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## **Helping high-impact executives succeed in leadership, career, and achieve exceptional business results**

*Upping the Game of Current Executives ■ Developing the Next Generation of Leaders  
Integrating External Hires ■ Corporate Coaching for Business Success*

- ✓ Associate Certified Coach (ACC-International Coach Federation)
- ✓ Certified Professional Coach
- ✓ Certified Career Coach
- ✓ Certified in Energy Leadership Index (Attitudinal) Assessment and Master Practitioner
- ✓ Certified in Social + Emotional Intelligence Assessment and Implementation
- ✓ Certified in ADVanced Insight (Personality) Assessment
- ✓ Certified Organizational Assessment Administrator
- ✓ Certificates in Process Mapping & Strategic Planning
- ✓ Certified eMarketer (CeM)

### **Personal and Professional Attributes ...**

- Visionary, versatile and entrepreneurial-minded executive with a 30+-year career showcasing experience and achievements in coaching and consulting, business, higher education combined with background in public and private sectors.
- Record of accomplishment in consulting business startups, accelerating growth, and turnaround. Coaching High Impact Performers in personal, professional, leadership development, and vital people-management skills.
- Academic credentials include a Doctorate in Organization Change, Master of Business Administration in Marketing, Post-MBA Certificate of Mastery in Marketing, and course work in Learning Technologies
- Coaching and assessment credentials include Certified Executive and Corporate Coach (CPC), Energy Leadership Index (Attitudinal) Assessment Master Practitioner (ELI-MP), Certified Social + Emotional Intelligence (SEIP) Assessor and Implementer, Certified ADVanced Insight (Personality) Assessment Administrator, and Certified DIALOG (Organizational) Assessment Administrator
- Experienced in organizational design, organizational development, and organizational culture.
- Track record in architecting and accelerating growth of academic and distance learning programs, curriculum development, instructional design, and selection and utilization of underlying platforms and technologies.
- Collaborative and motivational leader with demonstrated abilities in coaching, mentoring, mobilizing, and directing teams in line with aggressive performance metrics.
- Articulate communicator with exceptional skills in fostering strong relationships with all stakeholders, including educational groups, peers, staff, international partners, students, C-level executives, and community members.

## **CONSULTANT, EXECUTIVE LEADERSHIP DEVELOPMENT AND CORPORATE COACH**

1997 – Present **Executive Leadership & Corporate Coach** – Higher Education, Private and Public Sectors

### **Executive and Corporate Coaching for Leadership, Management and Career Development ■ Team & Organization Development ■ Corporate and Business Coaching (2013–Present):**

Deliver deeply individualized, personalized and customized coaching to C-suite, Most Valuable Professionals and High-Impact Performers GenX, Millennial, and Generation Z individuals identified by their respective organizations for key management positions.

#### **Coaching and Consulting Assignments:**

Collaborate with organizations to improve people and organizational performance improvement, identify the hidden cost related to people (lack of motivation, absenteeism, perceived value, staff turnover, communication, and productivity) and poor organizational performance (downtime, poor processes, risks, waste, and lack of people training and development).

Projects in organizational effectiveness and development, brand development and management, marketing/strategy development, and implementation. Clients included, but not limited to:

Malaysia:	ATIC, MAS/Khazana Employee Trade Union
Mexico:	University of Monterrey and Vitro
Pakistan:	Bandag Trading and Indenting, SKANS
United States:	BrainX, El Monte Chamber of Commerce, Eye2Buy, FreshWater Trading Company, GTE, WorkSource California, Marymount California University

Recent projects include vertically integrated apparel manufacturing start up, a franchised restaurant turnaround, scaling a language translation company and stabilizing a cargo ships maintenance company.

A partial list of past projects include department level strategy formulation, end-to-end business level planning, process mapping, developing business processes, marketing and market competitiveness programs, organizational development, organization change, creating and sustaining organizational culture, self-sustaining B2C service franchise and B2C apparel manufacturing, imports and distribution companies.

