

Jason Scott Earl, MS, MBA, Ph.D.

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Professional Experience

- 2014 - Present **Academic Director**, Brigham Young University Hawaii
Willes Center for International Entrepreneurship
<https://willescenter.byuh.edu/faculty>
- 2013 - Present **Associate Professor**, Brigham Young University Hawaii
Business Management Department teaching Strategic Management
https://bmd.byuh.edu/Faculty_Staff
- 2007 - Present **Corporate Training Consultant**, Capsim Management Simulations
Lead Instructor for General Electric, Harvard Business School, ABB, and Illumina
<http://www.capsim.com/corporate/trainers/>
- 2007 - 2013 **Assistant Professor**, Brigham Young University Idaho
Business Management Department teaching Strategy & Entrepreneurship
www.byui.edu
- 2006 – 2007 **Managing Director**, iCrete, LLC acquired by Pacific Capital Group (Winnick Capital)
Beverly Hills, California
<http://www.winnickco.com/transactions.html>
- 2005 – 2007 **President & Co-Founder**, StarStone and iCrete, LLC
Santa Barbara, California
<http://www.starstonellc.com/>
- 2001 - 2005 **Director of Strategic Planning & Financial Analysis**, World Minerals Inc.
Santa Barbara, California
www.worldminerals.com
- 1998 - 2001 **Structural Engineer & Project Manager**, Exxon Mobil Corporation
New Orleans, Louisiana
www.exxonmobil.com
- 1996 - 1998 **Research Associate**, Lockheed Martin (Department of Energy)
Idaho Falls, Idaho
www.lockheedmartin.com

Education

- Ph.D.** 2012 **Organization & Management**, Capella University
Minneapolis, Minnesota
- MBA** 2000 **Business Administration**, Tulane University, A.B. Freeman School of Business
New Orleans, Louisiana
- MS** 1998 **Material Science & Structural Engineering**, Brigham Young University
Provo, Utah
- BS** 1996 **Civil & Environmental Engineering**, Brigham Young University
Provo, Utah

Academic Appointments

- 2014 **BYU Hawaii**, Academic Director for the Willes Center for International Entrepreneurship
2013 **BYU Hawaii**, Faculty Advisor for ENACTUS (formerly Students in Free Enterprise)
2012 **Harvard Business School Publishing (HBSP)**, Advisor for Online Learning Initiative
2011 **BYU Idaho**, Academic Council for Course Curriculum at Brigham Young University Idaho
2010 **BYU Idaho**, Faculty Advisor for the Collegiate Entrepreneurship Organization (CEO)
2009 **BYU Idaho**, Academic Director for the Eastern Idaho Entrepreneurship Center
2008 **BYU Idaho**, Faculty Advisor for Advanced Internships in the College of Business & Communication

Corporate Training & Programs

- 2015 **Illumina**, Lead Instructor for Strategy Training as part of the iLeap Program
2015 **ABB**, Lead Instructor for Strategy & Finance Training as part of Rutgers Exec Ed Program
2010-14 **General Electric (GE)**, Lead Instructor for Strategy Training at MDC Program
2010-14 **Harvard Business School Publishing (HBSP)**, Advisor for Online Learning Initiative
2010-14 **General Electric (GE)**, Lead Instructor for Operations Training at CLS Program
2010 **Collegiate entrepreneurs Organization (CEO)**, Innovative Faculty Award
2009 **BYU Idaho**, Exemplary Faculty Award by the Administration
2009 **BYU Hawaii**, Visiting Instructor for the Business Management Department
2008 **Idaho State University**, Visiting Instructor for the Executive MBA program

Business Consulting & Teaching Experience

2009-15 Academic Training Programs

- Harvard Business School, HBS Campus (Boston) – The Manager as Integrator (TMI)
- EDHEC University (Lille, France) – Strategic Management & Strategic Planning
- Rutgers University (Newark, New Jersey) – Strategic Planning & Financial Analysis

2009-15 Corporate Training Programs

- ABB, Tennessee (Memphis) – Strategic Planning & Corporate Finance
- General Electric, Crotonville Campus (New York) – Strategic Management & Leadership
- Linde Group, Princeton University (New Jersey) – Strategic Planning & Analysis
- General Electric, India (Bangalore) – Operations Management & Analysis
- Insuperity, University of Texas (Houston) – Business Acumen & Strategic Leadership
- General Electric, U.A.E. (Dubai) – Operations Management & Analysis
- Marvell Industries, Israel (Tel Aviv) – Financial Acumen & Analysis
- General Electric, China (Shanghai) – Operations Management & Analysis
- Cooper Industries, Texas (Houston) – Financial Planning & Analysis
- General Electric, England (London) – Operations Management & Analysis
- General Electric, Crotonville Campus (New York) – Human Resource Leadership

