

B'Ann Dittmar, MBA, CM
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Galena, IL 61036
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EDUCATION

Ed.D. in Leadership, American College of Education 2014- Present
Master of Business Administration, University of Dubuque 1997-2000
B.S. Business Administration – Marketing & PR Major, Rockford College 1992-December 1993
A.S. Business Administration, Highland Community College 1990-1992

PROFESSIONAL CERTIFICATION

Certified Manager, 2014

EXPERIENCE

Clarke University, Dubuque, IA, 8/2011- Present
Director of Graduate Business Studies and Business Management Instructor

U.S. Bank- Dubuque, IA, Galena, IL, Freeport, IL, Winnebago, IL and Pecatonica, IL, 5/1993- 7/2011
Market President, Dubuque & Galena markets, 7/2002- 7/2011
Senior Vice President, District Manager, 2/2000-7/ 2002
Vice President / Real Estate Lending Manager, 6/1998-2/2000
Lending Manager & CRA Officer, 2/1998- 6/1998
CRA Officer 9/1997- 2/1998 and Credit Analyst, 4/1997- 9/1997
Branch Manager, 6/1996-4/1997

University of Wisconsin- Platteville, Platteville, WI, 2002
Part-time Adjunct in the Business Department

Columbia College of Missouri, Freeport, IL, 2000-2001
Part-time Adjunct in the Business Department

CLARKE UNIVERSITY DIRECTOR OF GRADUATE BUSINESS STUDIES / BUSINESS INSTRUCTOR 8/2011- Present

Responsible for instruction of business courses for traditional, nontraditional adult, and graduate students, plus recruitment / retention of graduate and undergraduate business students. Advise 80+ MBA, MOL, and undergraduate students. Oversee, market, and promote MBA, MOL, Early Access MBA and MOL, and Fast Track MBA and MOL programs. Developed and gained approval for Master of Organizational Leadership (MOL) program, a second graduate business offering for Clarke University in 2012 and implemented the program in 2013. Developed, gained approval for, and implemented Fast Track MOL and MBA programs in 2014.

COURSES TAUGHT AT CLARKE UNIVERSITY

BUMK 321-6	Sales Management (hybrid nontraditional undergraduate)
BUMG / MOL 559	Management in Global Enterprise / Leading in the Global Environment (hybrid graduate)
BUMG 585	Strategic Management (hybrid graduate capstone)
BUMG 112-1	Principles of Management (traditional undergraduate)
BUMG 112-6	Principles of Management (hybrid nontraditional undergraduate)
BUMG 250-6	Business Communications (hybrid nontraditional undergraduate)
BUMG 250-1	Business Communications (traditional undergraduate)
BUMG / MOL 501	Organizational Management / Organizational Behavior (hybrid graduate)
MOL 563	Leading & Building Effective Teams (graduate)

PROFESSIONAL ORGANIZATION MEMBERSHIPS

Midwest Marketing Association (MMA)
 National Business Educators Association (NBEA)
 Institute of Certified Professional Managers (ICPM)
 Catholic Higher Education Advocate (CHEA)
 Tri-State Human Resource Association (TRIHRA)
 Women's Leadership Network (WLN)

PROFESSIONAL PRESENTATIONS

Dittmar, B. (March, 2016). *The Advantage*. Hillcrest Family Services, Dubuque, IA.
 Dittmar, B. (April, 2016) *Clarke Graduate Studies Update*. John Deere Employee's Clarke Alumni Group, Dubuque, IA.
 Dittmar, B. (June, 2016.) *Crucial Accountability*. Heartland Financial, Dubuque, IA.
 Dittmar, B. (August 2015). *Drive*. Area Residential Care, Dubuque, IA.
 Dittmar, B. (February, 2014). *Millennials and You- Generational Training*, John Deere, Dubuque. IA.
 Dittmar, B. (June 2014). *Juggling Work and Life*. Tri-State Human Resource Association. Best Western Plus Hotel and Conference Center. Dubuque, IA.
 Dittmar, B. (July, 2014). *Transitions in the Workplace- How to Cope Effectively*. Women's Leadership Network, Grand River Center, Dubuque, IA.
 Dittmar, B. (September 2014). *Juggling Work and Life*. Sinsinawa Dominicans. Sinsinawa Mound, WI.
 Dittmar, B. (September 2014). *What's All the Fuss with Gluten Free?* Galena Area Chamber of Commerce. Galena, IL.
 Dittmar, B. (December 2014). *Juggling Work and Life*. Tri-County Human Resource Association. Platteville, WI.
 Dittmar, B. (October, 2012). *What's Happening Today in Graduate Education*. Dubuque Chamber Young Professionals, Dubuque, IA.
 Dittmar, B. (September, 2012). *You Cannot Get Emotion From a Textbook*. Panel presentation for Midwest Marketing Association Fall Educator's Conference, Minneapolis, MN.

