

AMY CLERGET BROWN, Ph.D.

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EDUCATION

- Doctor of Philosophy University of Florida, Agricultural Education and Communication (2023)
Emphasis: Leadership Development
Dissertation Title: Redefining Stoicism: Crisis and disaster leaders demonstrate positive behaviors found in the ancient philosophy
- Master of Science University of Florida, Agricultural Education and Communication (2020)
Emphasis: Leadership Development
- Bachelor of Science Gonzaga University, Business Administration (2007)
Specialization: Human Resource Management

PROFESSIONAL EXPERIENCE

- 2022 - 2023 **Graduate Assistant;** *Graduate School, Office of Graduate Diversity Initiatives, University of Florida, Gainesville, FL.* Supported development and execution of the Board of Education program. Collaborated with internal and external stakeholders to ensure program goals and objectives were met.
- 2019 – 2022 **Graduate Assistant;** *University of Florida, Gainesville, FL*
Facilitated undergraduate courses by developing curriculum, conducting lectures, leading discussions, monitoring e-learning/LMS platforms, and providing academic support, including course design, grading, timely and constructive feedback, and mentorship in consistent office hours to enhance students' learning experience. Collaborated with faculty members to ensure course alignment with department goals and university standards. Completed summative and formative program evaluation, analyzing data to improve programming. Included teaching online and in-person.
- 2017 – 2019 **Digital Creative and Communications Manager;** *Adventure Travel Trade Association.*
Drove forward-thinking creative approaches to ATTA's communication strategy, brand partnerships, and storytelling. Served as a collaborative team member driving consistency and efficiency to meet business goals and project outcomes. Developed key messages to internal and external partners to ensure effective and timely communication of policies, programs, and initiatives across global audiences. Amplified ATTA, broadening the distribution to reach new audiences and influence global thought leadership aligned with sustainability and protecting people and place. Led talent acquisition efforts for our team.
- 2017 **Customer Experience Manager;** *Widen Enterprises, Madison, WI*
Supported client's initiatives as a business partner. Conducted needs assessments, recommended informed business-based solutions, advised on budget, developed, and delivered hands-on training where appropriate. Utilized strong, empathic, and informed listening skills, developed working, trust-filled relationships, and practiced consistent and clear communication to ensure project effectiveness from inception to completion.
- 2016 – 2017 **Marketing Manager;** *Newell Technical Apparel: ExOfficio, Seattle, WA*
Managed marketing and public relation teams. Acted as a change agent in leading seasonal strategy development creating a collaborative environment across the Creative,

Ecommerce, Retail and PR departments. Executed contract negotiations, planning, and execution of event appearances and ambassador and partnership programs leveraging relationships to drive business and meet targets under budget. Provided coaching and mentorship to employees. Led talent acquisition efforts.

- 2015 – 2016 **Project Manager; Brooks Running, Inc., Seattle, WA**
Responsible for executing on-time, budget accurate production of global creative projects including digital campaign media, lifestyle photography, and product videos. Managed the full project lifecycle including the coordination, implementation, and completion to meet project goals. Coordinated internal clients and third-party vendors.
- 2014 – 2015 **Digital Asset Coordinator; Brooks Running, Inc., Seattle, WA**
Independently executed the development, creation, and implementation of corporate digital marketing platform to support stakeholders worldwide. Collaborated across leaders, managers, and front-line workers to develop leading-edge technology to achieve desired business outcomes and meet project milestones.
- 2013 – 2014 **Owner; Great American Baking Company, Melbourne, Australia**
Founded and managed independent baking company in the central business district of Melbourne. Distributed and sold baked goods at local coffee shop.
- 2011 – 2013 **Marketing Associate; Title Nine, Emeryville, CA**
Collaborated across marketing and creative teams to manage asset production, digital marketing responsibilities, and social media initiatives to support achieving business objectives. Assisted in the planning and execution of Title 9K road race series.
- 2011 **Social Media Analyst; Sparkloft Media, Portland, OR**
Participated in the development of a startup social media agency working with national and international clients. Drove awareness, engagement, and conversion in the international tourism industry. Developed consistent analytical reports to inform strategic decision making.
- 2009 **Franchisee Recipient; ColdStone Creamery, Helena, MT**
Own the rights to a ColdStone Creamery for the city of Helena, Montana.
- 2008 **Guest Experience Manager; Bear Track Inn, Gustavus, AK**
Provided high-touch hospitality services to high-end clients, ensuring a positive experience at the luxury, remote fishing lodge in Southeast, Alaska.
- 2007 **Corporate Recruiting Coordinator; Coldwater Creek, Sandpoint, ID**
Supported recruiting efforts for corporate roles. Delivered an above and beyond approach and demonstrated initiative to drive recruiting and retention efforts and meet business goals.

