

# DAVID EDWARD MARCINKO

**MBBS DPM MBA M.Ed FACFAS BSc. CFP®**

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## THE CHANGING ROLE OF A MODERN DEAN

Many decades ago, the role of Dean may have consisted of a formal background in teaching and education exhibited by the PhD, MEd or EEd degrees. A first generation didactic Dean 1.0; *if you will*.

Then, as academic granularity increased along with technology information exchange, the need for deeper subject matter business and STEM expertise arose in the form of the MBA, DBA, JD, CPA, PhD, MD, or RN degree; let's call this a second generation expert Dean 2.0.

However, as the complex business of running any college or university is ever changing, the ideal profile of Graduate or Business School Dean is still *morphing* to face modern business and management challenges like: HR, physical and cyber security; culture and organizational behavior; gender differences, economics and racial disparities and workplace violence issues; enrollment and international expansion; corporatization and competition; marketing, sales and advertising; with accounting, financial and economic pressures, etc.

Consequently, BODs are now seeking and embracing a new kind of Dean. In fact, the role of contemporary Dean is becoming increasingly closer to that of an experienced corporate **Chief Executive Officer**, rather than the educator or academician of the past.

Insightful search committees are now seeking a Dean who can build the school's ranking, maintain relationships with stakeholders, and project a positive image as representative, or the FACE, of the College or University.

This means *shepherding* students and attracting qualified youth for matriculation as areas of particular importance. The new Dean must also focus on operational strategies to attract a qualified and diverse professional staff that set it apart from the competition; as well as meaningfully interacting with all departments.

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Accordingly, this third-generation Dean 3.0 must be a true **CEO leader** - NOT just a teacher, chair or manager - who will run the college or university like a business that makes a profit to generate needed capital and ROI. Multiple lines of business - tuition; certifications; worker-placement; grants and endowments; CEUs and non-degree program fees; as well as for-profit R&D, publications, patents, copyrights and trademarks; and applied business incubators - must ALL be created and managed as a diversified portfolio.

As an internationally known physician-executive-STEM & graduate business educator, with deep entrepreneurial success, I can lead the implementation, planning and operations of systemic community responsive programs, as well as policy interventions requiring advocacy, political action and public analysis. I am a *change-agent* and seasoned CEO with the required interdisciplinary skills outlined for this important position.

And so, after articulating my unique value proposition, I look forward to an interview to learn more about this position and discuss ideas for my vital first 100 days of servant-leadership.



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**THANK YOU**

