

# Margot Salas Geagon, MPA, MBA, Ph.D.

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4625 45<sup>TH</sup>. Avenue SE, Apt. M-7, Lacey, WA 98503 | 360-485-8014  
[mgeagon@hotmail.com](mailto:mgeagon@hotmail.com) | [geagonmargot@gmail.com](mailto:geagonmargot@gmail.com)

## *CURRICULUM VITAE*

### PROFILE

A high caliber, seasoned scholar in the area of operations management, statistics, finance, strategic management, and data analytics with a robust background in program development and assessment. A lifelong learner with a passion for contributing to positive social change and experienced in the development and delivery of courses that strike a balance between theory and application-based pedagogy.

### TEACHING EXPERIENCE

- *Associate Professor of Finance*, Saint Martin's University, School of Business, August 2016 to present (tenured)
- *Associate Professor of Quantitative Management and Finance*, New Mexico Highlands University, School of Business and Media Technology, May 2015 (tenured)
- *Assistant Professor of Quantitative Management and Finance*, New Mexico Highlands University, School of Business and Media Technology, Fall 2012
- *Visiting Professor of Finance and Management*, New Mexico Highlands University, School of Business and Media Technology, Fall 2010 to Summer 2012
- *Adjunct Professor of Economics*, Warner Pacific University, School of Business, Summer and Fall Sessions 2005
- *Adjunct Professor of Finance*, Warner Pacific University, School of Business, Summer and Fall Sessions 2005

### Classes Instructed:

- Operations Research Methods (MGMT 325) [online via Blackboard and traditional formatted]
- Operations Management (BA 320) [traditional formatted]
- Business Strategy – *Undergraduate Capstone* (BA 499) [traditional formatted]
- Strategic Management – *Graduate Capstone* (MBA 650) [traditional formatted]
- Principles of Management (MGMT 303) [hybrid formatted]
- Quantitative Methods (MGMT 604) [online via Desire2Learn]
- Business Analytics (MBA 605) [traditional formatted]
- Business Research Methods (MGMT 601) [online via Blackboard]
- Business Statistics (BUS 210; BA 395) [traditional and hybrid formatted]
- Marketing Research (MKTG 411 / 411) [hybrid formatted]
- Financial Management (FIN 607) [online via Blackboard]
- Financial Statement Analysis (ACCT 605) [hybrid formatted]
- Principles of Finance (BA300) [traditional formatted]
- Financial Planning and Control (MBA 602) [traditional formatted]
- Corporate Finance (BUS 461) [traditional formatted]
- Capital Budgeting (FIN 627) [online via Blackboard]
- Economics for Managers (BUS 306A) [traditional formatted]

- Risk Management & Insurance (FIN 420) [traditional formatted]

## HIGHLIGHTS OF WORK EXPERIENCE

Aug 2016 – Present

*Associate Professor of Finance (tenured)*

Saint Martin's University

Lacey, WA

- Developed and taught undergraduate and graduate courses in strategic management, operations management, finance and statistics. Advised undergraduate and graduate students and developed electronic plans of study for students to track their progress through the academic programs.
- Created and implemented a program wide assessment plan for the *BA*, *BA Accounting and MBA* programs for the School of Business, consistent with ACBSP and NWCCU standards. Revised the undergraduate and graduate capstones (*BA 499 Business Strategy and MBA 650 Strategic Policy Analysis*) to include Peregrine Academic testing and the Senior Exit Survey.
- Served as the Chair of the Faculty Committee on University Assessment, a member of Academic Standards Committee, Retention Committee, and the Board of Trustees – Investments Committee.

August 2015 – May 2016

*Associate Professor of Quantitative Management & Finance (tenured)*

*Department Chair*

New Mexico Highlands University

Las Vegas, NM

- Created and instructed quantitative undergraduate and graduate classes in both distance (internet) and traditional formats. Classes include; Operations Research Methods, Business Statistics, Business Research Methods, Financial Management, Capital Budgeting, Quantitative Methods, and Principles of Management.
- Served as the Higher Learning Commission point of contact for the School of Business, Media and Technology department. Managed academic program reviews for external accreditors and served as the department Champion for ACBSP and the Higher Education Commission. Developed and implemented outcomes assessment plans for the School of Business. Developed and completed articulation agreements with sister schools. In this capacity, I assisted in the restructuring of the undergraduate and graduate finance programs.
- Redesigned the undergraduate and graduate finance programs to enhance applications and problem-solving aspects of the curriculum. Worked with faculty in the Arts and Sciences – Social Work program to redesign the plan of study for the *MSW/MBA* program and worked with the Chemistry and Environmental Science faculty to create an Oil and Gas Management undergraduate program to be launched in the fall of 2016.