PUBLICATIONS

Dittmar, B. (June, 2015). *Ready? Set. Change!*. *BizTimes Magazine*. Dubuque, IA.
 Dittmar, B. (July 2014). *Advance Your Degree At Clarke*. Clarke University Alumni Newsletter, Dubuque, IA.
 Dittmar, B. (July 2014). *Faculty Spotlight- B'Ann Dittmar*. Clarke University Alumni Newsletter, Dubuque, IA.
 Dittmar, B. (2014). Be SMART About Achieving Those Resolutions. *BizTimes*. [online] Available at: http://www.thonline.com/biztimes/articles/business/article_28f56803-5d21-5d41-810e-d19b1f42f648.html
 Dittmar, B. (2013). Don't You Know a Woman's Place? *BizTimes*. [online] Available at: http://www.thonline.com/biztimes/articles/business/article_83012f92-1487-5412-80bf-4ccf86d35d3c.html
 Dittmar, B. (2013). Master of Organizational Leadership Kickoff fall 2013. *Clarke University Alumni Newsletter* [online] Available at: http://www.clarke.edu/media/static/alumninewsletter/alumni_newsletter_july2013.htm
 Dittmar, B. (2013). Clarke Offers New Master's Program. [online] *Clarke University Alumni Newsletter* Available at: http://www.clarke.edu/media/static/alumninewsletter/alumni_newsletter_sept2013.htm
 Dittmar, B. (2013, January) The Art of the Deal- Cover Story and Photo. *BizTimes*. Available at: http://dubuquetelegraphherald.ia.newsmemory.com/special.php?pSetup=dubuquetelegraphherald_biz
 Dittmar, B. (2013, April). Cheat Sheet for Passing the Workplace Test. *BizTimes*. Available at: http://dubuquetelegraphherald.ia.newsmemory.com/special.php?pSetup=dubuquetelegraphherald_biz
 Dittmar, B. (2012). *Conference Position Paper Midwest Marketing Association Fall Educator's Conference: You Cannot Get Emotion From a Textbook*, Minneapolis, MN.

CONFERENCES & WORKSHOPS ATTENDED

National Business Educators Annual Conference, Chicago, IL, April 13-15, 2016.
 Iowa Women's Leadership Conference, Dubuque, IA, October 8, 2015.
 Sloan Consortium Blended Learning Conference and Workshop, Denver, CO. July 8-9, 2014.
 Completed the Online 35-hour ICPM Certified Manager (CM) Certification Self-Study Course and passed the CM exam.
 Northeast Iowa Community College's 6-hour "Drive" Training, February 12 & 19, 2015.
 National Business Educators Association Annual Conference, Chicago, IL, April 1-3, 2015.
 Blended Learning Conference & Workshop by Sloan Consortium. Denver, CO. July 8-9 2014.
 Higher Education Iowa Statewide Conference. Des Moines, IA. April 10, 2014.
 Capsim Business Simulation Training. Chicago, IL. January 10-11, 2013.

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Marketing Management Association Conference. Bloomington, MN. September 19-21, 2012. Teaching Professor Conference. Washington, D.C. June 1-3, 2012.
Iowa Campus Compact Workshop on "Partnership in Service Learning". Dubuque, IA. February 2012.

UNIVERSITY SERVICE

Committees and Task Forces:

- Graduate Policy Committee (GPC). 2012- Present.
- Compass Committee. 2014- Present.
- Graduate Business Advisory Council Chair. 2011- Present.
- Graduate Marketing Committee. 2012- Present.
- Search Committee for Marketing Professor. 2016.
- Search Committee for Graduate Dean. 2014.
- Search Committee for Management Professor. 2012.
- Meneve Dunham Award for Excellence in Teaching Committee. 2011-2012.

