

# David Lehman

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## Education

University of Missouri – Columbia, Missouri  
Master of Business Administration – concentration in Finance

Kansas State University – Manhattan, Kansas  
Bachelor of Sciences, Agricultural Economics

## Experience

### 8/19 – present **Instructor – Department of Agricultural Economics**

Kansas State University – Manhattan, Kansas

- Teach Agricultural Economics 515 – Food and Agribusiness Marketing every semester (Achieved scores of 4.6 and 4.9 for overall teaching effectiveness – Fall/Spring 2023)
- Teach Agricultural Economics 515 – Food and Agribusiness Marketing every semester (Achieved scores of 4.7 and 4.8 for overall teaching effectiveness – Fall/Spring 2023)
- Advise K-State NAMA student chapter to promote careers in agricultural marketing and sales through monthly meetings, networking events with professionals in agricultural marketing, and coaching students for sales and marketing competitions
- Coach K-State NAMA marketing team that competed in the national student marketing competition in April 2023 in St. Louis
- Coach K-State NAMA sales team that competed in the national student sales competition in April 2023 in St. Louis
- Advise 20 undergraduate students majoring in Agricultural Economics and Agribusiness
- Prepared and delivered a series of four sales training sessions for the more than 20 sales staff and leadership of the BTI John Deere dealership in Pratt at its monthly sales meetings in September, October, November, and December 2020
- Coached a team of three undergraduate students who competed in the International Food and Agribusiness Management Association (IFAMA) International Student Case Competition and won 1<sup>st</sup> place in June 2023 in San Jose, Costa Rica

### 1/05 – 7/19 **Instructor – Department of Marketing**

Kansas State University – Manhattan, Kansas

- Taught several sections of Marketing 400 – Principles of Marketing each semester
  - Achieved student evaluations of 4.6 to 5.0 out of 5 for overall teaching effectiveness
  - Increased class size from 75 to 200 students per section over the past several years
- Taught Marketing 542 – Fundamentals of Professional Selling each semester
  - Achieved student evaluations of 4.5 to 5.0 out of 5 for overall teaching effectiveness
  - Increased class size from less than 40 to 100 students over the past several years
- Taught Marketing 542 – Fundamentals of Professional Selling online each semester
  - Achieved student evaluations of 4.7 to 5.0 out of 5 for overall teaching effectiveness
  - Increased class capacity from 70 students/year (2012) to 125 students/year (2014)
- Taught Agricultural Economics 515 – Food and Agribusiness Marketing, during the fall semesters 2010-2015 and then every semester (spring and fall) since 2015
- Created and taught Marketing 241 – Marketing Plans for New Ventures, a required course for Entrepreneurship majors, during the Spring 2010 term
- Coached K-State NAMA marketing teams that won first place in a national marketing competition in 2006 and 2007 becoming the first university ever to win consecutive national Championships

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1/05 – 7/19

### **Instructor – Department of Marketing (continued)**

Kansas State University – Manhattan, Kansas

- Coached student who won 1<sup>st</sup> place in the NIU National Sales Decathlon in October 2014
- Coached student who won 1<sup>st</sup> place in the RBI National Sales Challenge in November 2014
- Coached K-State Sales Team that competed in 12 different external sales competitions during the 2017-2018 academic year across the U.S. and Europe in Missouri (2), Texas, Wisconsin, Florida, Ohio, Arizona, Scotland, Georgia, California, Germany and France. Highlights for the year so far include:
  - 1<sup>st</sup> place individual and 1<sup>st</sup> place team at the E&J Gallo Inaugural Sales Competition hosted by the University of Missouri-Columbia (October 2017)
  - 1<sup>st</sup> place individual and 1<sup>st</sup> place team at the International Collegiate Sales Competition hosted by Florida State University (November 2017)
  - 1<sup>st</sup> place team at the Arizona Collegiate Sales Competition hosted by Arizona State University (February 2018)
- Coached K-State Sales Team that competed in ten different external sales competitions during the 2016-2017 academic year across the U.S. and Europe in Wisconsin, Missouri, Texas, Florida, Rhode Island, New Jersey, Ohio, Georgia, California and Scotland. Highlights for the year included:
  - 1<sup>st</sup> place individual at the Huhtamaki Sales Competition in Kansas City (October 2016)
  - 1<sup>st</sup> place team at the Schlumberger Sales Competition in Houston (November 2016)
  - 1<sup>st</sup> place team at the European Sales Competition in Scotland (May 2017)

