

**Stephen R. Leitch**  
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## **EDUCATION**

**Purdue University**, West Lafayette, IN

**Ph.D. Hospitality and Tourism Management**, August 2018

Dissertation Title: Website Analytics: The potential for the transformation of a restaurant's marketing strategy, Advisor: Dr. Howard Adler

**Purdue University**, West Lafayette, IN

**M.S. Hospitality and Tourism Management**, May 2006

Thesis Title: Use of Aesthetic Labor in the Hospitality Industry, Advisor: Dr. Sheryl Kline

**Strathclyde University (Scottish Hotel School)**, Scotland, UK

**B.A. Hotel and Hospitality Management**, May 2004

Thesis Title: The Issue of Consistent Customer Service in the UK

## **RESEARCH INTERESTS**

- Data-driven decision making
- Big data frameworks
- Technology and learning
- AI and Machine Learning applied in the hospitality industry

## **ACADEMIC APPOINTMENTS**

**Purdue University**, West Lafayette, IN

2020-Current

**Lecturer, College of Health and Human Sciences**

- HTM 173: Intro to Tourism
- HTM 331: Selling and Service
- HTM 372: Global Tourism Geography
- HTM 241: Hospitality Management Accounting
- HTM 341: Cost Controls in Foodservice and Lodging
- HTM 362: Event & Meeting Management
- HTM 262: Festivals & Special Events
- HTM 462: Advanced Event & Meeting Management
- CSR: 300: Field Experience in Retail Management

**Purdue University, West Lafayette, IN** 2018-2020

**Visiting Instructor, College of Health and Human Sciences**

- HTM 181: Lodging Management
- HTM 173: Intro to Tourism
- CSR 315: Relationship Selling
- HTM 331: Selling and Service
- HTM 372: Global Tourism Geography
- HTM 381: Revenue Management

**Purdue University, West Lafayette, IN** 2012-2018

**Adjunct Instructor, Graduate Student Instructor, College of Health and Human Sciences**

- HTM 241: Hospitality Management Accounting
- HTM 571: Economics of Travel and Tourism (Online)
- HTM 231: Hospitality and Tourism Marketing
- Study Abroad: Scotland (2015)

**MSU, Denver, CO** 2019-Current

**Adjunct Instructor, School of Hospitality**

- HLDR 330: Marketing and Sales

**Indiana University, Kokomo, IN** 2016-Current

**Lecturer, IU School of Business**

- Teach as required a number of classes related to Hospitality Business

**Art Institute of Pittsburgh** 2010-2013

**Adjunct Instructor, Online Division**

- Event Management
- Hospitality Law
- Culture and Cuisine

**Purdue University, West Lafayette, IN** 2004-2006

**Graduate Student Instructor, School of Hospitality and Tourism Management**

- HTM 291: Hospitality Management Food Lab

## **AWARDS AND ACHIEVEMENTS**

- Nominated for Tippy Connect Young Professionals Top 10 Under 40 Award (2020)
- Purdue University Graduate School Of Excellence in Teaching Award (highest award given to a graduate student teaching in the university) (2018)
- Purdue University Graduate Teaching Award (2017)

- Lafayette Innovation Summit Contestant (2016)
- E-commerce Software Award, Channel Advisor (2015)
- President Graduate Student Association (2005-2006)
- Co-organizer 1<sup>st</sup> Hospitality and Tourism Virtual Conference (2005)
- Research Honors, Strathclyde University (2004)
- Veuve Cliquot Beverage Management Award (2003)

## RECENT RESEARCH

Byrd, K., Fan, A., Her, E., Liu, Y., Almanza, B. & Leitch, S (2021). Robot vs human: Expectations, performances and gaps in off-premise restaurant service modes. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-07-2020-0721>

Byrd, K., Her, E., Fan, A., Almanza, B., Liu, Y., & Leitch, S. (2021). Restaurants and COVID-19: What are consumers' risk perceptions about restaurant food and its packaging during the pandemic? *International Journal of Hospitality Management*, 94, 102821. <https://doi.org/10.1016/j.ijhm.2020.102821>

