

# Janine Jacques

MBA, MSCIS, PH.D

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## Education

### Bachelor of Business Administration

Boston University, 1988

### Master of Business Administration

Bentley College, 1996

### Master of Computer Information Systems

Boston University Metropolitan College, 1998

### Ph.D. in Information Systems

Nova Southeastern University, 2010

## Employment

### New England College of Business

*Program Chair Bachelor of Science in Digital Marketing, Program Chair of Master of Business Analytics and Program Chair of Bachelor of Science in Social Entrepreneurship (2016-current)*

- Oversee program, curriculum development and approvals (MDHE and NEASC) for the Master of Business Analytics (MSB) and Bachelor of Science in Social Entrepreneurship (BSSEM)
- Recruit new faculty and subject matter experts to support the new programs
- Prepare proposal for MSB and BSSEM which includes a detailed competitive analysis, curriculum map, market assessment, budget and 5 year growth plan for the Board of Trustees and curriculum committee
- Prepare proposal for a MBA concentration and graduate certificate in Business Analytics and present for approval by NECB's curriculum committee
- Prepare proposal for a concentration and undergraduate certificate in Social Entrepreneurship
- Continue to oversee and recruit students for the Digital Marketing Program (DMK) at NECB

*Program Chair of Bachelor of Science in Digital Marketing (Jan. 2014 – present)*

- Oversee the DMK program including curriculum development, course development, course reviews, enhancement, instruction, and assessment.
- Use outreach and marketing strategies to grow the DMK program from 11 students in 2014 to over 35 students in 2017
- Recruit, supervise and mentor faculty to maintain continuity of curriculum; encourage faculty development in areas of subject matter content as well as in teaching methodology and pedagogy
- Prepare annual budget, advise students and maintain the academic schedule
- Manage and update online courses using the Canvas Learning Management System
- Engage with external associations and organizations in program development and advancement
- Create a NECB Digital Marketing Advisory Committee of Boston digital marketing professionals
- Teach 5 to 8 courses per year
- Speak at conferences on topics related to Digital Marketing
- Assess and employ digital strategies to grow the digital marketing program
- Create a Digital Marketing Certificate and Concentration to attract additional students to NECB

*Other Responsibilities*

- Evaluate the feasibility and market potential for new programs at NECB
- Identify opportunity, perform market assessment, and prepare proposals on new undergraduate and graduate programs to be offered at NECB (Bachelor of Science in Social Entrepreneurship and Master of Business Analytics)
- Chair of the Faculty Innovation and Development Committee (2015-2016)
- Mentor other NECB Program Chairs
- Prepare for 5 year review from New England Association of Schools and Colleges (NEASC)
- Create, manage and maintain the Innovation Room where NECB thought leaders present relevant and trending topics to a virtual audience of the Boston business community, alumni and current undergraduate and graduate students
- Recommend digital strategies to attract students to ALL programs and strengthen the NECB brand

### **Mount Ida College**

*Assistant Professor, School of Business (Sep. 07 – 2014)*

- Teach business and technology courses for undergraduate and graduate students
- Create online course materials using Angel and WebCT
- Teach online courses to a diverse population of students
- Introduce new courses and materials to enhance the business program
- Evaluate the existing curriculum and recommend areas of improvement
- Acted as an advisor for forty business students
- Chair of the Academic Standards Committee
- Co-Chair of the Academic Search Committee
- Member of the Technical Advisory Committee
- Recorder for Faculty Assembly
- Determine software required to support undergraduate and graduate program's learning objectives

### **Accomplishments**

- Received Tenure!
- Proposed a concentration in Digital Media and created curriculum requirements
- Created a Social Media Committee of campus stakeholders to define social media policy and procedures for the college community
- Helped develop a Master of Science in Management program; developed curriculum, created syllabi and attended regular planning meetings, and NEASC requirements
- Successfully implemented an E-portfolio pilot project where students display their academic accomplishments online to prospective employers
- Presented Web 2.0 technologies at academic conference as a means to enhance the classroom experience
- Developed the School of Business Lecture series which brings industry leaders to campus events
- Introduced E-portfolios to resident faculty as a way to expand their academic portfolios and create an online professional presence
- Served on many college committees; including Chair of the Academic Standards Committee and Co-Chaired Academic Dean Search committee

