

**MARK ALLEN, Ph.D.**  
**Pepperdine University**  
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## **EDUCATION**

**Ph.D.—Higher Education Administration and Policy.** University of Southern California, Rossier School of Education.

**Master of Business Administration.** Pepperdine University, Graziadio School of Business and Management.

**Bachelor of Arts--Psychology.** Columbia University.

## **PROFESSIONAL EXPERIENCE**

### **PEPPERDINE UNIVERSITY**

**Faculty, Organizational Theory and Management.** Teach MBA and bachelor's courses in management, leadership, creativity & innovation, and Human Resource Management for the Graziadio School of Business and Management as a full-time faculty member. Academic Director of Master of Science in Human Resources program (2015-present). Teach doctoral courses and chair dissertations for the Graduate School of Education and Psychology. 2005- Present.

**Director, Executive Education.** Responsible for the development, delivery, and marketing of non-degree business programs offered to corporate clients and alumni. Created "Managing in the 21<sup>st</sup> Century" which has been successfully delivered numerous times to alumni and corporations. Created highly successful programs for 3M, Boeing, Caesars World, Verizon, Southern California Edison, Infonet Services Corporation, Los Angeles Police Department, Safeguard Business Systems, and others. 1996-2006.

### **CONSULTING**

**Mark Allen Consulting.** Provide consulting services to a variety of small, medium, and large corporations in the areas of corporate university creation, corporate university management, talent management, leadership, and the evaluation of corporate learning. Clients include Farmers Insurance, AT&T, Southern California Edison, and Alpha Natural Resources. 2001-Present.

**Senior Faculty Member, Human Capital Institute.** Teach classes live and online for members and corporate clients of this membership-based organization providing research and education in the field of talent management. 2005 to present.

**Senior Associate, The Kiely Group.** Work with clients of this consulting firm to provide services and classes in the areas of leadership, communication, and organizational change. 2005-Present.

**Faculty Member, American Management Association.** Taught executive leadership courses to national and international audiences. 2010-2014.

**Faculty Member, Vatel University.** Taught courses at the Los Angeles campus of this international business school. 2008-2011.

## **UNIVERSITY OF SOUTHERN CALIFORNIA**

**Program Director, Office of Executive Education.** Developed, marketed, and supervised delivery of open enrollment and custom executive education courses offered to corporate executives. Created the highly successful “USC Management Development Program” and “Advanced Management Program: Managing the Changing Organization.” Designed and supervised delivery of custom programs for corporations including the Taiwanese Government, Samsung, Kaiser Permanente, and Hughes Aircraft. 1993-1995.

## **KAPLAN EDUCATIONAL CENTERS**

**General Manager and Academic Director.** Hired, trained, and supervised a faculty of more than one hundred instructors. Developed and delivered instructor training program used in seven schools throughout Southern California and Nevada. 1990-1993.

## **INTEGRATED DATA CONCEPTS**

**Vice President and General Manager.** Managed ongoing operations and developed new telecommunications ventures. 1986-1990.

## **TEACHING**

**PEPPERDINE UNIVERSITY.** Teach MBA and undergraduate courses at the Graziadio School of Business and Management and teach doctoral courses and chair dissertation committees for the Graduate School of Education and Psychology. 1996-Present.

### **Graduate Courses Taught**

OTMT 676—Talent Management  
OTMT 670—Advanced Principles of Organizations and Leadership  
OTMT 661—Cross-Cultural Management  
OTMT 678—Managerial Creativity and Innovation for Leadership  
OTMT 650b—Leadership of Teams  
OTMT 650c—Leadership Through Systems  
OTMT 608—Human Resources Overview  
GSBM 609—Business Acumen Integration  
EDD 763—Leading Educational Programs (Doctoral level class)

### **Undergraduate Courses Taught**

OTMT 481—Managing Organizations  
OTMT 484—Organizational Analysis, Design, and Change

## **HUMAN CAPITAL INSTITUTE—Courses Taught**

Human Capital Strategist  
Strategic Workforce Planning  
Analytics for Talent Management  
Strategic Human Resources Business Partner  
Strategic Talent Acquisition  
Performance Management Innovation

## **AMERICAN MANAGEMENT ASSOCIATION—Courses Taught**

Advanced Executive Leadership Program  
Coaching—A Strategic Tool for Effective Leadership

## PUBLICATIONS

### Books

Allen, M., *Aha Moments in Talent Management*. Alexandria, VA: ASTD Press, 2014.

