

# Jesse W. Jacobs, MBA, CBE

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## Curriculum Vitae

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Innovative and experienced academic leader committed to improving student development and fostering a positive learning environment. Excel at conducting strategic economic/market research and delivering outstanding leadership within fast-paced environments. Serve as a crucial point of contact for students due to strong teaching style and extensive real-life experience. Consistently exceed all performance objectives and leverage Six Sigma Blackbelt to further institutional goals. Committed to bridging multiple sectors including government, utilities, and public corporations and producing student-centric instruction. Leverage strong financial expertise to further the advancement of quality financial planning programs and curriculum creation. Mentor students and contribute to academic outreach. Skilled in marketing analytics, business strategy development, and strategic research to grow business volume. NABE Certified Business Economist.

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## Education

**Doctor of Business Administration (Focus: Economics and Finance)**, Expected 2022  
Heider College of Business, Creighton University, Omaha, NE

**Master of Business Administration**, 1996  
Fort Hays State University, Hays, KS

**Bachelor of Business Administration in Economics**, 1990  
Fort Hays State University, Hays, KS

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## Research Expertise and Interest

- Applied Econometrics
  - Transportation Research
  - Manufacturing Forecasting
  - Economics of the Impoverished
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## Academic Experience

FORT HAYS STATE UNIVERSITY, Hays, KS

**Instructor of Economics**, 8/2013 to Present

Direct classroom development activities and perform curriculum creation to improve instructional efforts. Serve as an industry expert to aid students in resolving complex problems and addressing challenging economic issues. Demonstrate excellent understanding of finance and accounting to achieve academic goals and drive student success. Track student progress and collaborate with students to set individual performance targets.

- Deliver strong leadership for a number of key classes including Principles of Microeconomics, Principles of Macroeconomics, Intermediate Microeconomics, Marketing Research, and Economics Ideas and Current Issues.

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- Earn repeatedly strong feedback from students and educational administrators, leading to consistently full classes with long waitlists.
- Create real-life examples for students and blend online and in-person classroom structures to communicate macroeconomics and microeconomics.
- Monitor economic issues and focus instruction on issues influencing the economic-political society.
- Strategically evaluate industry trends and build out plans to target individual student learning needs and performance goals.

NORTHWEST UNIVERSITY OF POLITICAL SCIENCE AND LAW, Xi'an, China

**Visiting Scholar/Faculty**, Summer 2019

Instructed students on macro and microeconomics within the US manufacturing sector. Set student performance standards and aligned curriculum and school guidelines.

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## **Publications**

- **Jacobs, J.** & Goebel, B. (2020, January). The Business Aviation Industry: Growth, Contraction and Consolidation. *Business Economics*, <https://doi.org/10.1057/s11369-019-00157-0>.
- Stone, K., Brown, L., Smith, S & **Jacobs, J.** (2018). Organizational Assessment: An Integrated Approach to Diagnosis and Interventions. *Organization Development Journal*, 36, 67-95.

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## **Working Papers**

- Braymen, C., **Jacobs, J.**, U.S. Private Aviation during the initial stages of COVID-19.

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## **Media Engagements**

- Garriott, Molly (2020, July 20). DBA Student's Research Featured at Aviation Conference. *Creighton University Heider College of Business News and Events*, Retrieved from <https://business.creighton.edu/news/dba-students-research-featured-aviation-conference>
- Gebhardt, Maggie (2015, October 23). Leaders look at economy. *The Hays Daily News*, Retrieved from <https://www.hdnews.net/02ebd2f0-de20-54a3-8f99-e5b32640c9d2.html>.

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## **Invited Presentations**

- **Jacobs, J.W.** (2020). The impact of covid-19 on business jet flights. Transportation Research Board Plenary Economic Outlook, Webinar
- **Jacobs, J.W.** (2020). Agricultural economic and financial conditions. *Fort Hays State University Banking Institute Ag Seminar*, Fort Hays State University, March, Hays, KS
- **Jacobs, J.W.** (2016). Current economic conditions. *Hays Economic Outlook Conference* WSU Center for Economic Development & Business Regional Outlook, Fort Hays State University, November 4, Hays, KS.
- **Jacobs, J.W.** (2015). Impact of interest rates on the local economy. *Hays Economic Outlook Conference* WSU Center for Economic Development & Business Regional Outlook, Fort Hays State University, October 23, Hays, KS.

