



## RUSSELL E. WILLIS

*Writer*

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### Summary

Free-lance writer with multi-faceted career spanning industry, technology, higher education (teaching and administration), online education (with business and technology emphases), entrepreneurship, ministry and counseling.

- **Freelance Writer for Visionary Individuals, Business and Organizations** telling YOUR stories with blogs, white papers, emails, case studies, web content, ghost-written books or articles, and even short-form videos (learn more by clicking on any of the bold types of writing just mentioned).
- **Experienced writer**; published author (publications dating back to 1980s) with recent turn to writing as primary vocation including ghost writing, white papers, and blogging.
- **Pioneer and innovator** in online education and instructional technology including Learning Management System (LMS) and short-form video production experience.

### Writing Website

<https://REWillisWrites.com>

### Professional Experience

My writing skills have developed alongside and in service to my **multifaceted experience** in engineering, marketing, industry, social ethics, higher education (award-winning teaching and administration to the level of Provost), online education entrepreneurship, not-for-profit strategic planning, and even ministry and counseling. During the four decades plus of my professional life, I have:

- prepared and presented more than 1500 unique **lectures** and dozens of **syllabi** for courses in ethics, sociology, and humanities (including courses I taught multiple times)
- written hundreds of formal **reports**, **research papers**, and **whitepapers**
- composed and presented dozens of **speeches** and **conference presentations**
- developed and edited hundreds of **course artifacts**, first for CD-ROM-based resources and more recently for online courses (including courses I created and taught, including teaching with the popular LMS, Moodle, and using Google apps for education)
- written or edited hundreds of pieces of **marketing collateral**
- written, edited, and/or produced over 100 **short-form videos** (mostly "explainer" videos)
- delivered over 700 unique **sermons**
- sent thousands of professional **emails**
- published over 70 blogs (click for more information)
- facilitated the planning process and delivered a formal **Strategic Plan** for
  - 3 colleges and universities
  - 8 non-for-profit organizations (more than once for two of these organizations)
- published several nonfiction works, including a **coauthored book** and several **book chapters**, **articles**, and **essays** (click for more information)

My professional experience includes:

- |   |                     |
|---|---------------------|
| • <b>Freelance Writer</b> -- REWillisWrites.com                       | <b>2019-present</b> |
| • <b>Vice President</b> -- Global Classroom, Inc.                     | <b>2009-present</b> |
| • <b>Principal</b> - Willis Interests (strategic planning consulting) | <b>2006-present</b> |
| • <b>Provost and Chief Academic Officer</b> -- Champlain College      | <b>2003-2006</b>    |
| • <b>Vice President for Academic Affairs</b> -- Dakota Wesleyan Univ. | <b>2000-2003</b>    |
| • <b>Professor</b> -- Dakota Wesleyan Univ.                           | <b>2000-2003</b>    |
| • <b>Associate Professor (tenured)</b> -- McMurry University          | <b>1995-2000</b>    |
| • <b>Associate Professor (tenured)</b> - Iowa Wesleyan University     | <b>1991-1995</b>    |
| • <b>Instructor</b> -- Iowa State University                          | <b>1988-1990</b>    |
| • <b>Visiting Assistant Professor</b> -- Arizona State Unbiversity    | <b>1986-1988</b>    |

### Education

- **Doctor of Philosophy - Social Ethics**, Emory University
- **Master of Theology**, Perkins School of Theology, Southern Methodist host
- **Master of Science-Engineering Management**, Southern Methodist University
- **Bachelor of Science in Electrical Engineering**, Southern Methodist University
- **Bachelor of Science - Management Systems**, Southern Methodist University

### Industry Experience

**Texas Instruments, Inc.** - Military Products Department of Semiconductor Division. Specialized in opening non-military markets for mil-spec semiconductors.