### Conference Presentations

Byrd, K., Fan, A., Her, E., Liu, Y., Almanza, B., Leitch, S. (2021, September). *Insights into U.S. Consumers' Use of Restaurant Take-out/Delivery during the COVID-19 Pandemic Using Protection Motivation Theory*. Standup presentation at EuroCHRIE 2021 Conference. Aalborg, Denmark

### Conference Posters

Byrd, K., Her, E., Fan, A., Liu, Y., Almanza, B., Leitch, S., (2021, July). *Consumers' Threat and Coping Appraisal of Restaurant Patronage in a Pandemic – The Moderating Role of Trust-in-Science*. Poster presented at the 2021 ICHRIE Summer Conference, virtual.

Byrd, K., Liu, Y., Fan, A., Her, E., Almanza, B., & Leitch, S. (2021, October). Consumers' Self-Protection Practices Related to Consuming Take-Out/Delivery Restaurant Foods during the COVID-19 Pandemic. Poster presented at the Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo, Virtual. *Journal of the Academy of Nutrition and Dietetics*, 121(9), A51. <https://doi.org/10.1016/j.jand.2021.06.140>

## MENTORING ACTIVITIES

- Lafayette Small Business of the year committee member (2019-Current)
- Faculty Fellow – Invited position within University to mentor residential students
- Graduate Student Mentor
- Lafayette Start-Up Weekend Team Mentor (2017 and 2018)
- Consulting Project (focused on revenue management) for Hyatt Hotel Baltimore (2018)

## PROFESSIONAL EXPERIENCE

**Rolands E-commerce Consulting**, Lafayette, IN 2007-Current  
Owner

- Private consulting for hospitality and retail businesses including top 500 internet retailers

**Music Factory Direct**, South Bend, IN 2010-2015  
Director of E-commerce

- Multi-million-dollar e-commerce musical instrument store
- Sold in 2015

**Entertaining Company**, Chicago, IL 2007-2010  
Director of Support Services and Operations

- Award Winning Off-Premise Catering Company
- Successfully achieved 30% increase in net profit with company restructure, establishing procedures and processes, reporting and integrating technology into operation
- Responsible for multi-million-dollar budget and over 200 employees
- Assumed Director of Sales in 2009
- Restructured recruitment and training processes to reduce reliance on contract staff.

**Macys/Marshall Fields**, Minneapolis, MN 2006-2007  
General Manager of Food

- Multi-unit property. Responsible for all food outlets in store. Included Starbucks, food market, food demonstration kitchen, catering, confectionary, bakery, and grocery outlet
- Promoted from Assistant General Manager within four months of hire
- Improved failing store (ranked 30<sup>th</sup>) to first in Central Group within 3 months by restructuring staff, extensive employee training, initiating cost-saving measures and expanding product offerings.

## ENTREPRENEURIAL EXPERIENCE

**RS11, Silicon Valley, CA** 2020-Current  
Co-founder

- Funded, venture backed AI technology company that is changing the way businesses consume big data
- Patent holder

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| <b>Zeek and Zellies</b> , Lafayette, IN<br>Owner/Founder <ul style="list-style-type: none"><li>• Multi-channel e-commerce store</li><li>• Sold in 2019</li></ul>  | 2012-2019 |
| <b>AJM Fashions</b> , Lafayette, IN<br>Owner <ul style="list-style-type: none"><li>• Multi-channel ecommerce clothing store</li><li>• Sold in 2017</li></ul>  | 2015-2017 |
| <b>Technology Drive</b> , South Bend, IN<br>Co-Owner and E-commerce Director <ul style="list-style-type: none"><li>• Multi-channel fulfillment center for e-commerce companies</li><li>• Sold in 2015</li></ul> | 2010-2015 |
| <b>SavingsMall.com</b> , Minneapolis, MN<br>C.E.O and Founder <ul style="list-style-type: none"><li>• Award winning, multi-million-dollar, multi-channel e-commerce company</li><li>• Sold in 2013</li></ul>    | 2011-2013 |