

ORU President Billy Wilson Names Julie Huntley Dean of Business School

The Oral Roberts University board of trustees and president, Billy Wilson, have appointed Dr. Julie Huntley as dean for the ORU College of Business. Dr. Huntley will assume her new role as the college's seventh dean in July 2014.

"Dr. Huntley brings a strong combination of academic excellence and high-level corporate experience that will energize the students and faculty to new levels of achievement," Wilson says. "Her commitment to whole-person education within her discipline is exemplary."

Dr. Huntley comes to ORU with more than 10 years of industry experience with IBM. She distinguished herself in marketing and sales at IBM with multiple awards for superior performance, account leadership and customer goal attainment. Dr. Huntley's doctoral research for IBM brought her distinction for identifying drivers of account profitability and growing customer relationships.

From her 20 years of academic experience, Dr. Huntley has served in leadership roles for multiple assessment and accreditation initiatives. As director of assessment, she assumed responsibility for formulating a comprehensive assessment approach for the College of Business at Point Loma Nazarene University. Leading curriculum development for marketing, she has drawn from her experience teaching graduate, undergraduate and online courses in the areas of marketing management, marketing strategy, marketing research, marketing principles and marketing in an entrepreneurial world. She has also been actively involved in faculty mentoring and recruitment.

In the classroom, Dr. Huntley is recognized for her strong faith and passion for faith integration. As an ORU graduate, her core values have led her to focus on developing business leaders with Christlike character. She challenges students to live their faith and hear God's voice in their chosen professions. Dr. Huntley most recently has worked to transform her classes with team-based learning—a pedagogy receiving focus in business schools due to its significant impact on student learning and engagement.

Dr. Huntley's research has advanced knowledge and learning in the area of relational strategies in buyer-seller and cross-functional relationships. Her most recent publications have centered on buying-center influences and linking relational quality to account profitability. Excellence in her doctoral research program earned her the American Marketing Association Doctoral Consortium Fellow award.

Dr. Huntley received her B.S. in marketing from the University of Nebraska at Omaha, her MBA from ORU, her Ph.D. in marketing from Arizona State University and her Ministerial Training Certificate from Rhema Bible Training Center. She has been tenured as a full professor at both ORU and Point Loma.

Dr. Huntley originally joined the ORU College of Business faculty in 1999 and served at ORU for 10 years before moving to Point Loma Nazarene University in San Diego, Calif., where she is currently a tenured professor of marketing. She will be returning to ORU as a specialist in business-to-business marketing, bringing with her an emphasis on practical training and application.