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**Stanley Holmes, Ph.D.**  
**Assistant Prof Track**  
**Management & Economics Department**  
**College of Business**  
[Stanley.Holmes@tamuc.edu](mailto:Stanley.Holmes@tamuc.edu)

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## **Academic Background**

### **Academic Degrees**

Ph.D. Texas A&M University, 1978.

M.S. East Texas State University, Commerce, Texas, Economics (Finance Emphasis), 1972.

Title: *30 Northeast Texas Economic Profiles*

B.B.A. East Texas State University, Commerce, Texas, Finance (Economics Emphasis), 1969.

Other Paris Junior College, Paris, Texas, Business (Psychology Emphasis), 1965.

Title: *No thesis for this degree.*

### **Other Credentials & Relevant Courses Taken**

#### **Relevant Courses**

Oracle Customer Resource Management, Oracle Financials and Oracle Business Suite training. (I helped to develop the courses and applications).

SAP BIS training with several TAMUC COB instructors.

I completed the course Finance for Non Financial Managers from the Wharton School of Business.

## **Work Experience**

### **Work Experience**

Profession Track Instructor, TAMUC (September, 2008 - Present), Commerce, Texas. I led classes in Business Forecasting, Business Research and Finance for Texas A&M University at Commerce Texas. The majority of these classes were online courses that required expertise in web-based instruction.

Vice President of Business Development, Oracle Corporation (October, 1996 - June, 2005), Redwood Shores, California. I led a team that proposes complex Oracle solutions and applications to large wireline, wireless, cable, network equipment manufacturers, internet service providers and utilities. The team works directly with the field sales organization, partners and service integrators to effectively close business and provide vital input to the Oracle development organization to ensure appropriate market direction. My team enables Oracle Communications and Utilities Vertical to be the fastest growing area in Oracle with over \$280 million in annual revenue growth. We also directly assisted the sales force in closing many of Oracle's largest deals of over \$40 million each.

Director of Product Marketing and Management, Tandem Computers (later HP) (February, 1994 - October, 1996), Cupertino, California. I led the development of advanced Intelligent Network (AIN) products and market strategy for Tandem Computers. I initiated partnership agreements and presented Tandem's products to executive level customers that generated over \$95 million in company revenue.

AVP of Marketing Services, GTE Telephone Operations (March, 1990 - September, 1993), Irving, Texas, Texas. I developed market forecasts and technology research for new services, network evaluation plans and competitive analysis to achieve \$18 billion in annual network revenue. I managed the activities of 243 market research skilled employees with a budget of \$13 million and a research budget of \$1.8 million.

AVP of Product Line Strategy, GTE Telephone Operations (November, 1988 - February, 1990), Irving, Texas. I was responsible for evaluating new product opportunities and developing product strategies including financial analysis. The strategies outlined expected project costs, product implementation timing and pricing guidelines for use by product

managers. I managed 55 highly skilled employees with at \$4 million departmental budget. Our accomplishments include:

- standardizing all product and service codes and definition across GTE's 21 state serving area. making it easier to manage products.
- designed and implemented the GDI service information system that provide product managers with monthly cost, revenue, contribution margin and customer usage.
- coordinated the centralized develop of the first "GTE Telops Strategic Plan" for the next five years.

AVP of Network Services Management, GTE Telephone Operations (January, 1987 - November, 1988), Stamford, Connecticut, Connecticut. My position was responsible for providing guidance and support to establish standardized product definition and preive structures for \$12 billion in network services revenue. I published the "Strategic Product Line Plan", "Network Respositioning Guidelines" and other plans that move GTE operating companies to a standard product line and coherent strategy. I lead a team of 230 company experts to create the first global product plan for GTE and development of as system for capturing customer usage that track \$15 billion in annual customer revenue. I also led product portfolio management and market strategy formulation processes for \$12 billion in network service revenue. I was also responsible for the Cerritos project for CATV integration into GTE network services.