### **Equine Rescue Network and Hope4Horses**

*Chairman of the Board (2009-present)*

- Founded Hope4Horses Equine Rescue which saves young slaughter-bound horses

- Created and manage the Equine Rescue Network (ERN) which uses digital media to connect over 226,000 equine advocates who and collaborate to provide aid to abandoned, neglected and slaughter bound horses
- Created, implemented, and manage a Digital Media Strategy
- Prepare and manage to an annual budget
- Event management, Equine Care and Staffing for Hope4Horses
- Created and manage digital presence
- Act as a consultant for other equine rescues throughout the country
- Created and deliver an educational campaign to raise awareness of cruelties associated with equine slaughter industry
- Work with ERN corporate partners to design the ERN Registry and Recovery Database and develop distribution strategy for selling microchips using an ISO9000 compliant process

### **Business Consulting Services**

*(Sep. 07 – 2014)*

- Provide consulting services in Digital Media Strategy for small and midsize nonprofit and for-profit organizations
- Recommend Web 2.0 tools to meet business objectives
- Analyze market potential for business opportunities
- Recommend business and marketing strategies for startups: Memsaic and NetRaffle
- Evaluate and redesign web presence using open source/content management software
- Consult nonprofit organizations on how to capitalize their web presence and Internet fundraising opportunities

### **University of New Hampshire**

*Senior Lecturer, Computer Information Systems (Sep. 05 – Sep. 07)*

- Prepare and deliver course content to undergraduate students using WebCT
- Evaluate CIS program curriculum, introduce new courses and innovative learning exercises
- Research and prepare articles for publication
- Attended academic committee meetings chartered to maintain and improve academic standards
- Deliver technical workshops and lectures to the campus and business community
- Mentor and advise students

### **Babson College and Endicott College**

*Adjunct Faculty, Business and Technology (Aug. 00 – Aug. 05)*

- Prepared and delivered regular lectures, managed student expectations and grades
- Managed all course materials online at <http://www.janinejacques.com>
- Taught both daytime undergraduate and evening MBA programs
- Undergraduate courses included: Systems Analysis and Design, Emerging Technologies, Web Programming, Project Management, Telecommunications, Information Policy and Database Management.
- Graduate courses included: Management Information Systems, Leadership in Technology, Managing Technology

### **Epsilon Data Management**

*Technical Project Director (Jan. 99 - Aug. 00)*

- Responsible for providing direction and accountability for multiple database marketing open system projects in varying industries
- Managed career path development for team members and performed scheduled performance reviews

- Worked with senior management to define the staffing requirements for multiple external client production systems
- Managed the year 2000 compliance project for each client team
- Defined procedures for moving processes and projects from development to production
- Acted as a mentor for other project managers which included regular reviews of project plans, proposals, contracts and staffing plans
- Identified and initiated new revenue generating opportunities
- Created a standard role definition document for customer support analysts
- Wrote standard production contract to be used on all new production clients
- Defined and managed group initiatives and objectives

*Production Project Manager (Nov. 97 - Jan. 99)*

- Responsible for the maintenance of a 200 gigabyte database marketing system for a \$4.9 billion external retail client
- Managed daily activities for seven team members
- Wrote and negotiated a 3 year, \$1.5 million production contract
- Provided time and cost estimates for enhancements outside the scope of the original contract
- Managed large scale enhancements to ensure timely delivery within scope
- Created production schedule for all daily, weekly and monthly processes including standard quality control measures
- Prepared weekly status reports for the client and senior management
- Designed and implemented project tracking databases in Lotus Notes

*Senior Business Systems Analyst (Jun. 97 - Nov. 97)*

- Held a lead position on database development projects
- Gathered system, reporting and campaign management requirements
- Designed and delivered several successful database and tools training courses to many internal and external clients
- Managed and prioritized the daily efforts of several Business Systems Analysts on the project team
- Prepared technical and functional documentation for database load procedures
- Initiated several detailed project plans which have been leveraged across many client accounts
- Worked closely with the database architect to ensure the integrity of the database design
- Created detail system and unit test plans for database implementations
- Instrumental in defining the roles and responsibilities of the Business Systems Analyst

*Business Systems Analyst (Jun. 96 - Jun. 97)*

- Provided front line user support for a 280 gigabyte data warehouse
- Interacted daily with external client to communicate status on support issues
- Prepared functional and technical specifications (including time and costs estimates) for database enhancement requests
- Delivered user training at client sites throughout the United States
- Designed, configured and maintained front end access tools (Impromptu 4.0 and Epsilon's Campaign Manager)

**Bentley University**

*Senior Programmer Analyst (1992-1996)*

- Interfaced with internal clients to uncover system enhancement requirements
- Prepared functional and technical specifications (including time and costs estimates) for database enhancement requests
- Designed, programmed, tested and implemented all system enhancements using Oracle SQL
- Implemented system enhancements to the user community which included preparing user documentation and training

**The Analytical Science Corporation (TASC)*****Programmer Analysts (1988-1992)***

- Designed, programmed and tested system enhancements using COBOL and SpeedII for accounting, fixed assets, purchase management and security systems
- Worked closely with internal clients to define enhancement requirements
- Created functional, technical, testing and user documentation for system enhancements for various departments