Aug 2010 – May 2015

*Assistant Professor of Quantitative Management & Finance*

*Department Chair*

*Graduate Coordinator*

New Mexico Highlands University

Las Vegas, NM

- Created and Instructed quantitative undergraduate and graduate classes in both distance (internet) and traditional formats. Classes taught include; Operations Research Methods, Business Statistics, Business Research Methods, Financial Management, Capital Budgeting, Quantitative Methods, and Principles of Management. In this role, I created a matrix for outcome assessment for both the undergraduate and graduate programs within the School of Business, Media and Technology.
- Completed the analysis for the 5-year accreditation site visit for both the undergraduate and graduate programs [*ACBSP site visit during the Fall 2011 semester*] and spearheaded the outcome assessment efforts of the business program. Served as the Higher Learning Commission point of contact for the School of Business, Media and Technology department.
- Developed and implemented technology-based curricula and managed associated distance learning model. Implemented outcomes assessment and accreditation requirements for existing programs. Managed academic program reviews for external accreditors, ACBSP and the Higher Education Commission. As a Graduate Coordinator, I function as the primary point of contact for new graduate student inquiries and assist the dean and department chair in the creation of new classes, programs and curriculums. In this capacity, I assisted in the restructuring of the undergraduate and graduate finance programs.

Sept 2003 – Jul 2010

*Decision Support & Analytics Director*

Regence Blue Cross Blue Shield of Oregon  
Portland, OR

- Prepared, applied, and analyzed medical, dental, vision and pharmaceutical statistics for claims, contracts, members, and groups for all Regence Plans and TRG [The Regence Group Holding Company: Regence Plans- Idaho, Oregon, Utah, and Washington].
- Managed and supervised Plan and TRG operational accounts and staff. Management of operational accounts including the instruction of accrual utilization and earnings management to senior accountants and analysts of the FAR (Finance & Account Reporting) group.
- Supervised the creation of the pharmaceutical financial statements for all Regence Plans and led ad hoc analysis on operational activities, statistical allocations and risk associated projects. Led the research and analysis performed for claims annual audits for all Regence plans.

July 2000 – Sept 2003

*Contract Program Analyst*

Oregon Health Sciences University: Cancer Institute  
Portland, OR

- Provided statistical analysis for the clinical trials as part of the Bioinformatics Core
- Assisted in the formulation of the 2003-2008 *Master NIH Grant*
- Created Funds Flows Statements for clinical trials

## EDUCATION

Ph.D., *Applied Management and Decision Sciences – Finance*  
Walden University, College of Management, and Technology,  
Minneapolis MN, August 2009

- Dissertation Title: *Earnings Smoothing Through the Use of Derivative Hedging and Accounting Accruals: A Quasi Experimental Approach*
- Advisor: Dr. Thomas Spencer
- Concentration: Finance

MBA, *Finance*

Marylhurst University, School of Business,  
Portland, OR, June 2003

- Thesis Title: *An Analytical Approach to Valuing Human Capital Investments with Real Options*
- Concentration: Finance

MPA, *Program Evaluation*

Portland State University, Hatfield School of Government,  
Portland, OR, August 2002

- Thesis Title: *Performance Measurement in the Public Sector: Evaluating the Subjective Benefits of Public Service*
- Concentration: Program Evaluation

Masters Endorsement – *Public Finance*

Portland State University, Hatfield School of Government,  
Portland, OR, August 2002

- Thesis Title: *Disincentives to Efficiency: Public Sector Budgeting Structure*
- Concentration: Public Sector Financial Management

