

## **Curriculum Vita**

**Francis S. DeMarco**

Department of General Business

Hospitality & Tourism

West Virginia University

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### **Education**

MBA, West Virginia University 2004

BS, West Virginia University 1989

Major: Management

### **Employment**

Teaching Associate Professor, Hospitality and Tourism, WVU 2017-Present

Coordinator, Hospitality and Tourism, WVU 2011-Present

Training & Development Consultant, Morgantown Marriott at Waterfront Place 2014-Present

Teaching Assistant Professor, Hospitality and Tourism, WVU 2011-2016

Training Development Consultant, Waterfront Place Hotel 2011-2014

Adjunct Faculty Member, Management, WVU 2009-2010

Director of Operations, Waterfront Place Hotel 2008-2010

Executive Director, Graceland Inn Conference Center & Restaurant 2007-2008

Assistant Professor of Hospitality Management, Davis and Elkins College 2007-2008

Adjunct Faculty Member, Hospitality Management, Davis and Elkins College 2001-2008

Executive Director, Graceland Inn Conference Center & Restaurant 1999-2001

General Manager, Sodexho Dinning Services, Davis and Elkins College 1997-1999

General Manager, Sodexho Dinning Services, Ursuline College 1995-1997

General Manager, Sodexho Dinning Services, Urbana University 1994-1995

Food Service Manager, Davis and Elkins College 1992-1994

Senior Restaurant Manager, Charley's Place Restaurant 1989-1991

### **Consulting**

Management Consulting/Business Partner, Taziki's Restaurant 2023-Present

Training & Development Consultant, Morgantown Marriott, Stonebridge Companies 2017-Present

Academic Consultant, West Virginia Hospitality Education and Training 2011-Present

Management Consultant, Sauce's Pizzeria 2021-2021

Training & Development Consultant, Waterfront Place, Stonebridge Companies 2014-2017

Management Consultant, Waterfront Place Hotel, Real Hospitality Group 2011-2014

### **Teaching**

HTOR 376, Hospitality Tourism Leadership 2017-Present

HTOR 376 Online, Hospitality Tourism Leadership 2019-Present

HTOR 471, Restaurant Operations Management 2017-Present

HTOR 471 Online, Restaurant Operations Management 2020-Present

HTOR 472, Hotel Operations Management 2017-Present

HTOR 472 Online, Hotel Operations Management 2020-Present

HTOR 480, Event Planning Practicum 2017-Present

HTOR 480 Online, Event Planning Practicum 2021-Present

HTOR 491, Professional Field Experience 2017-Present

HTOR 495, Independent Study 2017-Present

HTOR 471 Graduate, Restaurant Operations Management 2020

HTOR 470, Tourism Management 2019

BCOR 370, Managing Individuals & Teams 2018

BUSA 320, Survey of Management 2017-2018

HTOR 474, Revenue Management 2017

BCOR 460, Contemporary Business Strategy 2017-2020  
MGMT 360, International Business 2017

#### **Directed Student Learning**

- Committee Member, Masters Thesis “Motivations and Constraints of Participation at the WVU Outdoor Education Center”. Student: James Connor, 2016-2017.
- Guest Lecturer, Chinese Business Center, 2017
- Guest Lecturer, College of B&E WVU, 2017

#### **Teaching Innovation and Curriculum Development**

Curriculum Development, Hospitality Badge Program 2022-Present  
Curriculum Development, WVU Tourism Alliance Minor of Discipline Studies 2022-Present  
New Program Goals, Hospitality and Tourism Management 2022  
Revision Degree Program, Hospitality and Tourism Management 2021-2022  
New Course Development. Restaurant Operations Management 2020  
New Degree Program, Hospitality & Tourism Management Online 2020  
Teaching Collaborative, Hospitality Field Experience 2020  
New Course Development, Hotel Operations Management Online 2019  
New Course Development, Hospitality and Tourism Leadership Online 2019  
New Degree Program, Hospitality & Tourism Minor 2019  
New Course Development, Revenue Management Online 2018  
New Course Development, Event Planning Practicum Online 2016