Network Service Economic Policy and Analysis Manager, GTE Telephone Operations (February, 1987 - December, 1987), Stamford, Connecticut, Connecticut. I developed a new approach to marketing and analyzing GET network services in order too open wider markets and generage significantly more revenue. I developed the definition of many new network services and their pricing structures. I testified to the FCC policy committee on the company;s new service and service pricing direction that was well received by the committee members.

Director - Revenue Planning, GTE Corporation of the Northwest (December, 1985 - January, 1987), Everett, Washington. I managed 23 regulatory professionals responsible for rate case development, product pricing policy and rate case fillings. this included providing advocacy testimony and as expert witness represent the company to five state regulatory commission. I eaned a reputation of being concise and truthful in my rate case hearing testimony. We never lost a rate case due to our work and preparation.

Director of Network Planning, GTE Corporation of the Northwest (May, 1984 - November, 1985), Everett, Washington. Managed 80 people responsible for designing and planning new network that provides features and functions required by the market.

## **Consulting Experience**

2018-2019: Lockheed Martin, Create a logical and production oriented approach to IT estimation and management, I managed the work of 8 graduate assistants in the completion of the report section. We developed a way to provide early estimates of intellectual property value and how to use it in production decision making by Lockheed Martin. The report was well received by the client.

2016-2017: Winnsboro Texas Economic Development Corporation, 5 year Economic Forecast of Winnsboro, Texas, After joining the Director of the Economic Development Corporation in a regional forecasting seminar I worked to develop a more specific forecast of economic variables for the city of Winnsboro for the next 5 years. The forecast ws well recieved by the director and was used in developing the Corporations view for the next 5 years along with recommendations for city policy and spending..

2014-2015: Los Pinos Winery, Evaluation of Los Pinos Winery market value and plans, Through operation consultation and comparative analysis of other similar winery's in Texas and elsewhere at market value for the Winery was established. This included the Winery buildings, equipment, vinyards and other associated businesses including rental property. The estimate was prepared and delivered to Mr. Perry Wilson a Los Pinos board member and owner. This was used in the subsequent settlement with a departing Los Pinos owner.

2008-2009: IMTEC - Owner, USAID services, I provided consulting sales and project report delivery to business clients related to internations USAID projects. I assited in the development of capital investment strategies and preoject marketing strategies that are tailored to specific cultural, technological and economic environments around the globe.

1993-1994: K&M Engineering and Consulting Corporation, Telecommunications Plan and Service Plan for Egypt, I established a communications consulting practice in Cario including finding office space and hiring office staff. I led the development of a telecommunications service plan and memorandum of understanding for reform and privatization of the Egyptian Telephone Company (ARENTO) for the USAID funded project..The project led to other projects of interest ot ARENTO including the auction and privatization of wireless communications witiing Egypt. I wrote a charter for the first regulatory body (similar to the FCC) for Egypt as part of the consulting agreement.. In addition, I personally closed \$8 million of K&M Engineering consulting services while in Egypt.

## Intellectual Contributions

### Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals			1	1
Publications of Non-refereed or Invited Papers	1		1	2
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1
Presentations of Non-Refereed Papers	1	1	1	3
Research Report, Non-Refereed	2			2

### Refereed Articles

#### Teaching and Learning Scholarship

Holmes, S. (2000). Communications Companies and CRM Solutions. *IEEE Engineering Management Review*.

### Books, Monographs, Compilations, Manuals

#### Books

Holmes, S. (1978). *Vertical Integration of Petroleum Firms in Economic Space*. TAMUC: Texas University Press.

### Non-Refereed Proceedings

#### Basic or Discovery Scholarship

Holmes, S. (2000). ROI and TCO Analysis for Sales Success. *Oracle World*.

#### Teaching and Learning Scholarship

Holmes, S. (1999). Economics of Local Number Portability. *IEC LNP Workshop Washington DC*.

### Presentations of Non-Refereed Papers

#### International

Holmes, S. (1999-2000, June). *ROI and TCO Analysis for Sales Success*. Oracle World, San Francisco, California.