Entrepreneurial Leadership Experience

2011-15 **Chairman of the Board**, Trade Star Energy, LLC (www.tradestarenergy.com)

- Helped guide a management team from small leasing operation to technology company
- Revenue for 2014 was \$22.0M with operations in North Dakota, Wyoming, and Colorado
- EBITDA margins at 30% with cash flow over \$500,000 per month

2014-15 **Board of Advisors**, MWI (www.mwi.com)

- Helped guide a management team from small online marketing to online PR and content marketing
- Increased global presence with offices in Hong Kong, Phoenix, Chicago, and Salt Lake City
- EBITDA margins at 40% with cash flow over \$100,000 per month

2014-15 **Board of Advisors**, Well Africa (www.facebook.com/WellAfrica)

- Helped guide a management team from idea to functioning Non-Governmental Organization (NGO)
- Increased local impact for villagers in the Ivory Coast based on micro-financing and new schools
- BYU students involved in the project presented at ENACTUS Nationals and recently won 1st place

2013-15 **Board of Advisors**, Hele Huli, LLC (www.helihuli.com)

- Helped guide a management team from small moped operation to North Shore Adventure Center
- Increased product offerings at Turtle Bay Resort and new operations at Polynesian Culture Center
- EBITDA margins at 50% with cash flow over \$50,000 per month

2008-12 **Board of Advisors**, Eastern Idaho Entrepreneurship Center (www.idahoecenter.org)

- Private non-profit economic development organization for Southeast Idaho
- Helped train BYU-Idaho students to provide small business consulting services
- Center raised over \$10.0MM in financing to help support hundreds of small businesses

Dissertation/ Thesis

Earl, Jason S. (2012). *Online business simulations: A sustainable or disruptive innovation in management education?* (Dissertation Abstracts International, 3517084). Minneapolis, Minnesota.

Earl, Jason S. (1999). *Strategic business plan for an innovative structural engineering firm* (Master's Thesis, Tulane University – A. B. Freeman School of Business). New Orleans, Louisiana.

Earl, Jason S. (1998). *Concrete columns reinforced with advanced composite grid structures* (Master's Thesis, Brigham Young University). Provo, Utah.

Research Publications and Presentations

Earl, Jason S. (2013). Harnessing the Power of Technology in Teaching. Academy of Management. Orlando Florida: <http://proceedings.aom.org/content/2013/1/14792.short>

Earl, Jason S. (2012). Online Business Simulations: [The Next Wave of Disruptive Innovation](#). Amazon/ Kindle. Seattle, Washington:

Jensen, David W. & Earl, Jason S. (1998). [Advanced composite grid structures](#). *Proceedings, Structural Engineering World Congress*. San Francisco, California.

Tsai, Stephen W., Jensen, David W. and Earl, Jason S. (1998). [Composite grids for reinforcement of concrete structures](#). *U.S. Army Construction Engineering Laboratories. Technical Report 98(81), 172*. Champaign, Illinois.

Lacy, Jeff W. & Earl, Jason S. (1997). [Conceptual design for a full-scale wind simulation center](#). *Proceedings, Idaho National Engineering and Environmental Laboratory*. Idaho Falls, Idaho.

Professional Organizations

American Society of Engineering
Serious Games & Simulations
Collegiate Entrepreneurs Association
Social Entrepreneurship and Education Consortium
Southern California Tech Group
Tech Coast Angels

Personal Information

Recently selected to lead a youth group for a church in the local community (Laie, Hawaii).
Unit commissioner for 16 local Boy Scout units in the Los Padres Council (Santa Barbara).
Hiked with my wife, Natalie, 50 miles through the Peruvian Andes to Machu Picchu.
Led mountain climbing group safely to the top of the Grand and Middle Tetons in Wyoming.
Professional Engineer (PE License No. 30158) in the State of Louisiana.
Eagle Scout.

Personal References

Dr. Craig Watters, CEO
Capsim Management Simulations
55 East Monroe Street, Suite 3210, Chicago, IL 60603
craig@capsim.com

Dr. Clark Gilbert, President & CEO
Desert News & Deseret Digital Media
55 North 300 West, Salt Lake City, UT 84101
cgilbert@deseretdigital.com

Dr. Kim B. Clark, President
Brigham Young University Idaho
525 South Center Street, Rexburg, ID 83404
clarkk@byui.edu

David Pimentel, Professor of Law and Fulbright Scholar Recipient
University of Idaho, College of Law
711 South Rayburn Street, Moscow, ID 83844
dtpimentel@gmail.com

Frank Lynch, Associate Director
Illumina Talent Management
5200 Illumina Way, San Diego, CA 92122
flynch@illumina.com