***Programmer***

- Programmed system enhancements using COBOL and SpeedII for accounting, fixed assets, purchase management and security systems
- Prepared system and unit testing documentation

**Courses**

Managing Information System	Networking Computers
Web Authoring	Database Management
E-commerce	Systems Analysis and Design
Entrepreneurship	Information Security
Small Business Management	Business Law
Principles of Management	Introduction to Business
Project Management	Business Research Methods
Fundamentals of Business Computing	Human Resource Management
Social Media Marketing	Digital Marketing

**Philanthropic Work**

Founder of the Equine Rescue Network (ERN) which is an online community of 226,000+ equine advocates who work collaboratively to save horses and donkeys from slaughter.

(2009-2017).

[www.EquineRescueNetwork.com](http://www.EquineRescueNetwork.com)

Chairman of the Board for the Service Dog Project which provides service dogs to people with mobility problems.

[www.ServiceDogProject.com](http://www.ServiceDogProject.com)

(2010-2017).

Founder of MiniTherapy.com. A community of college and high school students who help veterans and disabled individuals with PTSD.

[www.MiniTherapy.com](http://www.MiniTherapy.com)

(2016-2017).

**Author**

Jacques, J. (2017). Lost Horses: a Guide for Horse Lovers to Make a Difference

Jacques, J. (2013). Dogs, Donkeys and Circus Performers

*(All proceeds from book sales go toward Equine Rescue Network and the Service Dog Project).*

## Blogger

Examples from [www.JanineJacques.com](http://www.JanineJacques.com)

*If Hitler had the same access to technology in 1933 as the U.S. President in 2017. March 10, 2016*

*Hip #585, Today You Rest. October 17, 2016*

*Bella & George: A Great Dane Love Story from the Service Dog Project. November 13, 2015*

## Presenter

- ☑ Business of Unwanted Horses. Innovation Room at New England College of Business. June, 2014
- ☑ Writing to Inspire: Bringing Audiences to Act. Business Writing Bootcamp. Boston. September.
- ☑ Connecting the Digital Dots. Keynote at Digital Marketing Summit, Cambridge, April 2016
- ☑ Digital Marketing for Nonprofits. Innovation Room at New England College of Business. September, 2016
- ☑ Digital Marketing. Innovation Room at New England College of Business. June, 2014
- ☑ Online Fundraising Tools, Center for Nonprofit Success, Boston Leadership Series, February, 2012
- ☑ Past, Present and Future of Business Computing], Mount Ida College School of Business Lecture Series, October, September, 2011
- ☑ How to create a 501c3 organization and online fundraising techniques] Kiwanis Club Monthly Meeting, October, 2011
- ☑ Alternatives to Equine Slaughter], Massachusetts State Hearing, October, 2011
- ☑ Equine Slaughter Industry, Office of Senator Scott Brown, Boston, MA. October, 2011
- ☑ New Opportunities in Online Fundraising, Center for Nonprofit Success, Boston Fundraising Summit, 2011
- ☑ Web 2.0 Collaborative Webtools Seminar, New England Faculty Development Consortium, May, 2009
- ☑ Teaching Portfolio, CELT, January, 2009
- ☑ Financial Crisis, Mount Ida School of Business Lecture Series, October, 2008]
- ☑ Recession 2008, EACE conference, Key Note Speaker, October, 2008
- ☑ Technical Trends, Mount Ida School of Business Lecture Series, February, 2008

## Scholarship

### Accepted Works:

- ☑ “Facebook and Beyond: a look at the strategic use of social media for non-profit organizations.” Presented at the Society of Business Research, November, 2012.

- “Being social: an examination of the strategic use of social media for non-profit and for-profit organizations.” Accepted at the National Business and Economics Society, 2012.
- “An examination of the strategic use of social media for small business.” Accepted Global Business Research Conference, 2012.
- “An Analysis of the Influence of Media Characteristics on Online Donor Behavior.” Accepted International Conference of Education Research and Innovation, 2012.

### Other Written Works:

- “A profitable industry at the horse's expense.” Abstract submitted for review to the Animal Welfare Journal. Animal Welfare Journal, 2012.
- “Rethinking Equine Slaughter: Applying Business Logic to the Unwanted Horse Population.” Submitted International Conference on Animal Science and Veterinary Medicine, 2012.
- “An Analysis of the Influence of Media Characteristics on Online Donor Behavior.” Submitted to the Nonprofit and Voluntary Sector Quarterly, 2011.
- [Dissertation, 2010]. Accepted October, 2010.

