Collegiate DECA, Chapter Director*

## Professional Experience

### **Senior Strategist, Lockton Companies**

2023-2024

Enhanced the marketing strategy for Lockton's Texas Series by identifying communication gaps and providing strategic guidance to support global expansion. Collaborated closely with digital design teams to elevate thought leadership and implement strategic messaging initiatives across key sectors, including nuclear energy, construction, real estate, and rail.

### **Senior Lead Strategist, AT&T Business**

2021-2023

Developed end-to-end business strategies for AT&T to strengthen consumer outreach, communications, and thought leadership. Conducted marketplace trend analysis and researched emerging technology trends across multiple market segments to inform strategic decision-making.

### **Vice President of Communications, Altitude Group PLC**

2018-2021

Designed and managed corporate communications strategic plan from initial concept through final execution. Developed award-winning content for a proprietary 100-page quarterly magazine, ensuring high editorial quality and audience appeal. Strengthened the organization's capacity in hiring, training, and managing employees in the U.S., U.K., and Indian markets.

## **Publications**

**“Bitcoin and Other Open-Source Software Protocol Accounting Systems as an Accepted Global Monetary System”** *Research Journal of Finance and Accounting*, 13, 10 (2022): 11-18.

**“Value from Vulnerability in the Expanding International Supply Chain Market”**  
*Newsweek Costa Rica*. 2022.

**“Application of Vygotsky’s Social Development Theory”** *Journal of Education and Practice*, 10, 35 (2019): 1-4.

**“Borrowed Scale: Sharing Your Growth with Technology”** *AIMpro Magazine*. March 2019: 76-77.

**“Managing the Millennial Market”** *New York: Seasoned Group*, 2017 (ISBN: 0692904816).

**“Providing Peace of Mind”** *Product Media Magazine, UK*. July/August 2016: 20-21.

## **Presentations**

**“The Business of Art”**

Abilene Art Club, November 2025.

**“Behavioral Strategies & The Science of Persuasion”**

Keynote Address. Association of Proposal Management Professionals (International), July 2025.

**“Human Behavior & The Business Development Process”**

Association of Proposal Management Professionals, June 2024.

**“Virtuous Business Practices in the Face of Change”**

Keynote Address. Customer Focus Envoy Conference, Birmingham, UK, May 2019.

## **Academic & Community Service**

**Peer Reviewer**

Asian Journal of Economics, Finance and Management

**Business Judge**

Texas State DECA

**Program Development Advisor**

Texas Tech School of Public Health

## **Professional Associations**

Society for the Advancement of Behavioral Economics, Member (Since 2020)

American Marketing Association, Member (Since 2020)

EPIC (Ethnographic Society), Member (Since 2020)

Red Shoe Society of Fort Worth, Volunteer (Since 2015)

Texas Diversity Council, Member (Since 2016)

## **Licenses & Certifications**

CITI Program: Social & Behavioral Research (2021)

HubSpot: Certified Content Marketer (2020)

Six Sigma Black Belt Certification: Aveta Business Institute (2019)