Allen, M. (Editor and Co-Author) *The Next Generation of Corporate Universities*. San Francisco: Pfeiffer, 2007.

Allen, M. (Editor and Co-Author) *The Corporate University Handbook*. New York: AMACOM Books, 2002.

### Chapters

Allen, M. "Foreword: The Corporate University Handbook Comes to China." In Allen, M. (Ed.) *The Corporate University Handbook* (Chinese Edition). Beijing: Amacom, 2012.

Allen, M. "Expanding the Value of Corporate Universities: The Stakeholder Approach." In Romano, A. and Secundo, G. (Eds.) *Dynamic Learning Networks: Models and Cases in Action*. New York: Springer, 2009.

Allen, M. "The Evolution of Organizational Learning from Training Departments to Corporate Universities to Stakeholder Universities." (Foreword). In Romano, A. *Open Business Innovation Leadership: The Emergence of the Stakeholder University*. Hampshire, England: Palgrave Macmillan, 2009.

Allen, M. "The Corporate University Phenomenon: A Look Ahead." *2009 Pfeiffer Annual: Training*.

Allen, M. and McGee, P. "Measurement and Evaluation in Corporate Universities." In Lane, J. E. and Brown, M. C. (Eds.) *Examining Unique Campus Settings: Insights for Research and Assessment* ("New Directions in Institutional Research," Number 124). San Francisco: Jossey-Bass, 2005.

### Other Publications

Allen, M. "New Year, New Workforce Approach." *Small Biz Daily*, January 24, 2017.

Allen, M. "Talent Management and Corporate Universities." *Graziadio Business Review* Vol. 17, #1, Spring 2014.

Maybar-Plaxe, K., Allen, M., & Renaud-Coulon, A. "Minding Their Business by Flexing Our Minds: A Guide to Corporate University Partnerships." (Sponsored research report), University Consortium for Executive Education (UNICON), June, 2014.

Allen, M. "The Global Impact of Corporate Universities." *Training Magazine of China*, October, 2012.

Allen, M. "The Next Generation of Corporate Universities for the New Decade." *Training Industry Quarterly*, Summer, 2010.

## **PUBLICATIONS (continued)**

Allen, M. "Corporate Universities 2010: Globalization and Greater Sophistication." *Journal of International Management Studies* Vol. 5, #1, April 2010, pp. 48-53.

Allen, M. "Wisdom Management: Linking Learning and Performance." *Leadership Excellence*, Vol. 25, No. 9, September 2008.

Allen, M. "CEDRA Research Labs." Case study for the Human Capital Institute, 2007.

Allen, M. "Current and Future Trends in Corporate Universities." *Peking University Business Review*. July, 2007.

Allen, M. "Corporate Universities Explored." *Hobson's Executive Education Guide 2005*, Cincinnati, OH, 2005.

Allen, M. "Beyond Training." *Executive Excellence*, Vol. 21, No. 12, December, 2004.

Allen, M. "Corporate Universities: What is on Offer." *Hobson's Executive Education Casebook 2004*, London, England, 2004.

Allen, M. "Corporate Universities: Taking Training to Another Level." *Hobson's Executive Education Casebook 2003*, London, England, 2003.

Allen, M. "Executive Education in the Year 2000." *American International College Journal of Business*. Spring, 1996, Vol. VIII, 33-45.

