

- Business valuations (partial list): veterinary practice, mushroom company, western hat company, fast food franchises, auto dealerships, candle manufacturer, real estate operating company, retail jewelry store, senior care facility, exotic car parts and sales, gym and training facility, mobile BMI evaluation and business

Litigation support for personal injury, wrongful death, and wrongful termination cases.

Examples of calculations made include:

- Lost earnings and lost earning capacity
- Lost economic support
- Lost fringe benefits
- Lost pensions
- Lost household services
- Lost future medical expenses
- Lost front and back pay
- Tier I and Tier II railroad benefits
- Lost business value

Litigation support for ethical analysis cases. Examples of clients include: a major airline, a major disaster recovery firm, and a major telecom firm.

Consulting Engagements: Our firm provided consulting services including: developing software to calculate damages in wrongful death, wrongful termination, and personal injury cases, various types of economic analysis for other consulting clients including Texas Petroleum Wholesalers and Convenience Store Operators (TPCA), Pegasus, and Ben E. Keith.

OTHER EXPERIENCE

Self-Employed Consultant (1980 – present)

Consulted with firms including Ben E. Keith, Credit Union National Association, Whirlpool, Donaldson Company, Inc., H.B. Fuller, HarperCollins College Publishers, 3M, Aztec Manufacturing, Pharmacia, Bell Helicopter, Texas-New Mexico Power, TU Electric, Marconi Instruments, Harris Methodist Health System, Choice Homes, Studdard Moving and Storage, Freightwise, Burlington-Northern Sante-Fe, Urban Development Corp., and dozens of small firms as a Small Business Institute Director while at St. Marys College in Winona.

Account Manager (1979 – 1980)

General Electric Credit and Leasing Corporation
Dallas, TX

Managed 650 active accounts, solicited additional business, worked out problem accounts

ACADEMIC EXPERIENCE

Emeritus Associate Professor (2022 - present)

Director, Neeley Ethics Initiative (2007 – 2021)

Chair of Marketing Department (2003 – 2007)

Associate Professor (1993 – 2021)

Assistant Professor (1988 – 1993)

Texas Christian University
Fort Worth, TX

Taught undergraduate and graduate courses in sales management, marketing strategy, general consulting, and business ethics. Conducted research and published in sales management, marketing strategy, business ethics, marketing education, and calculation of damages in personal injury and wrongful death.

Taught executive education classes in sales management, sales forecasting, business ethics, finance, and calculating damages in personal injury and wrongful death.

Visiting Professor and Lecturer at:

The University of Freiburg in Freiburg, Germany

The University of Köln in Köln, Germany

Universidad Mayor in Santiago, Chile

Universidad de las Americas in Puebla, Mexico

Ph.D. Candidate (1983 – 1987)

University of Minnesota
Minneapolis, MN

Taught undergraduate course in marketing strategy. Acted as Marketing Department MBA Advisor.

Assistant Professor (1980 – 1983)

St. Mary's College
Winona, Minnesota

Taught undergraduate courses in business administration. Director of Small Business Institute—provided consulting assistance to 8-12 small firms in Winona each semester

ADDITIONAL TEACHING EXPERIENCE

Taught 5.5-hour seminar on Fundamentals of Earnings Loss Calculations: α to Ω with George Barrett for AREA Annual Conference June 2023

Taught five – three-hour seminars in calculating damages for wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR September 2022

Taught five – three-hour seminars in calculating damages for personal injury for NACVA (National Association of Certified Valuation Analysts) WEBINAR June 2022

Taught a webinar on calculating personal injury economic damages for IARP (International Association of Rehabilitation Professionals), June 2022

Taught a webinar on calculating personal injury economic damages for IARP (International Association of Rehabilitation Professionals), November 2021

Taught five – three-hour seminars in calculating damages for wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR July 2020

Taught five – three-hour seminars in calculating damages for personal injury for NACVA (National Association of Certified Valuation Analysts) WEBINAR June 2020

Taught five – three-hour seminars in calculating damages for personal injury for NACVA (National Association of Certified Valuation Analysts) WEBINAR June 2019