#### National

Holmes, S. (1999-2000, February). *Economics of Local Number Portability*. IEC LNP Workshop Washington DC, Washington D.C., United States of America.

Holmes, S. (2015-2016). *The Turn Out Rate In Presidential Elections*. National Social Science Association Conference, Las Vegas, Nevada.

### Research Reports

2018-2019: Holmes, S., Intellectual Property Estimation and Management., submitted to COB Center for Excellence.

1968-1969: Holmes, S., & Adams, W.C., Economics of 30 Counties in Northeast Texas., submitted to East Texas State University and Local Chambers of Commerce.

### Software

2017-2018: Pro-Forma Strategic Plan Builder. I have created 2 databases to use in both Economic Forecasting (Eco 309) and the Masters Level course Applied Business Forecasting (FIN/ECO 533). These databases for Company Revenue and Macro Economic Variables provide the students with elements they need to create a good time series regression model for company revenue. Each student has their own company and develops their own 8 quarter revenue forecast for their assigned company. The students are also provided with a cross sectional financial performance from company SEC 10K reports. These cross sectional financials are used in conjunction with the student's quarterly revenue forecast to provide a pro-forma strategic plan for the forecast period. This template projects earnings, earnings per share and stock prices for the student's assigned company. This makes forecasting much more interesting to the students and they can immediately see value in the course relative to their chosen business careers.

## **Honors & Awards**

### **Honors/Awards**

1997-1998 – 1999-2000: Special Recognition and Achievement Award, Oracle Corporation. Oracle Communications Sales and Oracle Service Industry Sales top achiever award. Recognition of my work to further Oracle market success. Only one award is presented annually for over 400 executives.

1977-1978: Additional Major Field beyond Ph.D. Requirements, TAMU Economics Department. Given my past Ph.D. course selection and grades I was given permission to pursue a 5th major field in Monetary Theory from Dr. Thomas Saving the Economics Departmental head responsible for the field. I completed the coursework and preliminary exams that were incorporated into my degree requirements.

[Type: Honor] [Category: Research] [Status: Received]

1977-1978: Graduated with Distinction in Regional Science, TAMU. I was one of only two students in the history of the university to pass the Regional Science Preliminary Exam with distinction and the only student that derived the underpinning of regional science spatial theory with a proof. That proof can be found in my dissertation at TAMU.

[Type: Honor] [Category: Teaching-Research] [Status: Received]

1977-1978: Research Fellowship in Transportation Economics, Texas Transportation Institute. I received a fellowship grant from TTI for continuing my pursuit of my Ph.D. in economics. I was employed by the institute and demonstrated adequate promise to complete my degree..

[Type: Scholarship] [Category: Teaching-Research-Service] [Status: Received]

## **Teaching**

### **Courses Taught**

Managerial Accounting - IUPUI spring term of 1981

### **Teaching Activities and Efforts toward Continuous Improvement**

2017-2018 - Self Evaluation of Teaching Summer II. Other Teaching Activities.

2017-2018 - Self Evaluation of Teaching Summer I. Other Teaching Activities.

## **Service**

### **Unassigned**

### **Department Assignments**

#### **Chair:**

2013-2014: Faculty Selection Committee - Economics

#### **Member:**

2015-2016: Faculty Selection Committee

2014-2015: Faculty Selection Committee - Marketing/Management

### **College Assignments**

#### **Member:**

2017-2018: Curriculum Committee

2016-2017: Graduate Assessment Committee

2015-2016 – 2016-2017: COB Teaching and Learning Committee

### **Community Service**

#### **Chair of a Committee**

1999-2000: Tech Bank, I served on the Board of Directors for Tech Bank a startup funding company. I was on the Technical Evaluation Committee as a board member. We identified several excellent start-up enterprises and secured funding for their businesses.