## **PRESENTATIONS**

Allen, M. "Everything You Need to Know About Corporate Universities: Launching, Managing, and Evaluating." Society for Human Resources Management (SHRM) Annual Conference and Exposition, Las Vegas, NV, June 2019 (forthcoming).

Allen, M. "Talent Decisions That Can Make or Break Your Business." Employers Group Workplace and Employment Law Update 2018, Ontario, CA, November 2018.

Allen, M. "Performance Management at KCRW." Santa Monica, CA, July 2018

Allen, M. "Strategic Talent Management: The Next Frontier for Human Resources." (Keynote). China Human Capital Forum 2018, Beijing, China, May, 2018.

Allen, M. "Reshaping Performance Management: Revolutionary Best Practices." China Human Capital Forum 2018 (Pre-Conference Workshop), Beijing, China, May, 2018

Allen, M. "The Intersection of Talent Management and Performance Management." Guitar Center Headquarters, Westlake Village, CA, March, 2018.

Allen, M. "The Future of Performance Management." Employers Group Workplace and Employment Law Update, San Diego, CA, November, 2017.

**PRESENTATIONS (Continued)**

Allen, M. "Connecting the Dots: How Better Engagement Drives Performance and How Better Performance Management Drives Engagement." Human Capital Institute Webinar, September, 2017.

Allen, M. "Bringing It All Together: The Science and Tactics of Feedforward Performance." (Closing Keynote). 2017 Performance Management Innovation Conference, Chicago, IL, May, 2017.

Allen, M. "Measuring Performance." (Facilitated Workgroup). 2017 Performance Management Innovation Conference, Chicago, IL, May, 2017.

Allen, M. "Linking Talent Management to Strategy." Strategic LeadHeR Conference, Professionals in Human Resources Association, Malibu, CA, March 2017.

Allen, M. "The Next Generation of Performance Management: Agile and Focused on the Future." CPSHR Consulting Annual Meeting, Napa, CA, February 2017.

Allen, M. "Unleashing Creativity: The True Path to Innovation." Entrepreneurs' Association Regional Meeting, Playa Vista, CA, February 2017.

Allen, M. "Talent Management: Leveraging Your Organization's Greatest Asset." Professionals in Human Resources Association (PIHRA) Gateway Cities Monthly Meeting, Cerritos, CA, November 2016

Allen, M. "Talent Management: The Next Frontier for HR." Professionals in Human Resources Association (PIHRA) California HR Conference, Long Beach, CA, August 2016.

Allen, M. "The Surefire Path to Successful Talent Management." Association for Talent Development (ATD) 2016 International Conference and Expo, Denver, CO, May 2016.

Allen, M. "Talent Management: A Strategic Imperative." Professionals in Human Resources Association (PIHRA) Southern California Regional Meeting, Los Angeles, November 2016.

Allen, M. "What Talent Management Really Is" (Opening Keynote), Global Conference and Exposition for Training and Development, Riyadh, Saudi Arabia, October, 2015.

Allen, M. "Bringing Corporate Universities to Latin America" (Keynote), Elite University Corporate University Conference, Bogota, Colombia, September, 2015.

Allen, M. "Managers Are People Too: Roles and Accountabilities in Employee Engagement" (Closing Keynote)—Human Capital Institute 2015 Employee Engagement Conference, San Francisco, CA, July 2015.

Allen, M. "Finding Your Aha Moment in Talent Management" (Keynote)—Pepperdine University Talent Management Symposium, Los Angeles, CA, April, 2015

Allen, M. "HR Transformation: New Roles in Talent Management" (Keynote)—Human Capital Institute, Human Capital Summit, Orlando, FL, April, 2015

**PRESENTATIONS (Continued)**

Allen, M. "Talent Management: A Global Imperative"—Association for Talent Development (ATD) Los Angeles Chapter, Los Angeles, CA, March, 2015

Allen, M. "What Talent Management Really Is." Professionals in Human Resources Association (PIHRA) South Bay Chapter, Manhattan Beach, CA, September, 2014.

