

Amanda Evert Named Everett Dobson Endowed Chair of Marketing at SWOSU

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Dr. Amanda Evert has been named Everett Dobson Endowed Chair of Marketing at Southwestern Oklahoma State University in Weatherford.

Evert is an assistant professor in the School of Business and Technology at SWOSU.

She earned her Ph.D. from Oklahoma State University in 2011 and recently completed a post-doctoral bridge program in marketing and management through the University of Florida and endorsed by the top-tier accreditation of AACSB (Association to Advance Collegiate Schools of Business).

At SWOSU, she teaches marketing and management courses. Evert's real-world marketing experience includes projects ranging from agricultural products to technology solutions to educational programming. She has been actively involved in developing marketing materials and assisting small business owners in developing business plans at two Oklahoma research centers.

Additionally, she has seven years of leadership and management experience, first as an academic division director and later as a vice president. In 2013 she was selected as Phi Theta Kappa Administrator of the Year. In the past decade, Evert has worked on grant-funded projects from NSF, USDA, NIH, NASA, DOL and DOED.

Evert is also a certified Higher Learning Commission accreditation reviewer and has completed face-to-face and online reviews. In 2013, she was nationally elected as a Council for Undergraduate Research peer counselor. She is also a founding member of the Oklahoma Journal for Undergraduate Research.

Evert and her husband, Dr. Jeremy Evert, are beginning their second year in the Everett Dobson School of Business and Technology. They have recently co-authored two NASA grants for SWOSU interns and are working on a NSF grant for the fall.