TEACHING

Courses Taught, Graduate Teaching Assistant, University of Florida

AEC 4434	Groups and Teams	Fall 2022
AEC 3414	Interpersonal Leadership	Spring 2023, Fall 2022
AEC 3410	Fostering Innovation Through Leadership	Summer 2022

AEC 3414	Leadership Theory and Development	Spring 2022, Spring 2019, Summer 2019
ALS 2410	Global Uncertainty	Fall, 2021, Fall 2020, Fall 2019
ALS 3415	Tools for Change	Spring 2022, Spring 2021, Spring 2020

Teaching Evaluations (2020 – Present)

Course	Semester	Candidate Overall	College Overall	University Overall
ALS 3414 (Challenge 2050)	Spring 2020	5.0	4.64	4.43
ALS 2410 (Challenge 2050)	Fall 2020	4.74	4.67	4.45
AEC 3410	Summer 2022	4.82	4.85	4.63

Evidence of Student Focused Teaching from Course Evaluations

Challenge 2050: Often, Mrs. Brown encouraged us to reflect on lecture material in the context of our own experiences which added another level of value to the information we were processing. This technique greatly improved retention in the class. I observed as participation levels in class discussions skyrocketed in a response to students building a deeper connection with the material. (L. Putnam)

Amy’s feedback, by far, has been the most thorough and thought-provoking feedback that I have received in all my years of schooling. Her diligence as an educator exhibits her devotion to preparing and inspiring the next generation to make a positive impact. (S. Dean)

As a first-generation student, it was tremendously difficult to find mentors and support during my undergraduate year but Ms. Brown was one of the few that quickly saw my potential and invested in my learning. (P. Salva)

Innovation Academy: Mrs. Brown was very enthusiastic about the course which helped keep me engaged and attentive to the material. She created a space that allowed everyone to contribute to the discussion. Overall, Mrs. Brown was an amazing instructor.

The instructor was very engaging and made class fun to be at. She had a great understanding of her students and did her best to make class the best for us. Great instructor who cares about her students.

RESEARCH

Referred Publications

Young, H. L., Easterly III, R. G., **Brown, A. M.**, & Bunch, J. C. (Submitted). *You can't train them to care: Perceptions of Florida's young farmers and ranchers leadership group on necessary skills for high school graduates to gain entry-level employment.* Submitted to *Advancements in Agricultural Development.*

Lunzmann, C., Steadman, N. L. P., Roberts, T. G., Asanzi, A., **Brown, A.**, Ajayi, D., & Chaparro, R. (2023). Contextualizing organizational frames: Teaching leadership to faculty in agricultural and natural

resources. *Advancements in Agricultural Development*. 4(3), 79–89.
<https://doi.org/10.37433/aad.v4i3.343>

Brown, A., Stedman, N., Sowcik, M., & Bunch, J. C. (2022). The relationship between stoicism and emotional intelligence in undergraduate leadership students. *Journal of Leadership Education*, 22(1), 18-38.
<https://doi.org/10.12806/V22/I1/R2>

Brown, A., Stedman, N., Sowcik, M., & Bunch, J. C. (2021). *The relationship between stoicism and emotional intelligence in undergraduate leadership students* [Master's thesis, University of Florida].

Stedman, N., & **Brown, A.** (2020). Critical thinking perspectives of undergraduate students. *Advancements in Agricultural Development*, 1(1), 14-24. <https://doi.org/10.37433/aad.v1i1.29>

Working Papers

Brown, A., & Stedman, N. Stoic wisdom in leadership practice: A theoretical review. *Journal of Leadership Studies*.

Brown, A., & Hurdle, C. Changing Industry Perceptions: Leadership Lessons on Stoicism. *Journal of Leadership Education*.

Orsini, J., **Brown, A.**, Stedman, N. L. P., Ortega, A., & Abood, D. Corporate leaders and Twitter: Conveying emotional intelligence in social media. *Journal of Computers in Human Behavior*.

Current Research Projects

International Student's Experience in AEC
Jagger, C., Chaparro, A. R., Young, H., & **Brown, A. C.**

Lessons Learned: Educators' Use of Crisis Communication in Curriculum Design
Chaparro, A. R., Asanzi, A. A., **Brown, A. C.**, Lunzmann, C., Meredith, M., & Ajayi, D.

