



32nd Annual

Southwestern Business Administration Teaching Conference Keynote Speaker – Amy Vandaveer Novak



Amy Vandaveer Novak is a Senior Professor of Practice in the Stephen Stagner Sales Excellence Institute and Marketing & Entrepreneurship Department at the Bauer College of Business, teaching Professional Selling, Personal Branding, and Business Communications. Before joining the University of Houston full-time in 2008, Professor Novak worked in the technology, education and publishing industries, gaining experience in recruiting, marketing and sales. She brings real world experiences to the classroom and emphasizes the importance of sales, communication and professionalism in any environment. She will be presenting “The Impact of AI in the classroom: Implementing AI Role Plays in Mass & Online Sections”.

Professor Novak was a recipient of the Bauer College’s Excellence in Teaching Award in 2012 and 2019, the University of Houston’s Teaching Excellence Award in 2016, and the Innovation in Experiential Learning and Innovation in Instructional Design Awards in 2024. She has extensive experience conducting executive training for Fortune 500 companies in areas such as: communication, sales, branding, presentations, crucial conversations, and professionalism. She is a Certified Training Professional and received her bachelor's degree in English and Communications from Texas A&M and her MBA from the University of Houston.

FOR MORE INFORMATION CONTACT:

CONFERENCE CHAIR, MAYUR S. DESAI, PROFESSOR OF MIS

EMAIL: MAYUR.DESAI@TSU.EDU - Work (713) 313.7279 - Mobile (713) 553.9105