BUSINESS ANALYTICS FACULTY  
(PROGRAM LEADERSHIP)

The Wake Forest University School of Business is seeking qualified candidates for a Fall 2015 faculty appointment to lead its business analytics initiatives. This colleague will: (1) lead our business analytics programs at the graduate and undergraduate level and (2) provide oversight to our Center for Retail Innovation (which focuses on the application of analytics in the business-to-consumer marketplace). The program leadership role is a twelve-month-per-year appointment. The position includes an endowed title and offers a highly competitive package of compensation and benefits.

JOB QUALIFICATIONS: The ideal candidate will be a dynamic leader with a clear passion for analytics education, a deep understanding of the use of big data in the marketplace, and a collaborative leadership style. The successful candidate will work with our faculty colleagues to establish and implement a school-wide vision for business analytics.

Candidates with credentials appropriate to Associate or Full Professor rank and tenure will be considered. We also invite candidates whose backgrounds are more practice- or industry-focused, for whom our Professor of the Practice or Teaching Professor tracks are available. Regardless of prior experience, applicants should have a strong desire and ability to partner with the business community and a proven capability to implement innovative academic programs that meet the current and future talent needs of leading organizations. Candidates should possess strong communication and interpersonal skills and experience in working with multiple stakeholders (students, alumni, recruiters, and administration) in a dynamic environment. Also, they must have a robust commitment to teaching excellence and an outstanding record of research or business accomplishments.

The successful candidate will be expected to:

- lead the development of new programs in business analytics and enhance the delivery of business analytics education in our existing programs;
- provide thought leadership to our Center for Retail Innovation, which aims to leverage business analytics in the business-to-consumer marketplace through executive education programs and corporate partnerships;
collaborate with our advancement colleagues to secure external resources (e.g., gifts and grants) to support our business analytics initiatives; and
teach and conduct research in business analytics.

Wake Forest has a long tradition of excellence in teaching, and the ideal candidate should demonstrate an ability to contribute to the teaching quality of the School of Business. The School of Business focuses on educating the whole person with our faculty members facilitating students’ acquisition of deep conceptual knowledge, their attainment of a broad set of professional competencies, and their development of a clear sense of professional identity and character. Therefore, we seek student-centric colleagues who subscribe to this holistic educational philosophy, serve as exemplary role models, and can demonstrate a commitment to teaching courses that develop students in all three of these areas.

Because we are preparing our students to succeed and flourish in a professional marketplace, we seek to hire colleagues who understand this marketplace and who desire to be deeply connected to it on a continuing basis. Also, we believe that our students learn best when taught in an integrative fashion, across the curricular, co-curricular, and extracurricular elements of their programs. To deliver impactful and unified learning experiences, strong collaboration of faculty and professional staff is required. Thus, we seek colleagues who are eager to work in a collaborative team environment. In addition to leading our educational efforts, our faculty members are committed to supporting our students as they prepare to embark on fulfilling career trajectories.

Wake Forest embraces the teacher-scholar model (www.wfu.edu/faculty/prospective), wherein our faculty members produce original thought leadership that is visible and positively impacts the practice of management. As a community of teacher-scholars, we systematically and rigorously seek answers to questions of high theoretical, practical, and/or pedagogical importance. Thus, equally important to teaching excellence, candidates (especially for a tenured position) should conduct research that is of the highest quality, as evidenced by publications that address important business issues in premier journals. Examples include outlets recognized by the Financial Times and Bloomberg Businessweek.

Critically, because the School of Business exudes a performance-based, collegial culture, we seek a colleague who has demonstrated an ability to thrive in, constructively engage with, and enhance such an environment.

WAKE FOREST UNIVERSITY: Wake Forest University is a private, coeducational institution dedicated to academic excellence in liberal arts, graduate, and professional education. Founded in 1834, the University is ranked among the top thirty national
universities according to *U.S. News & World Report*. With over 4,800 undergraduates and 2,600 graduate and professional students, the student-faculty ratio is 11:1. Wake Forest is a collegiate university offering a vibrant intellectual community with a rich cultural life, an impressive array of facilities, and a strong athletics program competing in the sixteen-team Atlantic Coast Conference (ACC). Since its founding, the university has adopted the motto “pro humanitate,” which is exemplified by a deep institutional commitment to public service and engagement with the world. Click here for quick facts about the University.

Wake Forest is located in Winston-Salem, NC, a beautiful, mid-sized city centrally located in the Piedmont-Triad region of North Carolina. Winston-Salem is a family-friendly city with high quality schools, numerous outdoor recreational activities and events, and is known for its vibrant and thriving arts scene. Residents enjoy close proximity to the beautiful Blue Ridge Mountains (1.5 hours) and Atlantic beaches (4 hours), a moderate climate with four distinct seasons, a very reasonable cost of living, and an eclectic variety of restaurants, wine bars, and breweries for dining with friends and family. Winston-Salem offers many of the amenities of a large city but with the sense of community and quality of life of a smaller town (www.visitwinstonsalem.com).

**WAKE FOREST SCHOOL OF BUSINESS:** The AACSB-accredited, nationally ranked Wake Forest School of Business offers undergraduate academic programs in Accountancy, Finance, Business and Enterprise Management, and Mathematical Business, as well as graduate programs encompassing the Master of Science in Accountancy, Master of Arts in Management, Full-time MBA, and Working Professional MBA. Most recently, *Bloomberg Businessweek* ranked the School of Business #1 in the nation for academic quality for the sixth consecutive year and 11th overall for undergraduate education. Additionally, *U.S. News & World Report* ranks the part-time MBA programs #20 in the nation and #1 in North Carolina. Courses are offered at both our beautiful home campus in Winston-Salem, NC and at our new and growing urban Charlotte Center campus in Charlotte, NC.

**FARRELL HALL:** Wake Forest business programs and faculty are housed in Farrell Hall, the new four-level, 120,000-square foot home of the Wake Forest School of Business. Farrell Hall features state-of-the-art technology and groundbreaking design to create an environment in which faculty-student engagement and interaction thrives.
APPLICATION PROCEDURE: For more information about the School of Business and Wake Forest University, click here to visit the School of Business website. For online application instructions, click here to visit the Wake Forest Employment site and select “Faculty” (under “Current Listings”) from the list of types of positions available.

Nominations and inquiries of interest may be sent in confidence to the School of Business’ recruitment consultant:
Martin M. Baker, Senior Vice President
Baker and Associates, LLC
4799 Olde Towne Parkway – Suite 202
Marietta, GA 30068
mbaker@baasearch.com

Review of vitae will begin immediately, and applications will be accepted until the position is filled.

Wake Forest University welcomes and encourages diversity and seeks applications and nominations from women and minorities. Wake Forest seeks to recruit and retain a diverse workforce to maintain the excellence of the University and to offer students richly varied disciplines, perspectives, and ways of knowing and learning.