Presentations and Workshops:

- Dittmar, B. (2016, February) *What's All the Fuss With Gluten Free?* Clarke University Lunch and Learn, Dubuque, IA.
- Dittmar, B. (2014, August). *Juggling Work and Life*. Clarke Alumni Association. Clarke University. Dubuque, IA.
- Dittmar, B. (2015, February). *Certified Manager Designation*. Books, Bites & Brilliance. Clarke University. Dubuque, IA.
- Dittmar, B. (2014, August). *Juggling Work & Life*. Clarke Alumni Association. Dubuque, IA.
- Dittmar, B. (2014, March). SMART Goal Setting. Clarke University EDGE Class, Dubuque IA.
- Dittmar, B. (2013, November). Leadership Lessons Panel Discussion. Clarke University Future Young Professionals. Dubuque, IA.
- Served on Professionalism Panel for Business Capstone Course. Spring 2013.
- Dittmar, B. (2012, November). Leadership Lessons- World Café Format. Clarke University Take Charge Leadership Series. Dubuque, IA.
- Dittmar, B. (2012, October). Leadership Presence- What is it and More Importantly, Do I Have It? Take Charge Leadership Series, Clarke University. Dubuque, IA.
- Dittmar, B. & McCurley, C. (2012, April). Online Testing Options Through Respondus, Clarke University Faculty Development Workshop. Dubuque, IA.
- Served on Professionalism Panel for Transitions Course. Fall 2011.

University Service:

- Served on the Clarke Compass Committee to implement new campus experience. 2013-2015.
- Implemented Clarke Campus Future Young Professionals organization in 2012 and serve as Co- Advisor. 2012- Present/
- Work at Connect Booth annually. 2011- Present.
- Homecoming Volunteer in the Alumni tent. 2011- Present.
- Serve as a member of the Dubuque Chamber's Future Young Professionals Directors Committee. 2012-Present
- Iowa Private College Week- booth host. 2012- Present.
- Attend and work with FYP students to recruit attendees for CEO Panel and Luncheon at Clarke annually. 2011- Present.
- Attended Core Advisor and New Advisor Summer workshops. 2014- Present
- Core Advisor. 2014- Present.
- Member of Hybrid Teaching Circle. 2011-2013.
- Worked with the Galena Chamber and Career Services to establish an Internship partnership between Clarke University and the Galena Chamber of Commerce. Fall 2012.
- Served on the Search Committee for the Director of Career Service and Counseling Center. Fall 2012.
- Participated as an evaluator in the Sports Management Mock Interviews. October 2012.

Department Service:

- Recruit and interview all (typically 55-65) prospective and incoming MOL and MBA graduate students, annually. 2012- Present.
- Meet with prospective undergraduate students for the business department 2014- Present.
- Host onsite booth at 12-15 Dubuque area employers and at various events / year to recruit for MBA and MOL programs. 2012- Present.
- Update marketing materials, website, and academic catalog for MBA and MOL programs, annually. 2012- Present.

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- Host two MBA / MOL open houses annually. 2012-Present.
- Host Graduate Student Orientation annually 2012-Present.
- Teach MOL summer course as an overload. 2014- Present.
- Developed, gained approval for, and implemented Fast Track MOL and MBA programs in 2014.
- Completed graduate course approval forms for the new MOL courses and received approval through Graduate Policy Council. 2013-2014.
- Served on Search Committee for Business Faculty Member- Economics. 2013- 2014.
- Served on Search Committee for new Business Department Office Manager. 2013.
- Served on a task force to explore online learning systems for MBA program. 2012-2013.
- Assisted with generating a Master of Organizational Leadership proposal for submission to Administration and to Higher Learning Commission. 2011-2012.
- Negotiated a partnership agreement with Dardis Communications for the MOL program. 2012.

Advising and Internships:

- Advise between 60-65 graduate and undergraduate business students each year.
- Supervise two student interns annually. 2012- Present.

COMMUNITY SERVICE & LEADERSHIP:

- Church Sunday School Teacher 2010- Present.
- Church Education Committee Member 2010- Present.
- Women's Leadership Network Member (WLN) 1998- Present
- Participate in Galena and Dubuque Chamber events. 2002- Present
- Co-Founder & Co-President, Professional Women's Initiative of Galena 2006- 2013
- Fund-raising Chairperson for Riverview Center Annual Dinner. 2012.
- Founded "Stepping Stones", a community organization for the tri-state area, which serves as a social and networking group for people 50+ who are facing life on their own. 2012.
- Dubuque Rotary Club Member and Fund-raising chairperson 2008- 2011
- Riverview Center Fund-raising Chairperson 2009-2011
- Two-by-Two Character Education Sales & Marketing Co-chairperson 2010- 2011
- Dubuque Area Chamber of Commerce Ambassador (DACC) 2008- 2010
- DACC Intercity Leadership Visit Co-chairperson 2009-2010
- DACC Operation Thank you Committee 2009
- Galena Chamber Ambassador & Membership Development Services Committee 1998-2008
- Galena Rotary Club Member 2002-2008, Board Secretary of Galena Rotary 2003-2005
- Member League of Women Voters (LWV) 2002- 2008, 1ST Vice President, LWV 2002- 2003
- Event Founder/Chairperson, U.S. Bank Parade of Homes benefiting Habitat for Humanity 2003-2008
- WLN Policies & Procedures Director, 1998-2000
- Jo Daviess County Fund-raising Chairperson, Tyler's Justice Center 2006-2008
- President, Galena Area Chamber of Commerce 2003-2005
- Julia Dent Grant Statue Fundraising Committee, Galena Historic Sites 2005-2006
- Freeport-Galena Area Association of Realtors 1998-2005
- City of Galena Hotel/Motel Tax Study Committee 2005
- Campaign Co-Chair, Supporters for Highland Community College's Future 2003-2004
- Finance Chairperson, Church Council 2003-2004