7/15 – 7/19

### **Associate Director of the National Strategic Selling Institute (NSSI)**

Kansas State University – Manhattan, Kansas

- Managed Corporate Partner Program for the National Strategic Selling Institute
  - Increased annual revenue from corporate partners more than 100 percent in two and a half years to \$130,000 per year
  - Increased the number of corporate partners to the maximum sustainable number

5/04 – 12/05

### **Business Development Officer**

UMB Bank – Manhattan, Kansas

- Developed and maintained profitable portfolio of commercial bank customers
- Prospected for new business and expanded existing customer relationships
- Coordinated calling efforts of commercial lending team in the Manhattan market
- Served as the Chief Morale Officer for the Manhattan market and served on a statewide task force to improve morale among all UMB employees throughout the state of Kansas

8/91 – 5/04

### **Instructor**

University of Missouri – Columbia, Missouri

- Created and taught undergraduate course in New Products Marketing
  - Achieved student evaluations of 4.6 out of 5 for overall teaching effectiveness
  - Increased class size from 12 to 180 students per semester
- Taught undergraduate course in Agricultural Sales
  - Achieved student evaluations of 4.8 out of 5 for overall teaching effectiveness
  - Increased class size from 24 to more than 100 students per semester
- Supervised up to six graduate teaching assistants each semester
- Advised 100 undergraduate students in four different degree programs
- Coached teams that won first place (twice) in national student marketing competitions

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- 6/99 – 7/00     **Television Reporter (part-time)**  
KOMU-TV – Columbia, Missouri
- Served as a general assignment reporter local news stories for NBC television affiliate
  - Developed story ideas, conducted interviews, shot video, wrote copy and edited video
  - Reported stories on 6 p.m. news program, performed lives shots and on-sets in studio
- 6/99 – 7/00     **House Director**  
University of Missouri – Alpha Gamma Rho fraternity
- Advised and mentored 80 outstanding young men in the Alpha Gamma Rho fraternity
  - Planned meals, ordered food and other supplies, hired and supervised full-time cook
  - Worked closely with the housing corporation board and other alumni
  - Consulted with student leadership on important house matters
- 6/93 – 9/99     **Director of Student Affairs**  
University of Missouri – College of Agriculture, Food and Natural Resources
- Recruited 400 new students each year through special events and high school visits
  - Increased student enrollment in the college every year for six consecutive years
  - Assisted with Summer Welcome orientation program for new students and parents
  - Coordinated study abroad programs, including Costa Rica and Czech Republic
- 6/91 – 8/91     **Marketing Consultant**  
Kansas Sports Hall of Fame – Abilene, Kansas
- Assisted organization in preparation of a \$2.2 million capital campaign
  - Developed marketing plan for the organization
- 6/83 – 9/88     **Sales Representative**  
Dow Chemical U.S.A. – St. Louis, Missouri
- Worked with retailers and consumers of Dow products in a 53-county territory
  - Organized and conducted about 50 sales and training meetings each year, with audiences ranging from 50 to 300 people
  - Completed two government relations and public issues projects and presented reports to management teams at headquarters in Midland, Michigan
- 5/82 – 8/82     **Summer Intern/Market Research**  
Dow Chemical U.S.A. – St. Louis, Missouri
- Designed and conducted market research survey to determine the potential for a new Dow product in the state of Missouri
  - Presented report of findings to management at headquarters in Michigan
- 7/81 – 8/81     **Summer Intern/Legislative Correspondent**  
The Honorable Nancy Landon Kassebaum, United States Senator, Washington, D.C.
- Handled correspondence from constituents concerning various problems
  - Researched each case and responded to constituents with a resolution to the problem

