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**Gary L. Payne, M.B.A.**  
**Lecturer**  
**Management & Marketing**  
**College of Business**  
[glp001@shsu.edu](mailto:glp001@shsu.edu)

**Degrees Earned**

M.B.A. Sam Houston State University, Huntsville, Texas, Marketing, 2003

B.B.A. Texas State University, San Marcos, Texas, Marketing with Honors, 1973

**Peer-Reviewed Publications and Artistic Performances/Exhibitions**

**Research Monographs and Technical Reports**

**Funded External Grants**

**Peer-Reviewed Presentations/Posters**

**Work or Professional Experiences**

**Experience: Academic**

Lecturer, Dept of Management & Marketing, Sam Houston State University (August, 2008 - Present). Teach the following undergraduate level marketing and management courses: Principles of Marketing, Principles of Management, Retailing, Sales Management. Also teach Introduction to Economics, Principles of Microeconomics, and Principles of Macroeconomics.

Adjunct Faculty, Lone Star College (August, 2003 - Present). Teach the following courses: Macroeconomics, Microeconomics, Macroeconomics Online, Microeconomics Online. Certified online instructor for WebCt and Angel distance learning formats.

Adjunct Faculty, Dept of General Business & Finance, Sam Houston State University (August, 2003 - August, 2008). Taught the following courses: Electronic Communication Techniques, Business Communications, Business Principles in an International Environment, Financial Institutions and Markets, and Business Finance.

**Experience: Non-Academic**

**National**

Marketing Consultant, Johnson and Payne Investments LLC (January, 2006 - Present). Our company owns and develops an extensive portfolio of commercial properties located north of Dallas in McKinney, Allen, and Richardson Texas, including several large tracts of land with highway frontage in Collin and Denton counties. Helped develop and manage an ongoing integrated marketing plan to showcase office, retail, and warehouse investment properties.

Manager, Stage Stores Inc. (January, 1980 - December, 2002). A Texas-based regional department store chain. Developed new markets for the company throughout New Mexico, from Clovis, Albuquerque, and as far west as Gallup. Duties included tailoring the merchandise mix for each store and creating strategic integrated marketing plans for groups of stores within the district. Recipient of many Outstanding Store Merchandising awards and Sales awards during a very successful retail career. Additional responsibilities included opening new stores in Austin, Amarillo, and Houston, and hiring and training new associates in these markets to ensure they provided outstanding customer service.

Manager, J C Penney Company Inc. (January, 1974 - December, 1980). Completed an intensive Management Development program with J C Penney and was quickly promoted as the youngest General Merchandise Manager in the company's Southwestern Region. Managed soft-line stores in Lawton, Oklahoma and San Marcos, Texas before being recruited by Stage Stores Inc. for their flagship store in Austin, Texas.

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