Taught five – three-hour seminars in calculating damages for wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR June 2019

Taught five – four-hour seminars in calculating damages for personal injury and wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR April 2018

Taught five – four-hour seminars in calculating damages for personal injury and wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR February 2018

Taught five day-four-hour seminars in calculating damages for personal injury and wrongful death for NACVA (National Association of Certified Valuation Analysts) WEBINAR February 2017

Taught negotiation skills to credit union managers at Southwest Credit Union National Association (2014 – present)

Taught ethical decision-making to high potential managers at Ben E. Keith (2016, 2018, 2021, 2023)

Taught ethical decision-making annually to credit union managers at Southwest Credit Union National Association (2006 – present)

Taught ethical decision-making to all 2 - Star Generals in United States Army for Department of Defense (2013)

Taught two-hour seminar in calculating damages for personal injury and wrongful death for IARP National Conference (October 2009)

Taught 1.5-day seminar in calculating damages for personal injury and wrongful death for AREA Annual Conference (June 2009)

Taught day-long seminar in calculating damages for personal injury and wrongful death for NACVA (National Association of Certified Valuation Analysts) San Antonio (September 2006), San Diego (December 2006)

Taught a mini-seminar in current issues in calculating damages for personal injury and wrongful death for NACVA (National Association of Certified Valuation Analysts) Washington, D.C. (June 2007)

CONTINUING EDUCATION

Master Analyst of Financial Forensics (2016) (class for 30 hours, 4-hour exam, 2000 minimum hours experience in commercial damages cases). Credentialing organization: National Association of Certified Valuation Analysts

Certified Earnings Analyst (CEA), 2000 (renewed 2003, 2006, 2009, 2012, 2015, and 2018). (8-hour written exam, review of transcripts, review of work product, letters of support from employing attorneys) Credentialing Organization: American Rehabilitation Economics

Association

Passed exam to become Certified Business Appraiser, 1999. (6-hour exam) Credentialing Organization: Institute for Business Appraisers

Mastering Appraisal Skills for Valuing the Closely Held Business (64 hours), Institute of Business Appraisers, 1998

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

Professional Member at various points during last 20 years

(1999 – present) member American Rehabilitation Economics Association (president 2007 – 2008, past president 2008 – 2009)

(1997 – present) member National Association of Forensic Economists (Conference Co-Chair – March 2000)

Institute for Business Appraisers

(1996 – present) member National Association of Certified Valuation Analysts (Instructor/Conference Presenter)

Academic Member at various points during last 30 years:

Atlantic Marketing Association

American Marketing Association

Association for Consumer Research

Academy of Management

Strategic Management Society

Southern Marketing Association

Academy of Marketing Science

Southwest Marketing Association

■ Vice President – Membership (1994 – 1995)

■ Program Chair – 1995 – 1996

■ President-Elect – 1996

■ President – 1997

BOARD MEMBERSHIPS

- Lighthouse for the Blind of Tarrant County (2008 – 2017) Board Chair, 2011 – 2013
- Lighthouse for the Blind of Tarrant County Endowment (2013 – 2017) Board Chair, 2013-2017
- Episcopal Diocese of Fort Worth, Endowment for the Episcopate (2009 – present) Chair
- Better Business Bureau of Tarrant County (2004 – 2016) Board member and member executive committee
- Greater Tarrant Business Ethics Awards (2005 – 2014) Co-Chair
- American Rehabilitation Economics Association (2003 – 2009) Board, Chair (2007-2008)
- Fort Worth Academy (2007 – 2012), Board member and Chair of Governance Committee

PROFESSIONALLY RELATED HONORS AND AWARDS.