### Honors and Awards

- 5/16     Honorary State FFA Degree – Kansas FFA Association
- 4/14     National Outstanding Advisor Award – National Agri-Marketing Association
- 10/13    Office of Student Activities and Services “Advisor of the Year” – Kansas State University
- 5/12     Ralph Reitz Outstanding Teaching Award – College of Business, Kansas State University
- 12/09    Distinguished Professor Award – The Wall Street Journal
- 11/09    Outstanding Faculty Award – Mortar Board Senior Honor Society, Kansas State University
- 4/08     Presidential Award for Excellence in Undergraduate Teaching – Kansas State University
- 4/03     Outstanding Agricultural Economics Advisor Award – University of Missouri
- 4/02     Outstanding Advising Award – University of Missouri CAFNR
- 4/97     Excellence in Education Award – MU Division of Student Affairs

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4/97 Omicron Delta Kappa – National Leadership Honorary  
3/97 Black and Gold Chalk Award – MU Excellence in Leadership Awards  
4/96 Outstanding Teacher Award – University of Missouri CAFNR  
4/96 Outstanding Teacher Award – University of Missouri CAFNR  
4/93 National Outstanding Advisor Award – National Agri-Marketing Association

### Professional Development

6/17 Participated in “Gartner Professor Day” at Gartner headquarters in Ft. Myers, Florida  
4/83 – 4/23 Attended the National Agri-Marketing Association (NAMA) Marketing Conference  
7/13 Attended the “Marketing in Emerging Markets” Conference at Tsinghua University in Beijing, China  
6/11 Attended the Sales Educators Conference at Rollins College in Winter Park, Florida  
5/08 Selected by the Provost to represent Kansas State University at the 2008 Symposium for Entrepreneurship Educators at Babson College in Wellesley, Massachusetts  
9/07 Attended the Fall Marketing Management Association Conference in St. Louis, Missouri

### Leadership Activities

3/20 – 5/23 Faculty Senate representative, College of Agriculture, Kansas State University  
4/20 – 5/21 Executive Committee member of Faculty Senate, Kansas State University  
4/20 – 5/21 Caucus Chair, College of Agriculture Faculty Senators, Kansas State University  
5/16 – 5/18 Executive Committee member of Faculty Senate, Kansas State University  
5/16 – 5/18 Faculty Senate Leadership Council, Kansas State University  
5/16 – 5/18 Co-chair of Faculty Affairs Committee of Faculty Senate, Kansas State University  
5/15 – 5/18 Faculty Senate representative, College of Business, Kansas State University

### Service Activities

8/14 – 8/18 Faculty Advisor, PSE Marketing Club – College of Business, Kansas State University  
8/07 – 8/14 Faculty Advisor, Marketing Club – College of Business, Kansas State University  
8/11 – 8/12 Faculty Advisor, China Business Association – Kansas State University  
8/04 – present Faculty Advisor, National Agri-Marketing Association – Kansas State University  
4/11 – 4/13 Elected to serve a two-year term as the Advisor Representative to the National Careers Committee of the National Agri-Marketing Association (NAMA)  
4/07 – 4/08 Elected to serve a one-year term as the Advisor Representative to the National Careers Committee of the National Agri-Marketing Association (NAMA)  
8/04 – present Member of the Kansas City Chapter of the National Agri-Marketing Association  
8/84 – 5/04 Member of the Kansas City Chapter of the National Agri-Marketing Association

### Community Activities

4/09 – 2018 Member of St. Isidore's Catholic Student Center in Manhattan  
8/09 – 4/15 Team Member for RCIA at St. Isidore's Catholic Student Center in Manhattan  
2006 – 2008 Chair of the Board of Trustees for the endowments of St. Paul's Episcopal Church  
2005 – 2008 Elected to serve on the Vestry for St. Paul's Episcopal Church in Manhattan  
2006 – 2007 Chair of the Finance Committee for St. Paul's Episcopal Church  
2006 – 2007 Chair of the Audit Committee for St. Paul's Episcopal Church  
2005-2007 Member of the Audit Committee for First United Methodist Church in Manhattan  
2004-2006 Elected to serve as Chairman of the Riley County Republican Party  
2004-2006 Member of the Board of Directors of Big Brothers/Big Sisters of Riley County  
2004-2006 Member of the Konza Rotary Club in Manhattan