United Nations Sustainable Development Goals in Undergraduate Curriculum
Brown, A. C., & Coers, N.

Innovative Leaders Perspectives: Generation Z Outlook on Life
Brown, A. C., & Young, H.

PRESENTATIONS

Lunzmann, C., Brown, A. C., Biderman, R., & Stedman, N. (2023). Identifying Needs, Experiences & Strategies for Developing Leaders in Unique Contexts for a Thriving Future. [Oral Presentation]. International Leadership Association. Vancouver, Canada.

Young, H. L., Easterly III, R. G., **Brown, A. M.**, & Bunch, J. C. (2023). You can't train them to care: Perceptions of Florida's young farmers and ranchers leadership group on necessary skills for high school graduates to gain entry-level employment [Research manuscript]. AAAE National Conference. Raleigh, North Carolina.

Brown, A., & Hurdle, C. (2022). Changing Industry Perceptions: Leadership Lessons on Stoicism. [Oral Presentation]. Association of Leadership Educators. Kansas City, Missouri.

Brown, A., Hurdle, C., Coleman, B., & Stedman, N. (2022). Agricultural Industry Leaders Exploration of Stoicism. [Oral Presentation]. Association of International Agricultural and Extension Education. Thessaloniki, Greece.

Brown, A., Stedman, N., Sowcik, M., & Bunch, J. C. (2021). Is there more to being a Stoic? Exploring connections with the philosophy of Stoicism and emotional intelligence in an undergraduate population [Poster]. International Leadership Association. Geneva, Switzerland.

Brown, A., Stedman, N., Sowcik, M., & Bunch, J. C. (2021). The relationship between stoicism and emotional intelligence in undergraduate leadership students [Research manuscript]. Association for Leadership Educators, Virtual.

Brown, A., Stedman, N., & Sowcik, M. (2021). Investigating Stoicism and Emotional Intelligence in Agricultural Leadership Students [Oral presentation]. North American Colleges and Teachers of Agriculture, Virtual.

Brown, A., Stedman, N., Bunch, J. C., & Sowcik, M. (2021). A fresh look at the philosophy of Stoicism in agricultural leadership [Poster presentation]. Association for International Agricultural and Extension Education, Athens, Greece.

Brown, A., Sowcik, M., & Stedman, N. (2020, July 13-15). *Stoic Lessons on Leadership* [Conference presentation]. Association of Leadership Educators, Nashville, TN, United States.

Brown, A., Sowcik, M., & Stedman, N. (2020, July 13-15). *What leaders can learn from a fresh look at the ancient philosophy of Stoicism* [Conference roundtable]. Association of Leadership Educators, Nashville, TN., United States.

Sowcik, M., Stedman, N., Suarez, C. E., & **Brown, A. (2019, October).** *Teamwork Academy for Professional Success* [Poster]. International Leadership Association, Ottawa, Ontario, Canada.

Sustainable Tourism [Conference panel speaker], American Society of Travel Advisors; August 2019. Ft. Lauderdale, FL., United States.

Sustainable Tourism (Guest Lecture), Challenge 2050 Project; October 2019. Gainesville, FL., United States.

Make your marketing Run Happy: Tips & tools on content repurposing featuring Brooks Running [Conference presentation], C3 Digital Marketing Conference; October 2015. New York, New York.

FACILITATION

Solving Modern Problems with Ancient Greek Philosophy March 2022
Professional Development Workshop
Association of International Agricultural and Extension Education, Thessaloniki, Greece

Table Talk | Becoming a Stoic: Ancient Philosophy for Solving Modern Problems October 2021
P4H Global - Impact Network Event

Embrace Your Inner Stoic October 2021
Young Farmers and Ranchers; Gainesville, Florida

Embrace Your Inner Stoic <i>Florida Farm Bureau Women's Leadership Committee; Melbourne, Florida</i>	September 2021
Embrace Your Inner Stoic <i>Florida Cattlewomen's Committee; Gainesville, Florida</i>	August 2021
Pharmacy Preceptor Leadership Training - Workplace Values <i>Ohio Health; Columbus, Ohio</i>	April 2020
Creating Team Culture in a Digital Workplace <i>Adventure Travel Trade Association; Salida, Colorado</i>	August 2019