#### **Teaching Awards**

WV Hospitality Education & Training “Friend of ProStart” 2018  
Award for Excellent in Tourism Education, WV Hospitality Tourism Association 2018  
College of Business & Education Outstanding Teaching Award 2015

#### **Faculty Development**

Online Course: “Inspiring Inquiry and Preparing Lifelong Learners,” ACUE 2022  
Online Course: “Promoting Active Learning Online,” ACUE 2022  
Online Course: “Creating an Inclusive and Supportive Learning Environment,” ACUE 2021  
Online Course: “Designing Student-Centered Course,” ACUE 2021  
Online Course: “Edge Teaching Institute,” WVU Teaching and Learning Commons 2021  
Online Course: “Winter Institute,” WVU Teaching and Learning Commons 2021  
Conference Attendance: West Virginia Governor’s Conference on Tourism 2017-2022  
Conference Attendance: Hospitality University 2017-2022  
Conference Attendance: Hospitality Technology Next Generation Insight Summit 2017  
Workshop: Chambers College of Business and Economics Online Bootcamp 2020-2021  
Workshop: Serv Safe Certification 2019  
Workshop: Budget and P&L Training 2017  
Webinar: “The Voice-enabled Restaurant,” National Restaurant Association 2020  
Webinar: “Using Excel in the Classroom: Producing Industry Ready Hospitality Business Graduates 2020

#### **University Service**

Committee Member, Faculty Senate 2022-Present  
Task Force Member, Hazing Prevention Task Force 2022-Present  
Committee Member, Student Rights and Responsibilities Committee 2022-Present  
Chambers College Faculty Senator 2022-Present  
Faculty Advisor, Sigma Alpha Mu 2021-Present  
Committee Member, WVU Tourism Alliance 2021-Present  
Judge, Encova Center for Innovation & Entrepreneurship West Virginia High School Business Plan Competition 2017-Present  
Judge, Encova Center for Innovation and Entrepreneurship West Virginia Collegiate Business Plan Competition 2017-Present  
Committee Member, WVU United Way Campaign 2022-Present

Committee Member, General Manager Search Committee, Erickson Alumni Center 2017  
Committee Member, West Virginia University Community Engagement Grant 2017

### **College Service**

Committee Member, Chambers College, General Business Promotion and Tenure 2022-Present  
Committee Member, Undergraduate Program Committee 2022-Present  
Committee Member, Hospitality Career Pathway Panel 2020-Present  
Committee Member, West Virginia Forward 2017-Present  
Attendee, Graduation, May & December 2017-Present  
Faculty Advisor, Hospitality Club 2012-Present  
Program Coordinator, Hospitality Internship Committee 2012-Present  
Chairperson, Hospitality & Tourism Curriculum 2011-Present  
Program Coordinator, Hospitality Advisory Council 2011-Present  
Committee Member, WVU United Way Campaign 2022  
Program Coordinator, Hospitality Advisory Council Spring & Fall Events 2022  
Faculty Mentor, Career Pathway Panel 2022  
Guest Speaker, BCOR 199 2022  
Search Committee Member, General Business Tenure Faculty Position 2022  
Search Committee Member, General Business Service Faculty 2022  
Program Coordinator, Hospitality Tenth Anniversary Campaign 2021-2022  
Faculty Mentor, AeSC Me About My Plan” Event 2020-2021  
Committee Member, Virtual Winter Hospitality & Adventure Job Fair Committee 2020  
Committee Member, Chambers College Incubator Committee 2019-2022  
Committee Member, Chambers College Incubator Committee 2019-2022  
Committee Member, Introducing West Virginia Incarcerated Women Back into the Workforce 2019-2020  
Faculty Representative, Eta Sigma Delta International Hospitality Management Society 2019  
Faculty Mentor/Judge, Management Department 2019  
Task Force Member, College of Business & Economic Undergraduate Advising 2019  
Committee Member, B&E Event Services Hiring Committee 2019  
Committee Member, AACSB Standard 13 Committee 2019  
Committee Member, Chambers College Event Services Committee 2018  
Attendee, Meeting, Spring/Fall Faculty/Staff Meeting 2018  
Judge for competition, West Virginia Collegiate Business Plan Competition 2018  
Committee Member, West Virginia Forward 2017-2021  
Faculty Mentor, John Chambers College of Business MBA Program 2017-2020  
Committee Member, Chambers College Living & Learning Community Committee 2017-2019  
Program Coordinator, Hospitality Talks 2017-2019  
Faculty Mentor, Chambers College 4H Summer Business Camp 2017-2018  
Committee Member, Search Committee for Visiting Assistant Professor Entrepreneurship 2017-2018  
Subject Matter Expert, 1st Annual WV Governor's School of Entrepreneurship 2017  
Chaperone, I-CHRIE Hospitality Management Career Fair at Delaware University 2017  
Faculty Mentor, 2017 Peoples Bank Undergraduate Business Case Competition 2017  
Committee Chair, WVU Pierpont Community Technical College Articulation Agreement 2016-Present  
Faculty Mentor, Smith Travel Research Hotel Market Study Competition 2015-2019  
Committee Member, WV Small Farms Project 2015-2017  
Program Coordinator, Bermuda Articulation Committee 2014-2018  
Chairperson, Hospitality Online Course Development Committee 2012-2018

