

ANITA K. DALE

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Matthews Hall, Room 302C

812 W State St., W. Lafayette, IN 47907

EDUCATION: Ph. D., May, 2015

Kansas State University, Manhattan, KS

M.S., Family Financial Planning, December 2009

Iowa State University, Ames, IA

M. S., Marketing, October, 1994

Johns Hopkins University, Baltimore, MD

B. S., Agricultural Communications, December, 1980

Purdue University, W. Lafayette, IN

CURRENT ROLE: (2017 – PRESENT) MANAGING DIRECTOR, PURDUE

UNIVERSITY CENTER FOR PROFESSIONAL SELLING. I am solely responsible for the business operation of the Center, raising \$120,000 in capital for operating expenses (including all salaries) through financial partnerships between industry leading companies and the Center. Operationally responsible for all hiring and supervision of up to 9 student workers as well as 1 professional staff. The Center is the experiential learning hub of the Selling and Sales Management Major, collaborating with faculty in developing and delivery of role play scenarios, elevator pitch competitions, resume reviews and a host of other activities occurring in conjunction with classroom learning objectives. Additionally, the Center offers students up to 10 competitive role play opportunities each academic year; recruits, trains, sponsors and travels with the Purdue Sales Team, achieving national recognition from competitions around the country; development of the Boiler Sales Scholarship Auction project, providing leadership in the development and delivery of this capstone project in conjunction with the Boiler Sales Society student organization.

DISSERTATION TITLE: The Association of Culture with Financial Satisfaction

Utilizing the General Social Survey, three cultures (e.g., geography, socioeconomic status and religion) were examined for association with financial satisfaction utilizing social identity theory as the framework. Statistical methods used included data imputation, linear regression, binary logistic regression, correlation analysis, factor analysis, reliability analysis, interaction terms, and moderation models. The results found positive, statistically significant associations between the geography related characteristics of living in a single family home and home ownership with financial satisfaction, the socioeconomic characteristic of income with financial satisfaction, and the religion characteristic of prayer and attendance with financial satisfaction. Marital status was positively associated with financial satisfaction across the analyses. Furthermore, frequency of attendance at religious meetings was found to moderate the association in the financial satisfaction of individuals living in the Eastern (positively) and Western (negatively) Regions of the U.S.

TEACHING EXPERIENCE:

Purdue University (2015-present): Began as a limited term lecturer in the College of Health and Human Sciences. Became a full-time as the Managing Director of the Center for Professional Selling and Instructor in 2017. Teaching has allowed me to leverage my extensive business experience to bring the realities of the business environment into the context of textbooks. Courses taught include:

CSR 344 – Fundamentals of Negotiation

CSR 332 – Cross Cultural Marketing & International Retailing

CSR 307 – Field Experience in Selling & Sales Management

CSR 315 – Relationship Selling

CSR 415 – Sales Force Management

CSR 418 – Selling & Sales Management Capstone

South Dakota State University (February, 2014 – May, 2017): Instructor, South Dakota State University, Brookings, SD, College of Education and Human Sciences, Department of Consumer Sciences, CA350 Family Financial Management 1 – Theory and Practice; CA450, Family Financial CA 111, Individual Financial Management. As an emergency

replacement initially, Family Financial Management was successfully retooled become an online graduate certificate course. Course load included online sections of CA110, CA111 and CA345 as well as blended courses (CA350, CA450). The importance of course preparation and points of contact with students who are working on their own, and within a structure, is of high priority in the online environment.

Kansas State University: Graduate Assistant, Kansas State University, Manhattan, KS, School of Human Ecology, Personal Financial Planning Department. Instructor for FSHS Investing for the Family's Financial Future, 8 week *online* certificate courses, August 2013 – December 2014. Techniques used included delivery of lectures online utilizing Microsoft Office products (Excel and PowerPoint) and web-based zoom meeting technology, message boards, quizzes and cases. Also assisted Dr. Ann Coulson, program director, on an as-needed basis with grading of materials in courses she was teaching.