Wassenich Award for mentoring at TCU nominee (2015)
Neeley School Award for Most Innovative Teaching (2004)
2004 tied for second among all authors on marketing education during the 1990s
Noble Foundation Award for Excellence in Teaching (2003)
Mortar Board Preferred Professor (1990, 1997, 1999)
Albert J. Haring Fellow (1985)

PUBLICATIONS

Books

Shipp, Shannon and Allyn Needham (2000), *“PPC’s Personal Damages Specialist (2000 Version): Calculator and Report Writer for Personal Injury, Wrongful Death, and Wrongful Termination Cases,”* Fort Worth: Practitioner’s Publishing Company

Shipp, Shannon and Allyn Needham (1999), *“PPC’s Personal Damages Specialist: Calculator and Report Writer for Personal Injury, Wrongful Death, and Wrongful Termination Cases,”* Fort Worth: Practitioner’s Publishing Company

Moncrief, William C. III and Shannon H. Shipp (1997), *Sales Management: Strategy, Technology, Skills,* Reading, Mass: Addison-Wesley.

Moncrief, William C. III and Shannon H. Shipp (1994), *Sales Management Role Plays,* New York: HarperCollins Publishers.

Book Chapters

Needham, Allyn and Shannon Shipp (2001), “Placing a Value on Lost Active Leisure,” *2001 Expert Witness Update: New Developments in Personal Injury Litigation,* Gaithersberg, NY: Aspen Publishers

Shipp, Shannon, et. al. (1999), *Guide to Litigation Support Services,* Fort Worth, TX: Practitioners’ Publishing Company (1999 – 2009)

Roering, Kenneth J., David W. Boush and Shannon H. Shipp (1985), "Factors that Shape Eating Patterns: A Consumer Behavior Perspective," in *What is America Eating? An Annual Symposium,* Washington, D.C.: National Academy of Sciences, 72-84.

Refereed Journals

Shipp, Shannon H. (2013). “Thinking about the future of the *Journal of Business Ethics*”. In A.C. Michalos and D.C. Poff (eds.), Citation Classics from the Journal of Business Ethics: Celebrating the first thirty years of publication, Dordrecht: Springer. pp.774-776.

Needham, Allyn B. and Shannon H. Shipp (2006), "Substance Abuse and Its Impact on Employment and Earnings for Blue Collar Workers," *The Earnings Analyst*, VIII, 1 – 12

Needham, Allyn B. and Shannon H. Shipp (2005), "The Impact of Criminal Convictions on Calculations of Lost Earnings in Personal Injury and Wrongful Death: Issues for Forensic Economics and Vocational Assessment," *Journal of Forensic Economics*, XVIII (2-3), 187-196

Tanner, John F. and Shannon H. Shipp (2005), "Sales Technology Within the Salesperson's Relationship: A Research Agenda," *Industrial Marketing Management*, 34 (4), 305-313

Needham, Allyn B. and Shannon H. Shipp (2003), "The Impact of Recidivism on Projecting Future Earnings for Individuals with a History of Correctional Supervision," *Journal of Forensic Economics*, 16 (Fall), 275-282

Shipp, Shannon (2002), "Soul: A Book for a "Few Dozen Computer Scientists," *Academy of Management Executive*, 16 (4), 64-68

Needham, Allyn B. and Shannon H. Shipp (2001), "Using TIPS and Non-Indexed Treasury Securities to Project Future Inflation," *The Earnings Analyst*, 4, 95-102

Needham, Allyn B. and Shannon H. Shipp (2000), "The Value of Active Leisure," *The Earnings Analyst*, 3, 73-80.

Shipp, Shannon H. and Charles W. Lamb, Jr. (1997), "An Empirical Prioritization of Contingency Variables in Marketing Strategy," *Journal of Strategic Marketing*.

Hoverstad, Ronald A., Shannon H. Shipp and Susan Higgins (1996), "Diversity and Productivity in Top Marketing Journals: 1984-1993," *Marketing Education Review*.

Cravens, David W., Nigel F. Piercey, and Shannon H. Shipp (1996), "New Organization Forms for Competing in Highly Dynamic Environments: The Network Paradigm," *British Journal of Management*.

Moncrief, William C., Shannon H. Shipp, and Charles W. Lamb, Jr. (1995), "Student Journal Writing in an International Setting," *Journal of Marketing Education*, (Summer), 10-19.