#### ***Key Initiatives & Contributions – WorkSource California***

- Served as integral contributor within state's employment training and economic development consortium funded by the US Department of Labor (DoL).
- Consortium members included County of L.A., City of L.A., Employment Development Department State of California, L.A. Economic Development Corporation, and 40+ employment-training providers.
- Co-developed WorkSource California Brand, which enabled consortium to offer DoL funded/mandated Welfare-to-Work standardized services (\$500M) under a single brand.
- Led consortium in nine projects: department level strategy formulation, technology-readiness assessment, process mapping, vertical portals, CRM, organization change, marketing programs, and self-study.
- Analyzed training processes and aligned appropriate enhancement actions. Outlined, developed, and implemented end-to-end business level strategy, marketing programs, customer-centric strategies, systems design, performance measurements, and business processes centered on market competitiveness.

- Effectively led initiatives in extremely hostile bureaucratic, politically charged, often polarized environment.

## **HIGHER EDUCATION ADMINISTRATION and TEACHING**

1997 – Present **Adjunct Professor**

Taught traditional and online classrooms, graduate and undergraduate level course work, and graduate-level symposiums at American Intercontinental University, Argosy University, Baker College Online, California Lutheran University, Colorado Tech University Online, Columbia Southern University Online, Ellis College of NYIT Online, Everest University (Corinthian Colleges) Online, University of Monterrey, Touro University Worldwide Online, and Woodbury University.

January 2011 – May 2012 **Chief Academic Officer** (a university startup project).

Provided academic vision and strategy for a private, limited-partnership venture engaged in converting a 20-year-old accountancy school to a degree granting university. Determined, oversaw, and directed implementation of academic priorities. Held final decision-making authority on all matters related to academic affairs/projects, budgeting, work plan development, and federal reporting. Member of President's Cabinet.

### ***Key Initiatives & Contributions***

- Assessed educational offerings and program potential. Identified opportunity for program alignment with university objectives.
- Advised Presidents' Cabinet on academic matters, higher education trends, and best practices in Pakistan and Malaysia.
- Developed academic operations, programs, and services. Executed strategic academic decisions based on market analysis, resource management, self-study, and program expertise with key focus on strengthening program quality and effectiveness.
- Liaised with various federal and provincial government entities in pursuit of obtaining the required operating licenses and degree granting charter.
- Leveraged findings to prepare and develop proposals for Higher Education Commission (HEC), Department of Education, and Government of Punjab, Pakistan.
- Developed six University and Academic Advisory Committees in five academic disciplines composed of representatives from public and private sectors to guide the design and development of degree and certificate offerings aligned with University's strategic academic vision, mission, objectives, and goals.
- Designed and prepared 15 undergraduate and graduate degrees in five disciplines and three (3) Human Capital Development Certificates in anticipation of HEC approval.
- Directed academic strategic planning of the Human Capital Development Academy's Certificate in Human Capital Development Basics Program as the initial offering of the proposed university.
- Pursued possible joint venture opportunities to offer SKANS ACCA and other accountancy programs in Malaysia.

June 2010 – September 2010 **Consultant** (Online & Blended Delivery Programs), **Marymount College**, Palos Verdes, California

Retained as consultant to advise the President and Vice President of Academic Affairs/Dean of Faculty on new academic offerings, online and blended delivery, and developing satellite campuses to expand enrollment and growth.

### ***Key Initiatives & Contributions***

- Played pivotal role in advising the College to (1) apply for university status, and (2) establish two new campuses, launch new undergraduate and graduate programs via online, and initiate blended delivery to increase in enrollment.
- Designed multidirectional and multistage marketing and student enrollment and management plans.
- Served as subject matter expert for alternative academic program delivery models, including blended, hybrid and fully online learning combined with flexible and innovative approaches for degree completion.
- Assessed, prepared feasibility, and recommended online technology, equipment, and expenditures for fully integrated learning management system, student information system, ePortfolios, student advising, and student services system. Provided recommendations for online technology, equipment, and expenditures.
- Developed branding strategies that contributed to college applying for and attaining university status.
- Conducted internal workshops and presentations on online and blended learning programs for college's President, Chief Academic Officer, and department heads.

