

# **JANA FITCHETT**

11061 Century Lane  
Overland Park, Kansas 66210  
913-706-5780

## **SUMMARY**

Dependable, self-motivated sales, marketing and management professional with twenty-three years of high-integrity management and sales positions and seventeen years as a college instructor. Experience includes posts with two major corporations as well as small business ownership.

## **EXPERIENCE**

### **University of Kansas**

2006 - Present

Lecturer

Lawrence, KS

Instruct 100-400 level entrepreneurial, management and marketing classes: Survey of Marketing, Introduction to Management Profession, Principles of Management, Small Business Management, Introduction to Entrepreneurship, Emerging Topics in Business, Introduction to Professionalism, Entrepreneurship in Practice, Organizational Behavior, Family Business Management, Marketing Your Own Business, and Entrepreneurial Marketing. Designed several curriculums for KU including selection of textbook, case studies, syllabus, work plan, videos, guest speakers and test creation.

#### Teaching Awards

- Fraser Teaching Award, 2022
- UBC Outstanding Educator, 2021
- Dykes-Budig Excellence in Teaching Award, 2019
- Del Shankel Teaching Excellence Award, 2016
- Henry R. Bubb Award for Outstanding Teaching, 2011 and 2015

#### University Service

- Interim Director, Professionalism, 2021, 2022
- Faculty Senate Athletic Committee, 2023
- Cimba Italy Instructor, 2022 and 2023
- Director, Israel Study Abroad
- Coordinate Morris New Venture Business Competition every semester 2009 - 2022
- Conducted week-end seminar for the National American Business Women's Association
- Faculty Sponsor for the annual KU Leadership Challenge, Women's Case Competition in Austin, TX and several Business School clubs
- Dean's Board of Advisors liaison for Entrepreneurship task force
- PhD mentor every semester

## **GarageTek, Inc.**

2004 – 2006

Owner/Manager

Lenexa, KS

Purchased and managed GarageTek which serves the Kansas and Missouri area. From the ground up, developed all aspects of this entrepreneurial venture, including sales and marketing, management, product installation, collections and customer service.

- Through evaluation, design and implementation of marketing initiatives, increased leads by 323%.
- Doubled sales and profits in less than one year of ownership transition.
- Managed all office functions including accounting, warehouse, inventory, purchasing and controls.
- Hired and supervised sales professionals, installers, and part-time warehouse staff.

## **Kraft Foods, Inc.**

2002 – 2004

Marketing Manager

Overland Park, KS

1999 – 2002

Senior Customer Business Manager

Overland Park, KS

1995 – 1999

Region Manager

Overland Park, KS

1990 – 1995

Key Account Manager

Overland Park, KS

Lead Kraft sales teams responsible for a 5-state area and annual sales of \$240 million. Coached team of 97 employees, including 12 direct reports. Managed annual marketing and operational budgets consistently within plan. Accomplished successful new product rollouts, execution of marketing events and sales training programs.

- Double digit sales growth 9 out of 14 years; Exceeded sales goals every year.
- Customer Business Manager of the Year – 2001 and 2002
- Region Manager of the Year – 1997 and 1998
- Customer Business Team Award – 1994
- Key Account Manager of the Year – 1991, 1992 and 1993
- Numerous Quarterly Sales Awards

## **Coors Brewing Company**

1987 – 1990

Area Sales Manager

Topeka, KS

1986 – 1987

Promotions and Merchandising Manager

Golden, CO

1985 – 1986

Consumer Promotions Manager

Golden, CO

1984 – 1985

Young Adult Marketing Supervisor

Golden, CO

1983 – 1984

Assistant Sales Manager

St. Louis, MO

Designed promotional campaigns at Coors through development of formal written recommendations, oral presentations, timetables, budgets, creative direction, legalities, contracts and evaluations. Planned and managed yearly budget of \$38 million. Designed regional tactical market plans and developed full line of permanent point-of-sale items.

Advised distributors in areas of sales, transportation, distribution of product and personnel issues. Designed business plans encompassing budgets, sales goals and key objectives. Developed pricing, planned product promotions and set product advertising schedules, resulting in increased market share.