Lamb, Charles W. Jr., Shannon H. Shipp, and William C. Moncrief (1995) "Integrating Skills and Content Knowledge in the Marketing Curriculum," *Journal of Marketing Education*, (Summer), 71-80.

Winner - 1995 Best Paper of the Year, *Journal of Marketing Education*

Cravens, David W., Shannon H. Shipp and Karen S. Cravens (1994), "Reforming the Traditional Organization: The Mandate for Developing Networks," *Business Horizons*.

Moncrief, William C. and Shannon H. Shipp (1994), "Making Role Plays More Realistic," *Marketing Education Review*.

Shipp, Shannon H., Charles W. Lamb, Jr., and Michael Mokwa (1993), "Developing and Enhancing Marketing Students' Skills: Written and Oral Communication, Intuition, Creativity, and Computer Usage," *Marketing Education Review*, 6 (December).

Winner: 1999 *Marketing Education Review* Article of the Year (article having most impact on field of Marketing out of all articles published in *MER* from 1990-1994)

Cravens, David W., Shannon H. Shipp and Karen S. Cravens (1993), "Analysis of Strategic Alliance Relationships and Competitive Advantage," *Journal of Strategic Marketing*, 1 (1), 55-70.

Cardozo, Richard N., Shannon H. Shipp and Kenneth J. Roering (1992), "Proactive Strategic Partnerships: A New Business Markets Strategy," *Journal of Business and Industrial Marketing*, 7 (Winter), 51-63.

Shipp, Shannon H., William C. Moncrief, III and David W. Cravens (1992), "Marketing and Sales Strategy Requirements for Competing in Turbulent Markets," *Journal of Marketing Management*, 2 (Spring/Summer), 55-62.

Cravens, David W. and Shannon H. Shipp (1991), "Market-Driven Strategies for Competitive Advantage," *Business Horizons*, 34 (January-February), 53-61.

Moncrief, William C. III, Shannon H. Shipp, Charles W. Lamb, Jr., and David W. Cravens (1989), "Examining the Roles of Telemarketing in Selling Strategy," *Journal of Personal Selling and Sales Management*, 9 (3), 1-12.

Shipp, Shannon H., Richard N. Cardozo and Kenneth J. Roering (1988), "Implementing a New Selling Mix," *Journal of Business and Industrial Marketing*, 3 (2), 55-64.

Boush, David, Shannon Shipp, Barbara Loken, Esra Gencturk, Susan Crockett, Ellen Kennedy, Betty Minshall, Dennis Misurell, Linda Rochford, and Jon Strobel (1987), "Family Branding: Generalization of Brand Image to Similar and Dissimilar Line Extensions," *Psychology and Marketing*, 4 (Fall), 225-237.

Cardozo, Richard N. and Shannon H. Shipp (1987), "How New Selling Methods Are Affecting Industrial Sales Management," *Business Horizons*, 30 (September/October), 23-28.

Cardozo, Richard N., Shannon H. Shipp and Kenneth J. Roering (1987), "Implementing New Business-to-Business Selling Methods," *Journal of Personal Selling and Sales Management*, 7 (August), 17-26.

Shipp, Shannon H. (1987), "Modified Vendettas as a Method of Punishing Corporations," *Journal of Business Ethics*, 6, 603-612.

Presentations and Papers in Proceedings

Shipp, Shannon (2020), "Calculating Lost Earnings or Lost Economic Support for Truck Drivers," National Association of Certified Valuators and Analysts Virtual Conference, August

Shipp, Shannon (2020), "Calculating Lost Earnings or Lost Economic Support for Truck Drivers," National Association of Certified Valuators and Analysts Virtual Conference, June

Shipp, Shannon (2019), "Projecting But-for and Mitigating Earnings in Personal Injury and Wrongful Death," National Association of Certified Valuators and Analysts Conference, Salt Lake City, June

Shipp, Shannon (2018), "Key Elements in Calculating Losses in Personal Injury and Wrongful Death Litigation: Household Services," National Association of Certified Valuators and Analysts Conference, Las Vegas, June

