

JANA FITCHETT

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PROFESSIONAL SUMMARY

Dynamic, student-centered educator with 20 years of university teaching experience and two decades of corporate leadership in sales, marketing, and small-business management. Recognized with multiple institutional teaching awards for instructional innovation, inclusive pedagogy, and excellence in the classroom. Demonstrated success in program leadership, curriculum design, case competition coaching, international instruction, and cross-cultural student engagement. Brings a unique blend of academic expertise and real-world professional experience that enriches student learning and supports institutional goals.

ACADEMIC EXPERIENCE

University of Kansas – School of Business

Case Competition Director | 2006–Present | Lawrence, KS

- Teach a wide range of undergraduate courses (100–400 level) across entrepreneurship, management, marketing, and professionalism.
- Courses taught include Survey of Marketing, Introduction to the 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, Entrepreneurial Marketing.
- Leads and manages the KU Case Competition Program at local, regional, and national levels (2023–present), including coaching, curriculum integration, logistics, and external partner engagement.
- Designs and delivers curricula for multiple courses, including textbook selection, syllabus development, case creation, multimedia integration, assessment design, and guest-speaker programming.
- Served as Interim Director of the Professionalism Program (2021–2022), overseeing program design, faculty coordination, and student experience initiatives.

- Teaches management internationally and leads intercultural learning initiatives as a CIMBA Italy Instructor (2022–present) while representing KU as the CIMBA Faculty Ambassador.
 - Directs study abroad programs in Israel, Panama, and Spain during winter break terms.
 - Chair, Faculty Senate Athletic Committee (2023–present) and contributes to the Rock Chalk Revue charity as a Sensitivity Panel member.
 - Chair, KU Business School Teaching Awards Committee (2025–2026).
 - Coordinated the Morris New Venture Business Competition (2009–2022), mentoring student entrepreneurs and guiding experiential learning.
 - Faculty advisor and mentor for multiple student groups, including the KU Leadership Challenge (2011–2020), Multidisciplinary Case Competition, Real Estate Club and WISE.
 - Serves on School of Business committees including the Business Honors Selection Committee and as the Dean’s Board of Advisors liaison for the Entrepreneurship Task Force.
 - Mentors PhD students and supports the Multicultural Business Scholars Program through coaching and professional development.
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TEACHING AWARDS & RECOGNITION

- Arno Knapper Teaching Innovation Award (2025)
 - Del Shankel Teaching Excellence Award (2023, 2016)
 - Fraser Teaching Award (2022)
 - UBC Outstanding Educator (2021)
 - Dykes-Budig Excellence in Teaching Award (2019)
 - Henry R. Bubb Award for Outstanding Teaching (2011, 2015)
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INDUSTRY EXPERIENCE

GarageTek, Inc.

Owner/Operator | 2004–2006 | Lenexa, KS

- Acquired and managed a home-organization solutions franchise, overseeing strategy, operations, staffing, marketing, and financial management.
- Increased qualified leads by 323% through targeted marketing initiatives.
- Doubled annual sales and profits within first year of ownership.
- Recruited and managed a cross-functional team, including sales, installers, and warehouse staff.
- Led customer service, installation oversight, and end-to-end client experience.

Kraft Foods, Inc.

Various Leadership Roles | 1990–2004 | Overland Park, KS

- Held progressive leadership roles including Region Manager, Senior Customer Business Manager, Marketing Manager, and Key Account Manager.
- Led high-performing sales teams across a five-state region generating \$240M in annual revenue while consistently exceeding annual growth targets.
- Managed a team of 97 employees, including 12 direct reports. Responsible for coaching, performance evaluation, and strategic execution.
- Directed new product launches, sales training, budget oversight, and cross-functional marketing initiatives.
- Earned multiple national awards:
 - Customer Business Manager of the Year (2001, 2002)
 - Region Manager of the Year (1997, 1998)
 - Customer Business Team Award (1994)
 - Key Account Manager of the Year (1991–1993)

Coors Brewing Company

Promotions, Sales, and Marketing Roles | 1983–1990 | MO & CO

- Managed multimillion-dollar promotional budgets and developed integrated marketing campaigns.
- Designed regional marketing plans, POS materials, and distributor sales strategies.

- Created formal proposals, timelines, budgets, and evaluations for promotional initiatives.
 - Led pricing, advertising, and promotional planning to increase market share and brand visibility.
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CIVIC & COMMUNITY ENGAGEMENT

- Past President, Alumni Association, University of Nebraska
 - President, Neighborhood Association Board (2003–2006; 2014–2024)
 - Volunteer Instructor, Haskell Indian University
 - Women’s Employment Network, Mock Interview Facilitator
 - Mentor for Kansas City youth in low-income communities
 - Gamma Phi Beta Alumna
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AREAS OF SPECIALIZATION

- Instructional design & curriculum development
- Case competition program leadership
- Entrepreneurship & small business pedagogy
- Experiential and global business education
- Student engagement and academic mentoring
- Sales, marketing, and organizational behavior
- Program development & cross-unit collaboration