September 2009 – February 2010      **Provost & Chief Academic Officer. Chancellor University & Jack Welch Institute of Management, Cleveland, Ohio**

Brought on board to administer, supervise, and provide sound leadership for functions and operations of the institution's academic units. Navigated initiatives during challenging period associated with a lengthy accreditation process and issues with a group of investors that had bought the school out of bankruptcy under its previous name (Myers University) in 2008. Served as the only C-level member of President's Cabinet on campus (President, CFO, COO, and CMO were remote). Managed University-wide budget and supervised day-to-day operations involving 100 online and on-campus employees.

### ***Key Initiatives & Contributions***

- Provided direction and oversight for instructional offerings, workforce training, student services, safety and security, facility management, and academic support services.
- Increased enrollment by operationalizing a satellite campus and reaching out to underserved community in Cleveland.
- Guided and led Deans in the development of new programs and in expanding course offerings.
- Coled North Central Association (NCA) and Higher Learning Commission (HCL) reaccreditation visit and International Assembly for Collegiate Business Education accreditation.

March 2008 – August 2009      **Program Dean, College of Business and Management. DeVry University & Keller Graduate School of Management, Long Beach, California**

Managed day-to-day academic operations and ensured fiscal wellbeing of the College of Business and Management Programs. Provided leadership and guidance for student learning, instruction, curriculum development, and revisions of business administration programs and related courses. Directed academic, student, and department budgets; prepared financial forecasts; and controlled direct cost expenses.

### ***Key Initiatives & Contributions***

- Performed periodic cost analyses to support sound fiscal management and developed goals and measurements to support efficient and effective operations.

- Directed implementation of programs of study, course descriptions, class schedules, and textbook selection.
- Oversaw faculty acquisition and supported employees' growth, involvement, and recognition by coordinating professional development plans.
- Enabled analysis of key performance objectives and identified trends and plans for improvement by implementing monitoring systems and establishing outcome assessments.
- Trained the faculty for Blended Learning Delivery launch.

March 2004 – February 2008     **Dean of Online Programs, College of Business Administration and Management, Colorado Technical University, Colorado Springs, CO**

Led development, management, and evaluation of university-wide distance education and online learning programs for 12,000 students in College of Business Administration and Management. Served on nine University-wide Committees dedicated to fostering collaborations among faculty, personnel, and students and sustaining an academic culture that promotes student engagement, learning, and success. Supervised 300+ faculty and 24 Program Chairs, managers, and administrative staff. Fully accountable for University's NCA-HLC reaccreditation. Concurrently managed School of Information Technology during absence of Dean/Program Chair.

***Key Initiatives & Contributions***

- Actively engaged in long-range strategic and academic planning to define and implement a comprehensive strategy for effectively using technology in alignment with university's goals in teaching and learning.
- Played instrumental role in developing and coordinating new technologies and support services to support growth in online programs.
- Designed SQL database to extract student assignment for assessment of student learning outcomes.
- Participated in licensing and integration of Macromedia Breeze and TurnItIn revisions and development.
- Prepared online division and five University-wide campuses for NCA-HCL accreditation visit. Allocated budget, set short- and long-term goals, and established assessment databases.
- Planned, implemented, supervised 400-500 online course offerings every five weeks for the College of Business Administration and Management, and College of IT/CS.
- Managed 200+ courses for the College of Business Administration and Management, and College of IT/CS.
- Coordinated curriculum/program planning and defined/enforced high-quality academic standards for the College of Business Administration and Management, and College of IT/CS.
- Developed, modified, updated, and revised curriculum and online courses based on faculty input and student learning outcomes for the College of Business Administration and Management, and College of IT/CS.
- Implemented academic policies/procedures in accordance with regulations, statutes, and accreditation requirements.
- Recruited, trained, and developed both new fulltime and adjunct faculty through a three-tier Faculty Certification Program. Guided progressive trajectory and development of faculty through comprehensive performance reviews and evaluations.
- Determined educational/financial effectiveness and operational efficiencies by continually monitoring and analyzing operations, activities, departments, and programs. Identified programs for elimination and opportunities for growth.

