

Curriculum Vitae

Waymon D. "Wade" Hyde

El Centro College

Business, Design & Public Service Division

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Education

TEXAS A&M UNIVERSITY – COMMERCE

M.S., Marketing

- Beta Gamma Sigma

UNIVERSITY OF TEXAS AT AUSTIN

B.S., Radio-Television-Film

- *Outstanding Student Award*, College of Communications
- National Deans' List, Golden Key Honor Society, Phi Kappa Phi

NORTH LAKE COLLEGE, Irving, Texas

A.A.S.

Teaching Experience

EL CENTRO COLLEGE – 2001 - present

Professor, Marketing

Principles of Marketing, Principles of Selling, Customer Relations Management, Principles of Retailing, Project Management

- Business/Public Service Division Adjunct Faculty Member of the Year
- *2009 Excellence Award*, National Institute for Staff and Organizational Development
- Quality Matters, Recognized Course Development – Principles of Selling 2015
- Quality Matters, Recognized Course Development – Practicum in Marketing 2014

Professional Biography

Wade Hyde's background spans over three decades of diversified corporate communications, public relations, and marketing experience from working with several nationally recognized companies and organizations. As a leading corporate relations executive for Blockbuster Video, Hyde concentrated on significantly improving trade and international media relations while this entertainment giant was undergoing significant management and fiscal changes. He previously headed the investor relations department for FoxMeyer Corporation (now McKesson), a Fortune 500 \$5.5 billion pharmaceutical distribution company where his team successfully guided the corporation through a period of extreme stock value declination, a bankruptcy, and a corporate merger. Hyde spent several years working in corporate communications at Anthem Health (now AmeriHealth), a Blue Cross/Blue Shield affiliated organization following his work in television at stations CBS-affiliate KDFW-TV and independent KXTX-TV. Prior to forming Wade Hyde Corporation in 1998, Hyde served as vice president of marketing & public relations for a publicly traded real estate investment company. Additionally, Hyde is a published writer and columnist for national magazines, regional newspapers, and leading web sites including *American Profile*, *Texas Triangle*, and *MatchScene.com*, the online publication for match.com, and he is an active member of the National Writers Union.