Allen, M. "What a Corporate University Really Is." (Keynote Address). Istanbul Bilgi University Corporate University Conference, Istanbul, Turkey, June, 2014.

Allen, M. "The Next Generation of Corporate Universities." Consortium of Southern California Colleges and Universities, Los Angeles, CA, June, 2014.

Allen, M. "The Role of Learning & Development in Talent Management." ASTD 2014 International Conference and Exposition, Washington, DC, May, 2014.

Allen, M. & Jasso, S. "The True Value of Training." Training 2014 Conference, San Diego, CA, February, 2014.

Allen, M. "The Global Vision of Corporate University Development" (Keynote Address). 2013 China Corporate University Symposium, Beijing, China, August, 2013.

Allen, M. "The Role of Corporate Universities in Talent Management." Pepperdine University's First Annual Talent Management Symposium, Los Angeles, CA, April 2013.

Tompkins, T., Allen, M., Lacey, M., Ledbetter, Livingstone, L., Mallinger, M., and Mangiofoco, G. "A Leadership Salon: Reframing Old Concepts for a New Age." Western Academy of Management Annual Conference, Santa Fe, NM, March 2013.

Allen, M. "AT&T University: Five Years" (Keynote Address). AT&T University's Fifth Anniversary Conference, Dallas, TX, January 2013

Allen, M. "How Corporate Universities Drive Superior Personal and Organizational Performance." Institute Tecnologico de Monterrey (ITESM), Mexico City, Mexico, May 2012.

Allen, M. "DAU: Learn, Perform, Succeed." Defense Acquisition University Mid-Level Managers Conference, Fort Belvoir, VA, April, 2012.

Allen, M. "How Corporate Universities Can Drive Organizational Performance." (Keynote Address). Defense Acquisition University 40<sup>th</sup> Anniversary Annual Meeting, Fort Belvoir, VA, October, 2011.

Allen, M. "Creating a Learning Workforce for Exceptional Innovation and Success." Executive Next Practices Forum. Los Angeles and Irvine, CA, August 2011.

Allen, M. "International Virtual Executive Teams." Society of Human Resource Management (SHRM) 2011 Annual Conference." Las Vegas, NV, June, 2011.

## **PRESENTATIONS (Continued)**

Allen, M. "University Partnerships: Where Do I Start?" Training 2011, San Diego, CA, February 2011.

Allen, M. "How Corporate Universities Drive Superior Personal and Organizational Performance." Training 2011, San Diego, CA, February 2011.

Allen, M. "Corporate Universities and Talent Management." Global Council of Corporate Universities Webinar Series, December 2010.

Allen, M. "Author's Session: The Next Generation of Corporate Universities." Elliott Masie's Learning 2010 Conference, Orlando, FL, October, 2010

Allen, M. "Leadership Learning on a Higher Plane." Human Capital Institute Executive Conversation (webinar), September, 2010.

Allen, M. "Corporate Universities: 2010 and Beyond." 6<sup>th</sup> Annual Innovations in E-Learning Symposium, Fairfax, VA, June, 2010.

Allen, M. "The Role of the Corporate University in Talent Management." Training 2010, San Diego, CA, February 2010.

Allen, M. "Maximizing Talent in Your Organization: The Role of the Corporate University." Training Leadership Summit, San Diego, CA, May 2009.

Allen, M. "The Role of the Corporate University in Talent Management" Podcast—Training Magazine Network, April, 2009.

Allen, M. "Customized Learning for the Evolving Workforce." Corporate University Week 2008, Orlando, FL, November 2008.

Allen, M. "Innovative Approaches for Developing People and Expanding Organizational Learning, Knowledge, and Wisdom" (Keynote Address). Advanced International Summer School: Managing Uncertainty and Competition Through Dynamic Learning Networks, Ostuni, Italy, July 2008.