### ***University Appointments:***

#### *Concurrent to Dean for College of Business Administration and Management*

- Chair, College of IT/CS
- Chair, CTU Online Divisional Accreditation Committee-NCA/HLC Reaccreditation
- Chair, CTU University-wide Assessment Committee, NCA/HLC Reaccreditation
- Co-Chair-Graduate Business and Management Programs Committee
- Chair, International Business Advisory Board
- Member Search Committee, Vice Chancellor of Academics
- Member, University Proprietary Distance eLearning Platform
- Member Steering Committee-ABET Accreditation for BSSE Degree Program
- Member, Undergraduate Business and Management Programs Committee
- Member, IT Programs Committee
- Lead, Organization Effectiveness Initiatives

### **EARLY CAREER EXPERIENCE**

**Managing Partner / Managing Director**, El Rodeo Associates (M) Sdn. Bhd., Malaysia - Provided vision, direction, and leadership for starting, building, and growing a ready-to-wear garments company. Orchestrated business strategy and ensured fiscal integrity of the organization. Held P&L accountability.

**President** Propitious Business Associates, Long Beach, CA – Founded, owned and operated a B2B/B2C services franchise that ranked among the top in the region

**Vice President of Marketing & Business Development** Concord Marketing & Buying Services, Long Beach, CA. – Consumer goods import and marketing business.

**Marketing Specialist** – MICOM Systems (now Nortel Networks), Simi Valley, CA. Led marketing initiatives and managed product lifecycle for VoIP product line.

**Captain (R)** – Pakistan Armed Forces

### **EDUCATION and CONTINUED PROFESSIONAL DEVELOPMENT**

- **Doctor of Education in Organization Change (EDOC)** – Pepperdine University, Los Angeles, CA (2007).  
*Research and Doctoral Dissertation: Use of Student Learning Portfolios and Student Learning Achievement Outcomes Assessment in Regional Continued Accreditation Processes © (Registration Number TX-6-635-449)*
- **Certificate of Mastery in Marketing, Post MBA Certificate Program** – California Lutheran University, Thousand Oaks, CA (2005)
- **Master of Business Administration (MBA), Marketing** – California Lutheran University, Thousand Oaks, CA (1989)
- **Bachelor of Arts (BA), Business Administration** – California Lutheran University, Thousand Oaks, CA (1987)
  - Certified in Social + Emotional Intelligence Assessment and Implementation - 2015
  - Certified Professional Coach (CPC) – 2015
  - Certified in Energy Leadership Index (Attitudinal) Assessment and Master Practitioner –

2015

- Certified in ADVanced Insight (Personality) Assessment, 2014
- Certified in Organizational Assessment – 2014
- Certified eMarketer (CeM) – 2013
- Performance Assessment in the Higher Education – Harvard Graduate School of Education – 2009
- Certificate, Business Leadership Skills for Human Resources, Education, and Healthcare Leadership – Cornell University – 2006
- Certificate in Business Level Strategy Formulation & Implementation – Executive Education Program, Harvard Business School – 2003
- Certificate in the Executive Program in Management – The John E. Anderson Graduate School of Management, University of California at Los Angeles – 2000
- Certificate of Attendance, Process Mapping & Strategic Planning – George L. Graziadio School of Business & Management, Pepperdine University - 1998

**eLearning, Distance Education, and Online Delivery** – Received Training in eLearning, Distance Education, and Online Delivery from AIU, Baker College, CCI, CLU, CSU, CTU, GCU, and NYIT. Experienced in Macromedia Breeze, ANGEL, WebCT, BlackBoard, TappedIn, PageOut, eCollege, and several other proprietary online platforms.