Shipp, Shannon (2017), "Key Elements in Calculating Losses in Personal Injury and Wrongful Death Litigation: Life and Work-life Expectancies," National Association of Certified Valuators and Analysts Conference, Chicago, November

Shipp, Shannon (2017), "Key Elements in Calculating Losses in Personal Injury and Wrongful Death Litigation," National Association of Certified Valuators and Analysts Conference, Chicago, June

Shipp, Shannon (2017), "Roundtable on Calculating Lost Household Services," American Rehabilitation Economics Conference, San Diego, May

Shipp, Shannon and Allyn Needham (2015), "Projecting Future Recidivism for Former Offenders," American Rehabilitation Economics Conference, Reno., Nevada, May

Michelle Amazeen, Susan Kleiser, Lisa Lindgren, and Shannon Shipp (2014), "Marketing Ethics: Independent Course or Curriculum Integration?" Marketing Management Association, San Antonio, October (panel presentation)

Shipp, Shannon (2013), "Ethical Decision-Making," Army Strategic Leadership Development Program (ASLDP) Advanced Course, Dallas, TX, November

Shipp, Shannon (2012), "Ethical Decision-Making," Tarrant County Society of Human Resource Professionals, Fort Worth, TX, October

Shipp, Shannon (2011), "Ethical Decision-Making," International Food Distributors' Association, Fort Worth, TX, October

Shipp, Shannon (2011), "Ethical Decision-Making," Whit Smith Company Quarterly Training for HR Professionals, May

Shipp, Shannon (2009), "Ethical Decision Making," American Rehabilitation Economics Conference, Chicago, June

Shipp, Shannon (2007), "Ethical Decision Making," American Rehabilitation Economics Conference, Pittsburg, May

Shipp, Shannon (2006), "Ethical Decision Making," American Rehabilitation Economics Conference, Reno, May

Shipp, Shannon (2005), "Ethics in the Business World," American Rehabilitation Economics Conference, Reno, May.

Shipp, Shannon and Allyn Needham (2003), "Issues in Estimating Final Date of Separation from the Workforce," American Rehabilitation Economics Association, Fort Worth, May.

Shipp, Shannon and Allyn Needham (2000), "Head-to-Head-to-Head: A Close-up View of Software Programs for Damage Calculations," American Rehabilitation Economics Association, Reno, May.

Shipp, Shannon and Allyn Needham (1999), "Head-to-Head-to-Head: A Close-up View of Software Programs for Damage Calculations," Southern Economic Association, New Orleans, November.

Shipp, Shannon, Floyd Durham, Yvette Gonzalez, and Will Yancey (1998), "Utilizing the Web for Forensic Economic Research," American Economic Association, Chicago, January.

Shipp, Shannon and Yvette Gonzalez (1997), "A Custom or Off-the-Rack Economic Report?" Southwest Chapter of National Association of Forensic Economists, New Orleans, March.

Shipp, Shannon (1996), "Sales Management in the Next Ten Years," National Conference on Sales Management, Orlando, July.

Shipp, Shannon (1996), "Sales Management in the Next Ten Years," American Marketing Association, Sales SIG, San Diego, August.

Shipp, Shannon (1995), "Improving Marketing Education," Southwest Marketing Association, March.

Bogner, William and Shannon Shipp (1992), "International Strategic Alliances in the Pharmaceutical Industry: An Empirical Examination," Southern Marketing Association, November.

Shipp, Shannon (1992), "Enhancing Students' Skills Throughout the Marketing Curriculum," Great Ideas in Teaching Marketing Workshop, Summer.

Cravens, David and Shannon Shipp (1992), "Conceptual Analysis of Strategic Alliance Relationships," Customer Relationship Management Theory and Research Conference, Spring.

Cravens, David and Shannon Shipp (1992), "Interorganizational Relationships: A Conceptual Framework," Southwest Marketing Association, Spring.

Shipp, Shannon and William Bogner (1992), "Strategic Alliances in the Pharmaceutical Industry: A Resource-Dependence Perspective," Southwest Marketing Association, Spring.