Western Boone Community School Corporation: Substitute teacher for grades K – 12 on an as-needed basis.

PROFESSIONAL EXPERIENCE:

Valent USA Corporation, Walnut Creek, CA

At this Japanese owned subsidiary of Sumitomo Chemical Company, I enjoyed a 30 year career in positions of increasing authority. Achieving sales growth of more than \$500M, and profit growth of more than 10 times that when I joined the Leadership in 1997, these experiences allowed me to build skills in people management, project management and financial acumen.

June, 2006 to March, 2011: Sr. of Business Development, Valent USA Corporation

January, 2004: Sr. Director of Business Development, IT & Supply Chain, Walnut Creek

January, 2002: Sr. Director of Marketing, Walnut Creek

January, 2001: Director of Business Planning, Walnut Creek

July, 1996: Sr. Marketing Positions, Walnut Creek

January, 1994: Sales Management Positions, Washington, D.C.

September, 1991: Federal Registration Manager, Washington, D.C.

TRAINING: Negotiation Strategies for Managers, Kellogg School of Management, 2008

Strategy, From Formulation to Implementation, Harvard School of Business, 2003

The Circle of Innovation, Tom Peters, 1998

Leadership for Extraordinary Performance, Darden School of Business, 1996

Purdue Impact Fellow, 2017

COMMITTEES: Purdue Residence Hall Faculty Fellow, 2020 – present

Purdue Online Faculty Fellow, 2021-22

Purdue Lecture Advisory Committee, 2022-present

Purdue School of Hospitality and Tourism DEI Committee, 2021 – present

Purdue School of Hospitality and Tourism Management Curriculum
Committee, 2020 – present

Purdue Consumer Science & Retailing Division Curriculum
subcommittee, 2020 - present

Purdue School of Hospitality and Tourism Management Career Fair Faculty
Support, 2022 – present

Purdue Study Abroad Program Leader

Spring, 2022, Ecuador & Galapagos Islands

Winter, 2022, Greece (in planning)

Spring Break, 2023, Morocco (in planning & collaboration with
College of Science)

Maymester, 2023, New Zealand & Australia (in planning)

Purdue Sales Team Coach (2017 – present)

University Sales Center Alliance, Co-Chair, Membership Committee, 2020 -
present

ACCREDITATIONS:

CFP® Candidate, Certified Financial Planning Board

PUBLICATIONS:

Referred Professional Proceedings

John E. Grable, J. E., Britt, S., Anderson, N., and Dale, A. K. (2011). Credit Card Behavior as a Function of Risk Attitude, Impulsivity, and a Mother's Socialization Factors. *Proceedings of the American Family Counseling and Education Association.*

Archuleta, K., Dale, A. K., and Spann, S. (2011). Understanding Financial Mental Health: Exploring Predictors of Financial Anxiety. *Proceedings of the Financial Therapy Association.*

Referred Publications

Archuleta, K. L., Dale, A., & Spann, S. M. (2013) College students and financial distress: Exploring debt, financial satisfaction, and financial anxiety. *Journal of Financial Counseling and Planning, 24(2), 50 – 62.*

Henagar, J. M., Archuleta, K., Grable, J., Britt, S., Anderson, N., & Dale, A. (2013). Credit card behavior as a function of impulsivity and mother's socialization factors. *Journal of Financial Counseling and Planning, 24(2), 37-49.*

This paper was selected as the Outstanding Research Journal Article of the Year, 2013 by the Journal of Financial Counseling and Planning.

Conference Papers

Archuleta, K., Dale, A. K., Schindler, K. and Spann, S. (2011). Using Financial Knowledge to Predict Student Debt Load. *American Family Counseling and Education Association.*

Archuleta, K., Burr, E., Dale, A., Canale, A., Danford, D., Rasure, E., Nelson, J., Williams, K., Schindler, K., & Coffman, B. (2012). What is Financial Therapy? Discovering the Mechanisms and Aspects of an Emerging Field. *Financial Therapy Association.*