Allen, M. "The Corporate University as a Strategic Weapon in Recruitment, Development and Retention: Taking the Wheel in Talent Management Initiatives." The Fourth Annual Corporate University Summit, Las Vegas, NV, May 2008.

Allen, M. "Fostering Corporate Responsibility as a Leadership Tool." (Closing Keynote). 2008 Global Council of Corporate Universities Forum, Paris, France, April 2008.

Allen, M. "Key Emerging Trends in Learning." (Closing Keynote Address). Corporate University Week 2007. Orlando, FL, November 2007.

Allen, M. "Moving to World Class by Learning from the Best." Corporate University Week 2007. Orlando, FL, November 2007.

## **PRESENTATIONS (Continued)**

Allen, M. "Next Generation Learning and Development." Learning in the 21<sup>st</sup> Century Conference, Ontario, CA, May, 2007.

Allen, M. "Corporate Universities: Past, Present, and Future" (Opening Keynote Address). The First Global Summit for Corporate University Development, Beijing, China, March, 2007.

Allen, M. "How to Measure Ways a Corporate University Adds Value." 5<sup>th</sup> Annual Learning Analytics Symposium, Las Vegas, NV, March, 2007.

Allen, M. "Authors' Roundtable: The Next Generation of Corporate Universities" (Headliner Session). Training 2007 Conference and Expo, Orlando, FL, February 2007.

Allen, M. "Wisdom Management." Training 2007 Conference and Expo, Orlando, FL, February, 2007.

Allen, M. "The Next Generation of Corporate Universities." (Headliner Session). Training Solutions Conference and Expo, Denver, CO, October 2006

Allen, M. "The One Thing You Need to Know About Corporate Universities" (Keynote Address). Training Directors' Forum, Palm Springs, CA, June 2006.

Allen, M. "29 Things Corporate Universities Do to Add Value" (Featured Session), Training Directors' Forum, Palm Springs, CA, June 2006.

Allen, M. "Utilizing Mission-Based Metrics in Corporate Universities." Corporate University Summit 2006, Scottsdale, AZ, May, 2006.

Allen, M. "Centralizing Your Learning Function to Maximize Talent Management Efforts." Succession Planning & Talent Management Summit, Las Vegas, NV, Oct. 2005

Allen, M. "Corporate Universities: The Next Generation" (Featured Presentation). Training Fall Conference and Expo, Long Beach, CA, October 2005.

Allen, M. "The Next Generation of Corporate Universities." Training Directors' Forum, Phoenix, Arizona, May, 2005.

Allen, M. "A Step-By-Step Guide to Launching a Corporate University and Maximizing Its Value." Corporate University Summit 2005, Las Vegas, NV, May 2005.

Allen, M. "Leadership, Alignment, and Change." The Caribbean Regional Intern/Scholarship Program Leadership Development Workshop, University of the West Indies, Bridgetown, Barbados, April 2005.

Allen, M. "The Role of Corporate Universities in Developing Talent." Human Capital Institute, Los Angeles, CA, March 2005.

Allen, M. "Corporate Universities: The Next Generation" (Featured Presentation). Training 2005 Conference and Expo, New Orleans, LA, March 2005.



## **PRESENTATIONS (Continued)**

Allen, M. "Mission-Based Metrics" Measuring and Benchmarking Training Projects and Programs Conference, Atlanta, GA, January, 2005.

Allen, M. "Creating a Business Plan for a New Corporate University." Corporate University Week 2004, Orlando, FL, November, 2004.

Allen, M. "Measuring Corporate University Successes." Measurement and Benchmarking for Corporate Universities Conference, Phoenix, AZ, September 2004.

Allen, M. "Transitioning Your Training Organization to a Corporate University." Running Training and Learning as a Business Conference, New Orleans, LA, April 2004.