Shipp, Shannon (1992), "Improving Students' Skills Throughout the Marketing Curriculum," Academy of Marketing Science, Spring.

Hoverstad, Ronald, Shannon Shipp and Susan Higgins (1991), "Faculty and Institutional Productivity in Marketing: 1980-1989," American Marketing Association, Summer.

Shipp, Shannon H. (1991), "Career Planning: Blending Teaching, Service and Consulting," Academy of Marketing Science, Ft. Lauderdale, Florida, 5/29 – 6/1.

Shipp, Shannon H. (1990), "Assessing the Impact of Environmental Factors on Marketing Strategy and Performance," Southern Marketing Association, Orlando, Florida, 11/7 – 11/10.

Shipp, Shannon H., Kenneth J. Roering and Richard N. Cardozo (1990), "Customer-Linked Strategies for Industrial Businesses," Strategic Management Society, Stockholm, Sweden, 9/24 – 9/27.

Boettger, Richard D. and Shannon H. Shipp (1990), "Ecological and Neo-Institutional Effects of International Business Strategy: Globalism vs. Multinationalism," Academy of Management, San Francisco, California, 8/7 – 8/10.

Shipp, Shannon H. and Michael Mokwa (1990), "Skills Enhancement: Improving Students' Communication, Creativity, Leadership, and Decision-Making Skills," American Marketing Association Faculty Consortium, Flagstaff, Arizona, 7/14 - 7/17.

Shipp, Shannon H. (1990), "What I Knew Better Than to Do, But Did Anyway as a First Year Professor," Southwestern Marketing Association Doctoral Consortium, Dallas, Texas, 3/1.

Shipp, Shannon H. and Charles N. Becker (1988), "The Effects of Environment on Bank Performance: A Conceptual Framework," North American Economics and Finance Association, New York, New York, 12/29.

Shipp, Shannon H. and R. Edward Freeman (1984), "A Theoretically-Based Evaluation of Portfolio Models," Strategic Management Society, Philadelphia, Pennsylvania, 10/10 – 10/13.

Non-Refereed Publications

Michelle Amazeen, Susan Kleiser, Lisa Lindgren, and Shannon Shipp (2014), "Marketing Ethics: Independent Course or Curriculum Integration?" Marketing Management Association, San Antonio, October (paper in proceedings)

Shipp, Shannon (2004), "Is It Pointless to Teach Ethics in Business Schools?" *Hispanic Professional*, Vol. 1, No. 1, 48-49

Shipp, Shannon (2000), "Book Review: Life and Worklife Expectancies," *The Earnings Analyst*, 3.

Strutton, David, Lou Pelton, Shannon Shipp (eds.) (1996), Proceedings of the 1996 Southwestern Marketing Association Annual Meeting, Southwestern Marketing Association

Mackay, Jane M., Charles W. Lamb, Jr. and Shannon H. Shipp (1989-1990), "The Benefits of Case Studies in the Information Systems Course," *Interface*, 11 (4), 39-41.

Shipp, Shannon (1985), *Donaldson Co., Inc.*, prepared under Department of Education Grant No. G00877027, available through the Case Development Center, University of Minnesota Carlson School of Management.

REVIEWING

Editorial Board Memberships

Board of Referees member, *The Earnings Analyst*, 2000 – present

Editorial Board member, *Journal of Business Ethics*, 1989 – 1997

Editorial Board member, *Journal of Personal Selling and Sales Management*, 1991 – 1996

Editorial Board member, *Marketing Education Review*, 1993 – 2002, 2014 – present

Ad Hoc Reviewing

Ad hoc reviewer, *Journal of Forensic Economics*, 1999 – present

Ad hoc reviewer, *Journal of Personal Selling and Sales Management*, 1991, 1998, 2004

Ad hoc reviewer, *Marketing Education Review*, 1993

Ad hoc reviewer, *Journal of Strategic Marketing*, 1992 – 1994

Ad hoc reviewer, *Journal of the Academy of Marketing Science*, 1994, 2004

Ad hoc reviewer, *Journal of Religion and Business Ethics*