GRANTS RECEIVED

- Summer 2014 Clarke University Faculty Development Grant to complete the Certified Manager (CM) certification

AWARDS & HONORS

- Faculty highlight in Clarke Alumni Newsletter, July 2014
- Featured in Biz.Times Magazine, January 2013
- Women's Leadership Network Woman of Achievement Award 2004 and 2009
- Dubuque Area Chamber of Commerce Volunteer of the Year Award, 2009
- Rotary Club of Dubuque Distinguished Service Citation, 2009
- U.S. Bank Five Star Volunteer Award, 2007
- University of Dubuque Merit Award 2006

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- Featured in Dubuque Telegraph Herald's Newsmakers Feature 2006
- ICCTA Distinguished Alumnus Award Nominee 2005
- Tri-State Business Times Rising Star 2005
- Featured in "Her" magazine December 2005
- Highland Community College Outstanding Alumni Award 2004

U.S. BANK 5/1994 TO 7/2011

Achieved and maintained ongoing and progressive career advancement with U.S. Bank, the 5th largest commercial bank in the U.S., with assets of \$281 billion.

PRESIDENT- Dubuque and Galena markets 7/2002-7/2011

MANAGE \$105MM LOAN PORTFOLIO & DEPOSIT ASSETS OF \$200MM. Increased Net Income 21% over 4 Years – Hold overall responsibility for \$105 million loan portfolio and \$200 million in deposit assets. Increased net income 21% over 4 years. Significantly improved credit quality while driving net revenues to record levels. Strategize with Regional President and Division Manager regarding key market trends and development of a blueprint for business development and market performance.

PRESIDENT- Dubuque and Galena markets 7/2002- 7/2011 (*continued*)

Development & Management of Tri-State Marketing Program & Business Development– Implemented comprehensive customer calling, marketing and business development program spanning a tri-state area. Successfully developed and secured a key banking relationship that is one of the top three revenue-producing relationships in division of 91 locations. Received a Pinnacle award in recognition of this accomplishment. Consistently exceed revenue goals annually.

Leadership of seven locations in two states – Lead an 82-member team, including six direct reports. Influence overall performance of commercial, and retail sales efforts, including focus on building deeper relationships, compliance, credit quality, community involvement, marketing, and public relations activities.

SENIOR VICE PRESIDENT *Retail District Manager* 2/2000-7/2002

MANAGED 10 LOCATIONS Totaling \$575 Million in Deposit Asset. Led Team to Record Sales Production- Managed 10 bank locations in NE Iowa and NW Illinois totaling \$575 million in deposit assets. Responsible for all retail operations including tellers, personal banking, financial specialist program and consumer lending. Increased credit insurance penetration from 23% to 35% and led financial specialist program in reaching goal of over \$4 million in sales. Honed sales culture to increase cross-sales and referrals from tellers, resulting in 75% of staff reaching incentive payouts in 2001. Managed operational compliance to achieve internal audit excellence rating.

Leadership of Multi-State Sales & Marketing Campaigns – Managed sales and marketing campaigns/promotions to reach goals through development and implementation of quarterly sales rallies for staff of 130. Conducted staff development and training in marketing, customer profiling, needs assessment, effective sales calling, sales strategies, conversion of products to new organization/product line, goal setting and achievement. Recognized as a multiple Pinnacle award-winner for leading teams in achieving high performance levels.

VICE PRESIDENT *Real Estate Manager* 6/1998-2/2000

IMPLEMENTED MARKETING PROGRAMS Achieved 300% Increase in Loan Volume to \$10 Million in Community of 1,200 – Managed real estate and consumer loan departments with responsibility for VP/Mortgage Loan Officers, processors and lending assistant. Increased mortgage loan production volume 300% annually through effective marketing, advertising and restructuring of department

Marketing Program Design and H.R. focus – Generated 50% of revenues through business and customer referrals. Achieved 85% cross-sale penetration of various bank products. Managed loan production, revenue generation, marketing and expense budget, human resources duties of interviewing, hiring, training, performance appraisals, and coaching employees to success.

