



Daniel "Danny" Butler Bio

EDUCATION:

- PhD, South Carolina, 1990
- MBA, Universidad Nacional de Cordoba, Argentina, 1981
- MBA, Central Florida, 1980
- BSBA, Central Florida, 1977

PROFESSIONAL ACTIVITIES:

Dr. Butler has published 21 refereed journal articles, 33 conference manuscripts, and co-authored one text. His research can be found in *The Journal of Retailing*, *Journal of Services Marketing*, *Journal of Professional Services Marketing*, *Marketing Health Services Journal*, and *Marketing Education Review* among others. Dr. Butler is on the review board of two major journals. Dr. Butler is a member of the Society for Marketing Advances, American Marketing Association, Academy of International Business, and the Council of Supply Chain Management Professionals. He has held executive offices in the Society for Marketing Advances.

He has received awards for outstanding research in Services Marketing and Marketing Education. Dr. Butler has received 28 teaching awards from the college, university, and international organizations. He has taught academic courses at the undergraduate, graduate, and executive level. These include Marketing Management, International Marketing Operations, Marketing Research, Entrepreneurship and the Commercialization of Technology, International Supply Chain Management, and Health Care Marketing. Dr. Butler works jointly in the College of Business and the College of Engineering in the Business Engineering Technology program where he helps commercialize technology. Dr. Butler has led student teams in China, Eastern Europe, Western Europe, and the United Kingdom. Dr. Butler has developed and presented Executive Development programs for numerous global companies. He has been invited to present lectures at the Zagreb School of Economics and Management and the Barcelona Management Institute. Before becoming an academic, Dr. Butler was a bank auditor, lobbyist, and assistant cruise director for Norwegian Cruise Lines.