## **PUBLICATIONS, CONFERENCES AND PRESENTATIONS**

### **Peer Reviewed Journal**

Sheikh, S. (2008). *Use of student learning portfolios and student learning outcomes assessment in bridging the gap between education, business, and government*. Scholar and Educator: The Journal of Society of Educators and Scholars. Volume XXIX, Number 1-2, 2007-2008.

### **Publications**

Burris, H. and Sheikh, S. (2010). *Virtual reality and neuroimaging technologies: Synergistic Approaches in neuromarketing*. A chapter for Virtual Technologies for Business and Industrial Applications: Innovative and Synergistic Approaches. Hershey, PA: Business Science Reference (an imprint of IGI Global). ISBN 978-1-61520-631-5

### **Conference Presentations and Publications**

Sheikh, S. (2009). *Ethics in higher education*. 32nd Annual Conference of the Society of Educators and Scholars, October 2-3, 2009, Costa Mesa, California. Emerging Trends in Globalization: Innovation, Education, Environment, and Ethics. Included in the conference proceedings as a full paper.

Sheikh, S. (2009). *Use of emerging technologies to support student learning portfolios and student learning outcomes assessment to correct and modify existing curricula, and develop new courses and degree programs*. 2nd Sloan-C International Symposium on Emerging Technology Applications for Online Learning. Paper included in the conference proceedings as a full paper.

Sheikh, S. (2008). *Ethics in marketing mix*. 15th Annual International Conference: Promoting Business Ethics. October 22-24, 2008. St. John's University, Manhattan, New York. Included in the proceedings as a full paper.

Sheikh, S. (2008). *Use of new knowledge and knowledge management to gain competitive advantage*. 10th International Business Information Management Conference (IBIMA). June 30-July 2 2008. Kuala Lumpur, Malaysia. Included in the conference proceedings (ISBN: 0-9753393-9-7) as a full paper.

Sheikh, S. (2008). *Use of student learning portfolios and student learning outcomes assessment in bridging the gap between education, business, and government*. 31st Annual Conference of the Society of Educators and Scholars, Malibu, California. Included in the conference proceedings as a full paper.

Beardmore, E., and Sheikh, S. (2006). *Continuous improvement*. NCA 11th Annual Meeting, Chicago, Illinois.

### **Textbook Reviews**

Marshall, G., and Johnston, M. (2008). *Marketing management*. 1/e, Chapter 9 on Segmentation, Target Marketing, and Positioning, and Chapter 19 on the Marketing Dashboard: Metrics for Measuring Marketing Performance. McGraw-Hill Irwin.

### **Conference Administration**

Conference Director, 32nd Annual Conference of the Society of Educators and Scholars, March 27-28, 2009. Universidad de Monterrey, Monterrey, Mexico. Emerging Trends in Globalization: Innovation, Education, Environment, and Ethics

### **Member Program Committee and Reviewer**

11th International Business Information Management Conference (IBIMA). January 4-6 2009. Cairo, Egypt.

10th International Business Information Management Conference (IBIMA). June 30-July 2 2008. Malaysia.

### **PROFESSIONAL AFFILIATIONS/VOLUNTEER SERVICE**

- American Management Association
- American Marketing Association
- International Business Information Management Association
- Phi Delta Kappa International
- Society of Educators and Scholars World Affairs Council

2008-2009 Finance Advisory Committee, City of Rancho Palos Verdes, California. Participate in the analysis of the city's financial future during its annual review of the 5-Year Financial Model prepared by staff. Review other projects that may have a financial impact on the city.

2014-2015 Leadership Torrance, Torrance, California. Program focused on creating visibility for emerging leaders and developing effective leaders from across the South Bay. Sponsored by the Torrance Area Chamber of Commerce, it provides opportunities for emerging leaders to take an active role towards building a stronger community.

2015 South Bay Entrepreneurial Center (SBEC). Offers 12-Month Incubator Program for Small and Medium-size Enterprises (SME) businesses who want to GROW their business by providing the foundation required for improved operating efficiency and controlled growth.