BA, *Business Administration*

Western New Mexico University, School of Management,  
Silver City, NM, May 1999

- Concentration in Business Administration and Marketing

## **PUBLICATIONS & PROCEEDINGS**

- Errors in Financial Transparency within Financial Institutions, (*pending*)
- *Succession Planning: Preparing for the Next Generation*. Washington Society of Certified Public Accountants (WSCPAC) Conference Presentation (SeaTac; WA, May 2019)
- *Earnings Management and Corporate Social Responsibility*. Washington Society of Certified Public Accountants (WSCPAC) Conference Presentation (Lacey; WA, May 2018)
- Geagon, Margot & Hayes, John. Evaluating Earnings Management in Financial Institutions, *Management Research Journal*, 1, p. 1-12, 2015
- Chris Nelson, Ph.D., Margot Salas Geagon, Ph.D., Bill Taylor, Ph.D., and Joe C de Baca. Incentivizing College Readiness: The Use of a Token Economy to Achieve GEAR UP Goals. NCCEP National Conference, Washington, D.C. July 2014.
- Margaret A. Young, Ph.D., Jean Hill, Ph.D., Margot S. Geagon, Ph.D. Ultimate Outcomes: Implementing a University-wide Integrated Assessment System. 2013 Annual Conference of the Higher Learning Commission, Chicago, April 2013.
- Margot S. Geagon, Ph.D., and Margaret A. Young, Ph.D. Introducing, Applying, and Reinforcing Outcome Assessment Activities. 2011 ACBSP National Conference, Indianapolis, IN, June 2011

## ACCOMPLISHMENTS & ACADEMIC CONTRIBUTIONS

- NCCU Accreditation Task Force 2020, SMU – 2018 – 2020 (*ongoing*)
- Board of Trustees – SMU – 2018 – present
- Provost Council, SMU- 2018 –*present*
- Academic Standards Committee Member, SMU, 2017 - *present*
- Academic Standards, Analysis Team, SMU, 2017 – *present*
- Retention Committee, SMU, 2017 - *present*
- ACBSP Authored the Accreditation Assessment Plans SMU– BA, and MBA. 2018 - *present*
- Earnings Management and Corporate Social Responsibility. Proceeding. Washington Society of Certified Public Accountants (WSCPAs) Conference Presentation. Lacey, WA, April 2017
- NSF-PFI-10-581 New Mexico Highlands University-Collaborative Project Space, Evaluator, December 2010.
- AmeriCorp Grant. Evaluator, NMHU, 2013 – 2014.
- NMHU GEAR UP Grant, Evaluator, October 2014.
- NCCEP/GEAR UP, Presenter - Capacity Building Evaluator Workshop, Orlando, FL, August 2014.
- AAUW [American Association of University Women] - Faculty Sponsor, 2010 – 2015.
- NMHU Academic Affairs – Program Review - Chair: Programs Reviewed: Biology, English, and Media Arts, 2014- 2015.
- NMHU - School of Business Media and Technology – Revision of the Program Assessment Plan, 2015.
- Center for Teaching Excellence - Board Member, 2014 – 2016.
- Institute for Operations Research and the Management Sciences (INFORMS)
- Decision Sciences Institute (DSI)
- American Statistical Association (ASA)
- Accreditation Council for Business Schools and Programs (ACBSP) Evaluator Champion
- Created Assessment Plans for the BBA, BA Accounting, MBA, and MAcc programs at Saint Martin’s University (2018)

## SKILLS

- Effective interpersonal communications skills.
- Robust background in program development, revision, and assessment.
- Extremely computer savvy (Microsoft Office Suite: Excel, Access, Word, Outlook, Powerpoint, Project; Oracle; PeopleSoft; Banner; SAS; SQL; REWARDS; Pilar; BOE; Discover; Blackboard, BSG, Desire2Learn, Respondus, Moodle, ZOOM, SPSS, SAS, R, etc.).

## MEMBERSHIPS & AFFILIATIONS

- Member of the American Statistical Association
- Risk Management Association
- Member of the Higher Learning Commission
- AAUW [American Association of University Women] Faculty Sponsor
- ACBSP [Accreditation Council for Business Schools and Programs] Co-Champion
- Member of the Academic Affairs Committee (NMHU)
- Member of the Academic Affairs Graduate Subcommittee (NMHU)
- Member of Outcome Assessment Committee (NMHU)
- Member of the Faculty Senate Advisory: Graduate Coordinator Subcommittee (NMHU)

- Retention Committee (SMU - Active)
- Provost Council (SMU – Active)
- Board of Trustees (SMU – Active)
- Accreditation 2020 Taskforce (SMU – Active)
- Academic Standards Committee (SMU – Active)
- University Assessment (SMU – Active)