#### **Member of a Committee**

2017-2018: COB Marketing and Branding, Assisted in the analysis and recommendations for better brand name recognition of TAMUC COB

2017-2018: Winnsboro Arts and Wine Festival, Participated in the planning and execution of the Winnsboro Arts and Wine Festival that is now considered an annual fund raising affair. The objective is to attract vendors and attendees who pay participation fees and use these funds to provide local schools with much needed computers and software. I work directly with a board member to provide input in keeping costs low and community services high for the festival.

1987-1988: Snhomish County Institute of Mental Health, I participated as a member of the Institute Board of Directors and provided expertise to move the institute from financial stress to a growing enterprise.

#### **Other Community Service Activities**

2016-2017: City of Winnsboro Economic Development Corp. Director, I developed and presented a 5-year Economic Forecast for the City of Winnsboro Economic Development Corporation. This forecast included tax base revenue and business growth estimates as well as population and population cohort estimates. Many of these estimates were based on County Estimates from other sources. The forecast was well received by the Director who was responsible for the city 5-year plan.

2015-2016: Commerce Texas Chamber of Commerce, The Chairman of the Commerce Texas Chamber of Commerce had an issue with a potential large new business evaluating locating in Commerce Texas. Their issue was what advantages or disadvantages does Commerce offer relative to the distribution of the company product and the transportation of inputs to the company. I contacted the Chairman of the Center for Distribution Excellence at TAMU to assist the Chamber Chair in providing Commerce, TX supply chain and distribution information to the company that would help them make the decision. I pointed the Chamber Chair to the Center for Distribution Excellence Dr. Barry Lawrence. Both parties thanked me for setting this discussion up.

2015-2016: Consultation with the Los Pinos Winery Management Team, I performed operation consultation with the Los Pinos Winery management team. I presented the TAMUC Economics overview of consulting areas of focus to the Los Pinos Management. The result was follow-up with winery production management to refine the company production and sales performance. A problem with co-mingling restaurant performance data with winery data became an issue that prevented good wine production improvement recommendations. It was suggested that these business entities be accounted separately going forward.

2014-2015: Economic Analysis of Los Pinos Winery Summary of Value, The management team of Los Pinos Winery were interested in the economic value of the Winery since a major (majority) owner was leaving the company and wanted to be reimbursed for his share of the company. I evaluated the winery from the perspective of other similar wineries from a product through-put, size of producing property and equipment value. I provided the management team with a summary of my evaluation that was used in negotiations with the departing partner.

#### **Speech / Presentation at a Community Meeting**

2017-2018: Commerce Texas Chamber of Commerce, I presented a popular business forecasting method to the local Chamber of Commerce monthly meeting. I developed an easy to use Excel based model for forecasting company revenue and offered our Economics and Finance Department assistance in providing support for economic outlooks. These outlooks can be used in conjunction with the forecast model results to include future business cycle effects on the company revenue performance. The presentation was well received.

2015-2016: City of Winnsboro Economic Development Corp. Director, Led discussion with the Winnsboro Texas Economic Development Director relative to TAMUC Economics and Finance Department areas of potential assistance. We discussed participation in the development of a 5-year economic plan for the city and were subsequently invited to a county economic seminar held in Mineola, Tx and attended this with the Director.

2014-2015: Economic Development Presentation to Local Chambers of Commerce, I helped put together and present material on local city and region economic development to four local chambers of commerce chairs. Including approaches to take in analysis and methods of estimating future economic growth. This included sources of population and business estimates. I and two other faculty members presented the material. The Chamber of Commerce were appreciative of our work and we explored areas where we can work together in the future.

#### **Professional Memberships**

Omicron Delta Epsilon, 4

#### **Personal Professional Development**

1975-1976: Seven Section Management Training Provided by Texas Instruments, Dallas, Texas. I completed the seven step (course) training for managers provided by Texas Instruments for qualifying management team members. I completed with course with the highest recommendation and in fact I was the subject of management decisions in a specific training case study.

**Last updated by member on 27-Aug-19 (11:41 AM)**