

Jill M. Bernard Bracy, PhD

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Education

Ph.D., Business Administration, **University of Missouri-St. Louis**, August 2015

Emphasis: Logistics and Supply Chain Management

Supporting Field: Marketing

Study Abroad: International Business Strategies, China

Dissertation: *An Application of Data Analytics to Outcomes of Missouri Motor Vehicle Crashes*
(Advisor: Dr. Donald C. Sweeney II)

M.B.A., Business Administration, **Southern Illinois University-Edwardsville**, May 2007

B.S., Business Administration, *magna cum laude*, **Fontbonne University**, May 2005

Concentration: Marketing

Certification: Professional Development

Administration Experience

Assistant Director of Program Development, 2017-present

University of Missouri – St. Louis

Center for Transportation Studies

- Assist in the development of curriculum for undergraduate minor and track in transportation studies
- Assist in the marketing of transportation studies programs

Director of the Master of Science in Supply Chain Management, 2016-2017

Fontbonne University

Eckelkamp College of Global Business and Professional Studies

- Facilitated appropriate curriculum and format changes based on industry and academic trends
- Established and lead a twelve-member program advisory board
- Continuously evaluated program curriculum, instruction, and student progress

Teaching and Advising Experience

Assistant Teaching Professor 2017-present

University of Missouri – St. Louis

College of Business, Marketing Department

- Teach courses in marketing including Basic Marketing and Transportation in Supply Chain Management
- Create online courses including Transportation in Supply Chain Management

Assistant Professor, 2015-2017

Fontbonne University

Eckelkamp College of Global Business and Professional Studies

- Taught courses in Marketing Principles, Consumer Behavior, Introduction to Transportation, Transportation Management, Production and Operations Management, Logistics in the Supply Chain
- Oversaw marketing curriculum for marketing major and minor
- Advised marketing and business students on academic and career decisions
- Created and updated online courses including Marketing Principles, Logistics in the Supply Chain, and Consumer Behavior

Instructor, 2010-2015

Fontbonne University

Eckelkamp College of Global Business and Professional Studies

- Taught courses in Marketing Principles, International Marketing, Production and Operations Management, Consumer Behavior, Advertising Principles, Marketing Research, Logistics in the Supply Chain
- Guided the creation of a Bachelor of Science in Marketing for the Eckelkamp College of Global Business and Professional Studies
- Advised marketing and business students on academic and career decisions
- Reviewed and provided feedback of the Masters of International Marketing program
- Completed online course design of undergraduate courses including Consumer Behavior and Advertising Principles

Lecturer, 2008-2010

Fontbonne University

Eckelkamp College of Global Business and Professional Studies

- Taught courses in Marketing Principles, Marketing Management
- Created syllabus and curriculum, and presented students with lecture, explanation of materials, and evaluation

Lecturer, 2008-2010

Southern Illinois University-Edwardsville

College of Business

- Taught courses in Management Principles, Organizational Behavior
- Consistently studied and evaluated business trends to provide up-to-date examples and training

Graduate and Teaching Assistant, 2006-2007

Southern Illinois University-Edwardsville

College of Business

- Assisted with marketing research and environmental evaluation for two associate professors
- Assisted with all aspects of the teaching field for undergraduate and graduate marketing and MBA courses

Research Experience

Research Associate, January 2016-May 2016

University of Missouri – St. Louis

Center for Transportation Research Studies

- Conducted data analytics for state crash datasets

- Compiled research results and submitted research reports concerning transportation safety related issues

Graduate Research Assistant, Big Data Lab Supervisor, 2014-2015

University of Missouri - St. Louis

Center for Transportation Studies

- Organized the initial compilation of a big data lab containing multi-state crash datasets
- Supervised and conducted data analytics for state crash datasets
- Compiled research results and submitted research reports concerning transportation safety related issues

Industry Experience

Marketing Coordinator, 2007-2010

Property Match, LLC, St. Louis, MO

- Marketed diverse realty properties and opportunities to potential investors nationwide
- Marketed real estate instructional material and events to investors nationwide

Assistant Manager, 2005-2006

Sprint Corporation, St. Louis, MO

- One of 25 students selected nation-wide to participate in management trainee program
- Managed sales floor and tended to customer's needs
- Coached and counseled up to 19 sales consultants daily

Publications

Bernard Bracy, J. M. (In Press.) An Application of Decision Tree Models to Examine Motor Vehicle Crash Severity Outcomes. *Journal of the Transportation Research Forum*.

Bernard Bracy, J. M. (In Press.) The Estimation, Ensembling And Comparison of Methodological Techniques Used in Motor Vehicle Crash Severity Research. *International Journal of Business Marketing and Decision Sciences*, 10 (1).

Ellegood, W., **Bernard, J.**, Sweeney, D., Duncan, K., and Burns, M. (2017). Measuring the Impacts of Administrative Policies on Student Performance in Higher Education. *Journal of Further and Higher Education*, 1-16.

