

# ATEBA WHITAKER

**Lecturer, Department of Management | Social Enterprise Founder**

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## CAREER PROFILE

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- Expertise across the private, not-for-profit and higher education sectors designing and delivering innovative learning and development programs with a passion for people development and inspiring personal growth.
- Holistic approach to learning development aligned to organizational priorities with a strong background in both teaching and delivering project management initiatives as well as the design of innovative solutions.
- Data orientated approach focusing on best practice agile methodologies and inclusion with a leadership style built on authenticity, collaboration, effective communication, shared goals, and accountability.

## KEY SKILLS

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- Curriculum Design and Development
- Data Analysis and Market Trend Analysis
- L&D Program Development and Administration
- L&D Strategy Design and Implementation
- Project and Program Management
- Qualitative and Quantitative Research
- Partnership Development and Stakeholder Management
- Training and Employee Development

## CAREER HISTORY

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**LECTURER, DEPT OF MANAGEMENT | FACULTY MEMBER**

08.2023 – Present

**UNIVERSITY OF KENTUCKY** (Lexington, KY)

*Provide classroom design and instruction for the University of Kentucky Gatton College of Business and Economics for MGT 352: Social Enterprise Development and MGT 320: Human Resource Management.*

**FOUNDER & CHIEF EDUCATIONAL OFFICER**

08.2019 – Present

**UNREASONABLE KIDS COLLEGE** (Williamsburg, VA)

*Direct the administration of this member youth organization by creating and implementing programs to educate youth ages 6-12 about social entrepreneurship. The goal is to create opportunities for kids to tackle poverty, hunger, environmental issues, and others set by the United Nations 17 Sustainable Development Goals.*

- Secured \$100K funding and devised and implemented the overarching strategic goals to ensure the operational, commercial and financial activities were all aligned to the mission, values and vision of UKC.
- Create, design and implement multiple educational programs to impact positively on young lives and broaden their scope of ambition and inspire them to make an impact on the world.
- Oversee the design and production of all marketing communications across multiple channels and platforms, whilst maintaining strong media relationships and ensuring all ESG communications reinforce public perceptions.

**PROFESSOR OF BUSINESS MANAGEMENT | FACULTY MEMBER**

08.2019 – 2022

**BAY ATLANTIC UNIVERSITY** (Washington, DC)

*Design coursework and provide classroom instruction and individualized training for BAU Global Network with a focus on Project Management, Entrepreneurship, Strategic Management, Problem Solving and Managing Innovation.*

- Develop effective classroom management strategies to engage and inspire adult learners adapting teaching style and approach to appeal as appropriate to a diverse ever-changing audience.
- Ensure the curriculum is relevant through ongoing research into industry trends, market issues and business concerns to incorporate into lectures with a particular interest in PMP, SDG, Social Responsibility and Ethics.
- Analyze corporate intelligence data to identify trends and patterns which in turn inform course content and design, as well as helping to define service delivery and methodology, and influence internal strategy.
- Evaluate program and student performance through a variety of testing, discussion and analytical measures to ensure courses are aligned with the university's learning and development strategies and objectives.
- Identify and implement new technologies and interactive solutions to improve effectiveness of learning outcomes.

## PROFESSOR OF ENTREPRENEURIAL STUDIES | FACULTY MEMBER

01.2017 –

05.2019

### HOWARD COMMUNITY COLLEGE (Columbia, MD)

*Provide classroom instruction and individualized training for the Center for Entrepreneurial and Business Excellence, developing coursework for Social Entrepreneurship, Intro to Business, and Small Business Management courses.*

- Developed syllabuses and course programs with clear communication, learning objectives and outcomes and managed the classroom environment and course deliver for a diverse student-base.
- Ongoing research of current and emerging topics in education to ensure learning methodologies, processes and systems were always up to date and relevant to student and organizational learning needs.
- Evaluate program and student performance through a variety of testing, discussion and analytical measures to ensure courses are aligned with the university's learning and development strategies and objectives.
- Advised students on academic and vocational opportunities to help career development and advised on performance improvement, increasing success and promoting wider understanding of the L&D objectives.

## FOUNDER & CHIEF SHOERAISER

08.2009 – 08.2014

### SHOE REVOLT (Grand Prairie, TX)

*Non-profit organization that created and implemented programs to educate about domestic human trafficking.*

- Recruited and built multi-disciplinary remote team of 10 to deliver services and design programs, along with an offshore team to support and develop web platforms and content.
- Organized promotional campaigns and designed multi-channel marketing materials to suit diverse audiences.
- Established strong proactice relationships across the media landscape with reporters, bloggers and influencers.

## MARKETING LECTURER | CHIEF DEPARTMENTAL ADVISOR

2004 – 07.2009

### OLD DOMINION UNIVERSITY (Norfolk, VA)

*Awarded Best Faculty Advisor Award for the College of Business and Public Administration in 2006.*

- Provided career planning, support and direction as the Chief Departmental Advisor guiding counselling approaches and advising on departmental requirements and learning objectives.
- Taught and designed curriculum for multiple marketing topics along with the development of learning materials.
- Established and maintained partnerships with the Beijing Basketball Association, Chinese Basketball Association, Zou Marketing, Ogilvy & Mather Ad Agency to create and implement an advertising campaign for the NBA.

## INTERNATIONAL PRODUCT MANAGER

1999 - 2002

### NIKE INC. (Beaverton, OR)

## HUMAN RESOURCE | HR BENEFITS | RECRUITER

1998 - 1999

### PEPSICO INC. (Norfolk, VA)

## EDUCATION

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Ed Policy, Planning and Leadership (Ed.D.) | 3.80GPA  
Urban Ed, Entrepreneurial Leadership (Ed.D.) | 3.50GPA  
GradCert Non-Profit/ Social Entrepreneurship  
M.A. in International Management (MIM)  
B.S. in International Business (BSIB)

William & Mary (VA) Expected 12.2024  
Johns Hopkins University (MD) 2017- 2019  
Portland State University (OR) 05.2012  
Portland State University (OR) 05.2001  
Christopher Newport University (VA) 05.1998

## AWARDS

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2021 Hampton Roads Businesswomen of the Year (InsideBiz -Virginia Pilot)  
2021 Community UPLIFT Award recipient- City of Norfolk  
2020 Solidarity in ACTION United Nations SDGs Award  
2013 Women Deliver Social Enterprise Finalist title, sponsored by Clinton Global Initiatives  
2010 Featured Innovator on Featured Change Maker by ABC's 14C Campaign