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- **Jacobs, J.W.** (2015). Kansas economic outlook. *Small Group Bank Meeting of SW Kansas, Federal Home Loan Bank of Topeka Small Group Meeting*; Garden City, KS

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## **Certifications**

CITI Program Responsible Conduct of Research  
Certified Business Economist, CBE, National Association of Business Economists  
Certified Textron Six Sigma Black Belt, Value Pricing Team  
North American Electric Reliability Council Certified System Operator

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## **Fort Hays State University Associations**

**Faculty Consultant**, Fort Hays State University Management Development Business Center  
**Faculty Chair**, Scholarship Committee for Economics, Finance and Accounting Department  
**Faculty Member**, Student Success Committee  
**Faculty Member**, Director of Entrepreneurship Hiring Committee  
**Faculty Adviser**, 15 Finance and Economics students  
**Hiring Committee Member**, Fort Hays State University Global Partnership China, Sias University

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## **Professional Associations**

Member, National Association of Business Economists  
Member, National Academy of Sciences  
Member, American Economic Association  
Member, Chinese Economist Society

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## **Professional Service Associations**

**Chair**, Transportation Research Board on Business Aviation, National Academy of Sciences  
**Past Contributing Economist**, The Federal Reserve Bank of Philadelphia, Livingston Survey  
**Moderator**, *Hays Economic Outlook Conference*, WSU Center

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## **Economics and Marketing Experience**

CESSNA AIRCRAFT COMPANY, Wichita, KS

**Manager, Market Forecasting and Pricing**, 2007 to 2013

Proactively developed strategic market forecasts and established short-term and long-term economic plans. Navigated market changes within the business aviation industry to further goals within the world's largest private aircraft manufacturer. Assessed market share and implemented financial protocols to positively drive sales. Executed margin analysis for a number of models and segments. Performed quantitative and qualitative VOC research and provided strong recommendations on behalf of senior managers.

- Successfully built out program to address new market changes and economic recession.
- Crafted and analyzed pricing scenarios on behalf of senior managers and computed price elasticity.

- Served as leading virtual employee and delivered best possible econometric forecasts within 5% accuracy for most forecasts.
- Enhanced pricing structures, which yielded 8% growth in revenue.
- Overhauled general aviation forecast through collaboration with Hanover Research, leading to forecast improvement from one to five independent variables.

CESSNA AIRCRAFT COMPANY, Wichita, KS

**Manager, Market Research, 2006 to 2007**

Supervised market research and assessed customer data to produce highly valuable insight into consumer demographics and behavior. Performed economic analyses and delivered quality recommendations regarding aircraft market conditions involving trade associations.

- Achieved sourcing of Six Sigma projects from surveys, producing 10% improvement in customer satisfaction.
- Performed correspondence analysis and conducted conjoint analysis and market simulation data, facilitating development of new products including Columbus Jet and Corvalis all-composite piston aircraft.
- Developed and managed two research analysts to best review VOC feedback and craft strategic plans to enhance customer satisfaction.

CESSNA AIRCRAFT COMPANY, Wichita, KS

**Senior Market Research Analyst, 2005 to 2006**

Performed comprehensive statistical analyses on competitor pricing and consumer research. Analyzed corporate market segments and improved key market development.

- Attained positive recognition for serving as a founding member of the Taking Care of the Customer Committee, intended to drive profitability and grow customer experience.
- Enhanced customer experience through strong leadership and built out customer database through conversion of all third-party survey research into one single database.

CESSNA AIRCRAFT COMPANY, Wichita, KS

**Certified Textron Six Sigma Black Belt, Value Pricing Team, 2003 to 2005**

Executed competitive market research and established strategic plans to enhance market share and drive net operating profits. Leveraged six sigma methodologies to curate strategic solutions and facilitate process improvements.

- Built strategic relationship with McKinsey & Company to produce value pricing at Bell Helicopter, which saved approximately \$6M in 2004.
- Rolled out pricing strategies to simplify discounting tiers, producing 3-5% improvement in market share.

CESSNA AIRCRAFT COMPANY, Wichita, KS

**Market Research Analyst, 2000 to 2003**

Evaluated data and market trends to enhance marketing strategies and streamline profits.

- Effectively produced 35% growth in customer research and boosted response rates from 7% to 11% by implementing targeting incentives.

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MIDWEST ENERGY, Hays, KS

**Systems Operator**, 1998 to 2000

Assessed market data and delivered quality reports to senior managers.

- Successfully negotiated power sales up to \$80K daily and quickly passed North American Electric Reliability Council exam within only eight months.

WYOMING DEPARTMENT OF EMPLOYMENT, RESEARCH, AND PLANNING, Casper, WY

**Senior Statistician**, 1997 to 1998

Structured SPSS programs to support accurate tabulation of published labor statistics. Contributed to implementation of statewide telephone claims network and compiled unemployment reports.

- Earned promotion to senior statistician within only six months and reported all State of Wyoming mass layoff statistics to the federal government.