Bernard, J. M., & Mondy, C. M. (2016). Correlation of Driver Gender with Injury Severity in Large Truck Crashes in Missouri. *Transportation Research Record: Journal of the Transportation Research Board*, (2585), 49-58.

Bernard, J. M., & Sweeney II, D. C. (2015). Contributing Circumstances Impact on Missouri Teenage Driver Crash Fatalities. *Journal of the Transportation Research Forum*, 54(1), 5-21.

Conference Presentations

Bernard Bracy, J. M., Bao, K. Q., & Mundy R. A. (2018) Paving the Way for Autonomous and Connected Vehicle Technologies in the Motor Carrier Industry. To be given at the 59th *Annual Transportation Research Forum*, Minneapolis, MN

Bernard Bracy, J. M. (2017). Using Data to Make Decisions. *Professional Development Conference*, University of Missouri - St. Louis, MO

Bernard, J. M. (2016). The Use of Decision Trees to Aid in the Formulation of Motor Vehicle Driving Policy. *International Academy of Business & Public Administration Disciplines*, Dallas, TX

Bernard, J. M., & Mondy, C. M. (2015). An Investigation of the Effect of Environmental Factors on Large Truck Crash Severity as a Function of Gender. *Mid-Continent Transportation Research Symposium*, Ames, IA

Bernard, J. M., & Mondy, C. M. (2015). The Use of CHAID Decision Tree Models in Injury Severity Analysis of Large Truck Crashes. 56th *Annual Transportation Research Forum*, Atlanta, GA

Bernard, J. (2013). Contributing Circumstances Effects on Missouri Teenage Driver Fatalities. 54th *Annual Transportation Research Forum*, Annapolis, MD

Conference Poster Presentations

Bernard, J. M. (2017). A Comparison of Methodological Techniques used in Motor Vehicle Crash Severity Research. 58th *Annual Transportation Research Forum*, Chicago IL

Bernard, J. M., & Mondy, C. M. (2015). Examination of Contributing Circumstances to Motor Vehicle Crashes in Iowa and Missouri as a Function of Gender. *Mid-Continent Transportation Research Symposium*, Ames, IA

Working Papers

Duncan, K., Ellegood, W., **Bernard, J.**, Burns, M., and Sweeney, D. (2018). Early College Credit Programs Positively Impact Student Success.

Grants and Fellowships

Boeing Fellowship, 2011, 2012, 2013, 2014

Research funded in part through funds provided by the Iowa Department of Transportation through its Research Management Agreement with the Institute for Transportation and the U.S. Department of Transportation Office of the Assistant Secretary for Research and Technology, 2015, 2016

Awards

Fontbonne University Faculty of the Week, February 27, 2017

Finalist for the Joan Goostree Stevens Excellence in Teaching Award, 2013, 2014

John Grant Helm Memorial Scholarship, 2013

Wall Street Journal Achievement Award, 2007

Editorial and Journal Positions

Journal of Business Logistics, Reviewer	2016-present
Accident Analysis and Prevention, Reviewer	2016-present
Journal of Transportation Research Forum, Reviewer	2015-present

University Service

University of Missouri – St. Louis

Peer Faculty Online Course Reviewer	2018-present
Quality Matters Course Reviewer	2018-present
Transportation Club, Faculty Advisor	2017-present
Young Supply Chain Management Alumni Board, Faculty Liaison	2017-present
Dean's Advisory Board Committee	2017-present

Fontbonne University

Graduate Academic Curriculum Committee	2016-2017
Undergraduate Academic Standards Review Committee, Chair	2015-2017
Strategic Planning – Mission Core Subcommittee, Chair	2015-2016
Collegium's Summer Colloquy on Faith and Intellectual Life	2014
Society of Marketing Professional Services, Faculty Advisor	2013-2016
Faculty Affairs Committee, Moderator	2013-2014
Undergraduate Curriculum Committee, Chair	2011-2013
Appeals Committee on Academic Affairs	2011-2012
Dedicated Semester Panelist	2010
Delta Mu Delta, Faculty Advisor	2010-2014

Professional Memberships

Delta Sigma Pi – Eta Nu	2017-present
Omicron Delta Kappa	2016-present
St. Louis Regional International Partnership	2016-2017
Transportation Research Board	2015-present
IBM Academic Initiative	2014-present
Donald J. Bowersox Doctoral Symposium	2013
Transportation Research Forum	2013-present
Phi Kappa Pi	2012-present
Council of Supply Chain Management Professionals, St. Louis Roundtable Board Member, Registration Chair, Vice President of Operations	2011-present
American Marketing Association	2011-2015
Kappa Gamma Pi	2005-present

Community Engagement

Griffin Gang Advisory Board – Fontbonne University	2017-present
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