FACILITATION

Resilience Practitioner <i>Prosilience Alliance</i>	December 2023
Changemaker Dialogue <i>Brown Center for Leadership and Service, University of Florida</i>	May 2022
Leadership Development <i>Agricultural Education and Communication Department, University of Florida</i>	August 2021
Teaching and Learning in Agriculture and Life Sciences <i>Agricultural Education and Communication Department, University of Florida</i>	August 2021
Certified Facilitator <i>Agricultural Education and Communication Department, University of Florida</i>	May 2021
"Improving Your Teaching" Training Series <i>University of Florida, Gainesville, FL</i>	January-March 2019
"Using Technology to Enhance Learning" Training Series <i>University of Florida, Gainesville, FL</i>	January-March 2019

MEMBERSHIP AND SERVICE

Professional

2023 – Present	Adventure Travel Conservation Fund	Board Member (elected)
2016 – 2022	Adventure Travel Conservation Fund	Outreach Committee, Member
2017	Adventure Travel Conservation Fund	Interim Executive Director
2015	Bendigo Bank, Australia	Board of Directors, Marketing

Academic

2021 – 2023	AEC Graduate Committee	Ph.D. Representative
2020 – 2022	Phi Kappa Phi	President – Master's, Ph.D.
2022	National Agricultural Communications Symposium	Poster Reviewer
2022	AIAEE International Conference	Discussant
2022	Florida State FFA Ornamental Horticulture Demonstrations	Judging Official

2021	AEC Unit Review Meeting	Graduate Representative
2021	National FFA's Prepared Public Speaking Leadership Development Event	Judging Official
2021	Association of Leadership Educators	Online Networking Hostess
2021	IFAS Extension Symposium	Facilitator
2021	International Leadership Association	Conference Reviewer
2020 - 2022	Association of Leadership Educators	Conference Reviewer
2020 – 2022	Alpha Tau Alpha	Graduate Vice-President
2020 – Present	Phi Kappa Phi	Member
2020 – Present	UF, AEC GSA Mentor Program	Peer Mentor
2019 – Present	UF, AEC GSA Volunteer	Prospective Student Guide
2019 – Present	Advisory Committee	Graduate Representative
2021	UF/IFAS Extension Symposium	Technology Facilitator
2020	UF/AEC Vision Statement Task Force	Member
2020	International Leadership Association	Symposium Chair
2020	ALE Focus Area Networks, Graduate Education	Member
2019	Advancements in Agricultural Development	Journal Reviewer
2019	ALE Annual Conference	Session Moderator
2019	Florida State FFA Career Development Finals	Speaking Competition Judge
2004 – 2007	Gonzaga University	Ambassador

Civic

2019 – Present	Mayo Clinic	National Wellness Advisor
2018 – 2021	Danny Brown Track & Field Invitational	Track Official
2020	Florida State Regional Track Championships	Track Official
8/2020, 11/2020	St. Johns County, Florida Tax Collector	Ballot Official
2016, 2017	Special Olympics Summer Games	Event Volunteer
2014	Harrison School District, Montana	Assistant Track Coach

AWARDS AND ACCOLADES

2023	Graduate Teaching Award North American Colleges and Teachers of Agriculture	Recipient
2021	Outstanding Research Paper Association of Leadership Educators	Recipient
2021	Center for Leadership Graduate Student Support Grant Center for Leadership, University of Florida	Recipient
2016	Brooks Launch Award Brooks Running, Seattle, WA	Finalist
2007	GM Motor Company Marketing Competition Gonzaga University, Spokane, WA	Finalist
2009	ColdStone Creamery Franchise Helena, MT	Recipient

PUBLIC/GUEST SPEAKING

2023	AEC6980 Strategies for Faculty Success University of Florida, Gainesville, Florida	Guest Speaker
2020	AEC6980 Proposal Development University of Florida, Gainesville, Florida	Guest Speaker
2019 – Present	Brewhound	Emcee

September 2019	Neptune Beach, FL Adventure Travel World Summit	Emcee
2015 – 2018	Gothenburg, Sweden AdventureELEVATE Disruptive Networking Adventure	Emcee
2018 – 2019	Saguenay, Quebec; Coeur d’Alene, Idaho; Banff, Canada AdventureConnect New York Times Travel Show, New York, NY Outdoor Retailer Summer Market Denver, CO	Emcee

PROFESSIONAL MEMBERSHIPS

2019 – Current	International Leadership Association
2019 – Current	Association of Leadership Educators
2020 – Current	Graduate Assistants United
2020 – Current	Association for International Agricultural and Extension Education
2007 – Current	Gonzaga Alumni
2019, 2021	American Association for Agricultural Education
2016 – 2020	Outdoor Industry Association
2009	Portland Society for Human Resource Management