



**Curriculum Vita
August 2026**

Instructor: Dr. Michael Kuban

Academic Department: College of Innovation and Design

Phone: 214.954.3615 & 903.886.5878

University Email Address: Michael.Kuban@etamu.edu

East Texas A&M University Addresses:

Main Campus: PO Box 3011, Commerce, TX 75429-3011

Dallas Site: 8750 North Central Expressway, Suite 1900, Box 30, Dallas, TX 76231

College of Innovation and Design Office Phone: 214.954.3615 & 903.886.5878

EDUCATION

EDUCATION

Doctor of Business Administration	Grenoble Ecole de Management	2023
Master of Education (Leadership)	Texas A&M University	2011
Mid-Management Certification (Education)	Stephen F. Austin University	2004
M.B.A. (Operations Management & Strategic Planning)	Texas A&M University	1996
B.B.A. (Marketing and Human Resources)	East Texas Baptist University	1992

TEACHING EXPERIENCE

- Lecturer- G. Brint Ryan College of Business Faculty, University of North Texas, Fall 2023 – present
- Adjunct- Satish & Yasmin Gupta College of Business Faculty, University of Dallas, Fall 2017- present
- Adjunct/Visiting Professor- Simmons School of Education & Human Development- Applied Physiology & Sport Management, Southern Methodist University, Spring 2024- Fall 2025
- Adjunct- Frost School of Business, Centenary College of Louisiana, Fall 2021- Spring 2023

PROFESSIONAL EXPERIENCE

AT&T – Senior Consultant Contractor

2021-2025

Senior Release Train Engineer/Telecommunications Manager

- Works with various clients, including AT&T Gen AI, CALNET, GM, FIRSTNET, to ensure that deployment of AT&T Chief Data Office platform applications is integrated seamlessly with other applications.
- Maps processes along with Solution Architects and Technical Solution Managers to ensure all

requirements are met for Chief Data Office applications in both an agile and waterfall environment.

- Ensures Gen AI projects are following methodology within an Agile framework, while establishing business value opportunities.
- Forecast financials and work with LPMs to ensure accurate monthly budgets are up to date.
- Lead meetings with VPs and Directors in leadership to discuss projects in-depth and achieve the best course of action in the advancement of projects.
- Conduct meetings on WebEx and Microsoft Teams, while utilizing Enterprise 1 and other project management tools to track, support, and manage multiple projects.

Tarrant County College/D&M Enterprise Group

2018-2021

Senior Change/Program Manager

- Work directly with the Vice Chancellor as part of the 3 Goals 8 Principles initiative encompassing over 3,400 employees and 51,000 students to streamline and reengineer consistent processes at an Enterprise level.
- Utilize Microsoft Teams to manage interactions and meetings with multiple project teams and leaders.
- Develop and maintain key HR and executive reports, conduct large team meetings, and drive the expected activities and outcomes for these teams.
- Utilize project management tools like Microsoft Project and Visio to process map and coordinate project schedules and manage milestones.
- Manage executive sponsors' needs while ensuring consistent, quality deliverables for each project.
- Strategic management of CRM, ERP, and LMS integration and implementation between new and existing systems while adhering to Agile and Scrum principles.
- Integrate IT risk, scheduling and facility usage, and wayfinding for all stakeholders.

LunchPro Inc.

2010-2017

Project Manager/Change Management Leader

- Strategically led the life cycle development of the redeployment of medical office tablets with LunchPro software.
- Project lead in the usage of BI tools to assess every aspect of the management of the supply chain.
- Responsible for identifying, creating and planning the integration of 3 different software platforms, as well as the training process for employees.
- Manages a project team that oversees the development of metrics and reports from Salesforce as well as the continual development of policies and procedures.
- Utilizes various project management tools on a regular basis to sequence activities and develop schedules.

Dallas Desperados / Dallas Cowboys

2004-2007

Assistant Sales and Marketing Director

- Aided in the statement of work and developed schedules for the Dallas Desperados through collaboration with the AFL and the AAC.
- Developed 3 brand new metrics to assess profitability and was the first to utilize multiple BI reporting tools with AFL data.
- Guided marketing and sponsorship fulfillment through regularly scheduled meetings.
- Leveraged the sales and marketing team to increase attendance for the Dallas Desperados by 27 percent.

- Changed the culture of the business department, through the development of metrics and project milestones used to track accountability and success throughout the season.
- Directed in-game on-field operations for the Dallas Cowboys preseason games.

PUBLICATIONS

Kuban, Michael and Scott Wysong. "Alumni Perception of Student – Athlete Compensation: Implications for Fundraising." *International Journal of Education Research*, Volume III, Number 1, Winter 2008, pages 98-108.