LENDING MANAGER & CRA Officer 2/1998-6/1998

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MARKETING PROGRAM DEVELOPMENT & MANAGEMENT. Increased Loan Production over 50% –

Increased loan sales through creation and implementation of home equity promotion, which included referral incentives, ads/newspaper, inserts, individual and team goals, calling program, and promotional materials. Prepared and administered a detailed training session on home equity lending including product standards, underwriting, process, compliance and sales tools for 125 retail and small business employees. Managed a team of 12 lenders to reach budgeted plan for consumer, portfolio real estate and small business loans. Led product standardization effort for bank merger.

CRA OFFICER / CREDIT ANALYST *(CRA) Officer 9/1997-2/1998 Credit Analyst 4/1997-9/1997*

DISTRICT TRAINER. Developed Training Assessment Program– Prepared and delivered training for 150 employees for CRA, Fair Lending and Home Mortgage Disclosure Act regulations and procedures. Implemented quarterly summary reports to management to improve performance. Developed needs assessment for annual testing of lender's skills to determine training requirements. Managed CRA program for 10 banks to ensure credit was made available to low-to-moderate income areas and individuals. Analyzed marketing techniques/success of meeting needs of community through: customer surveys, advertising/ publicity methods, means of delivering services, and meeting with community groups. **Managed Commercial Portfolio of Loans Totaling \$5 Million** – Managed a small business commercial portfolio of 75 loans totaling approximately \$5 Million, including: servicing accounts, sales of additional products, and obtaining referrals from existing client base. Consistently exceeded sales and referral goals. Analyzed financial position of companies, provided a summary of background, management and industry information for the bank's credit committee to determine whether a business qualified for a loan.

BRANCH MANAGER *Commercial Loan Officer 6/1996-4/1997*

ACHIEVED TOP PERFORMANCE IN MARKETING & SALES. Generated Referrals Resulting in \$2 Million Loan Volume – Received company's annual top referral award by making 42 referrals to the mortgage department, which resulted in 23 booked loans, totaling approximately \$2 Million in loan volume. Responsible for supervision, performance review and training, including how to use profiling/customer service skills to ask probing questions to determine banking needs. Conducted staff meetings and training sessions for employees. Implemented monthly sales goals and incentives for the branch. Solicited and developed new commercial, real estate and installment loans by contacting prospects and current customers. Recognized customer needs and offered appropriate products. Prior to this position served as Consumer Lender from 5/1994-6/1996, successfully achieving 100% of targeted goals including loans, referrals and deposits.

TEACHING EXPERIENCE

Sales Management – Part-Time Adjunct Faculty, University of Wisconsin-Platteville 1/2002-5/2002

Received outstanding evaluations from class of 20 junior and senior level business administration / marketing students with mean average evaluation of 4.576 out of possible 5.0. Developed curriculum providing students an experiential learning experience. Implemented an innovative sales program, where the students sold a product, participated in teams to reach goals, and then evaluated their individual and group performance. Students received rewards as incentives and evaluated the difference that made in their performance. Students planned, developed, and attended a U.S. Bank corporate sales rally to enhance their learning experience. Training on complete sales process included: cold calling, how to motivate self and others in a sales role, teamwork in sales, individual sales efforts, and impact of recognition and rewards in selling.

International Business & Commercial Bank Administration – Part-Time Adjunct Faculty, Columbia College of Missouri, Freeport, IL, 1/2000-12/2001

Designed and implemented the curriculum for junior/senior-level college courses. Courses included traditional and non-traditional students. Utilized an integrated approach for learning, with a variety of resources, including: videos, PowerPoint, case studies, industry expert panel, and role-plays to achieve a comprehensive learning experience for the students. Received outstanding evaluations from students. Out of nine students in Commercial Bank Administration, eight agreed or strongly agreed that they would recommend the course to others, with one neutral response. Student surveys for International Business showed that 11 out of 11 students strongly agreed that they would recommend this course to others.

SKILLS & ABILITIES

High energy professional, skilled in fostering collaboration across organizations to drive success; excellent negotiation and public relations skills, cultivates strategic business and community relationships; extensive network in the Dubuque and Galena communities, strong coach and mentor, uses a consultative approach with clients and students to build relationships, strong motivator with individuals and teams, effective at training and development, strong project management skills, attention to detail, outstanding fund-raiser and community organizer, effective team builder, ability to discern issues and strong problem-resolution skills, and strong organizational skills with the ability to prioritize while managing a large volume of work.