### **Professional Service**

Member, Eta Sigma Delta International Hospitality Management Society 2023-Present  
Board of Directors, Secretary, Visit Mountaineer Country CVB 2020-Present  
Board of Directors, Treasurer, WVHTA Educational Foundation Committee 2020-Present

Mentor/Coach, Monongalia Vocational Technical Center, Hospitality Management Team 2017-Present  
Board of Advisors, Monongalia County Technical Education Center 2014-Present  
Proctor for Certification Exam, NRA Manage First Program 2013-Present  
Board of Directors for an Association, WVHTA West Virginia Hospitality and Travel Association  
2012-Present  
Advisory Council Member, Pierpont Community & Technical College Food Service Management  
Programs 2011-Present  
Faculty Mentor West Virginia Pro Start High School Summit 2017-2019;2022-2023  
Business Program 2020  
COVID Task Force Member, Monongalia Vocational Technical Center 2020  
Guest Speaker, Pocahontas County CVB 2020  
Board of Directors, Co-Chair, WVHTA Educational Foundation Committee 2017-2020  
Guest Speaker, Shepherd University MBA Summit 2017  
Board of Directors, Greater Morgantown CVB 2014-2019  
Member, Greater Morgantown CVB Marketing Committee 2013-2019  
Guest Speaker, WVU Chambers College Encova Center for Innovation & Entrepreneurship  
National Restaurant Association Serv Safe Instructor & Examination Proctor 2013-2018

**Public Service**  
Member, WVU Alumni Association 2014-Present  
Member, Knights of Columbus, Elkins, WV 2007-Present  
Chairperson, Elkins City Council Action 2010 Implementation Committee 2007-2008  
Member, Elks USA Elkins Lodge #1135, Elkins, West Virginia 2004-2014

**Awards and Honors**  
150th Anniversary WVU Value Coin, Service 2017  
West Virginia Hospitality Cup Mentor Award, West Virginia State Department Career Technical  
Education 2017-Present  
Nominated for College Outstanding Service Award, Dean of Business & Economics 2013  
Dean's Distinction in Outreach, WVU College of Business & Economics 2012  
WV HEAT Appreciation Award, West Virginia Department of Hospitality Education Training  
2011-2017  
Randolph County Chamber of Commerce Member of the Year, Randolph County Chamber of  
Commerce 2002  
Randolph County Tourism Person of the Year, Randolph County Conventions Bureau 2001