Allen, M. "Corporate Universities: What They Should Do For Your Organization and How You Can Measure Their Processes and Successes." Measuring and Benchmarking Training Projects and Programs Conference, Las Vegas, NV, February 2004.

Allen, M. "The Perfect Corporate University: Mythical Beast or Attainable Goal?" Corporate University Week 2003, Orlando, FL, November 2003.

Allen, M. (Moderator) "Needs of Client Corporations" (Panel presentation). 2003 Executive MBA Council Conference, Atlanta, GA, October 2003.

Allen, M. "You're Not in it Alone: Strategic Alliances for Corporate Universities." Launching and Managing a Corporate University Conference, Dallas, TX, January 2003.

Allen, M. and Sabatalo, A. "Views on Corporate-University Partnerships: Emerging Trends, Successes, and Caveats" (Panel presentation). University Continuing Education Association Conference on Workforce Development, Clearwater, FL, January, 2003.

Allen, M. "Corporate Universities 2007." Corporate University Week 2002, Orlando, FL, November, 2002.

Allen, M. "Whither Corporate Universities" (Keynote Address). Corporate University Week Canada, Toronto, Canada, August, 2002.

Allen, M. "Defining, Realizing, and Measuring the True Value of Corporate Universities" (Keynote Address). Training World 2002, Washington, D.C., July, 2002.

Allen, M. "The Future of Corporate Universities" (Keynote Address). Global Corporate University Week, Paris, France, June 2002.

Allen, M. "Strategic Educational Alliances for Corporate Universities" (Featured Presentation). Training World 2001, San Diego, CA, July, 2001.

Allen, M. "Putting the Learning Back Into E-Learning." Online Corporate University Week Conference, San Francisco, CA, July, 2000.

## PRESENTATIONS (Continued)

Allen, M. "New Options in Executive Development." 7<sup>th</sup> Annual EDINEB (Education Innovation in Economics & Business) International Conference, Newport Beach, CA, June, 2000.

Allen, M. "Strategic Partnerships for Corporate Universities." Global Corporate University Week Conference, Cannes, France, June, 2000.

Allen, M. "The Changing Landscape of Leadership Development: The Roles of Traditional, Non-Traditional, and Corporate Universities." 1999 APQC Annual Conference, San Francisco, CA, August, 1999.

Allen, M. "Corporate Universities and Business Schools: Competitors or Allies?" 1997 SAM International Management Conference, Las Vegas, NV, March, 1997.

Allen, M. "Corporate Universities." Second National Excellence in Education Conference, Anaheim, CA, October, 1996.

## AWARDS AND AFFILIATIONS

**Top 100 Human Resources Influencers**, Engagedly, 2017.

**Global Training and Development Leadership Award**, World Human Resource Development Congress, Mumbai, India, 2017.

**Board of Regents**, University of Farmers, Farmers Insurance Company, 2007-2016.

**Board of Advisors**, Global Council of Corporate Universities, 2005-2016.

**Editorial Reviewer**, Sage Publishing, 2016, 2018.

**Board of Directors**, Getting Out by Going In, 2012-2014.

**Editorial Reviewer**, Routledge Publishing (London, England), 2012, 2013.

**Faculty Expert Speaker**, Southern California Minority Business Development Council, Video Web Series, 2010.

**Editorial Reviewer**, *Human Resource Development Quarterly*, 2010, 2011, 2012, 2016.

**Human Capital Strategist Certification**, Human Capital Institute, 2005.

**Editorial Review Board**, *Research in Management Education and Development* (Information Age Publishing, Greenwich, CT), 2004.

**Judging Panel**, CUBIC (Corporate University Best in Class) Awards, 2002-2004, 2007-2009.

**Advisory Board**, Clemson University program on Corporate University Management, 2004.

**Outstanding Business Faculty Award**, University of Phoenix, 1995.

**Board of Directors, Electronic Publishers Association**, 1989-1990.