



EAST TEXAS A&M U N I V E R S I T Y

Curriculum Vita January 2026

Instructor: Dr. Matt Daniel, Adjunct Instructor

Academic Department: College of Innovation and Design

University Email Address: matthew.daniel@etamu.edu

East Texas A&M University Addresses:

Main Campus: PO Box 3011, Commerce, TX 75429-3011

Dallas Site: 8750 North Central Expressway, Suite 1900, Box 30, Dallas, TX 76231

College of Innovation and Design Office Phone: 214.954.3615 & 903.886.5878

EDUCATION

Doctor of Education, Organizational Leadership
Abilene Christian University, December 2022

Master of Business Administration
Tecnológico de Monterrey, December 2003

Bachelor of Science, Economics
Western Oregon University, June 1999

TEACHING EXPERIENCE

2025 – Present, Dissertation Chair & Adjunct Instructor, Abilene Christian University

2025 – Present, Dissertation Chair, Golden Gate University

2024 – Present, Adjunct Instructor, East Texas A&M

2023 – 2024, Adjunct Instructor, Texas Christian University

2000 – 2001, Instructor & Director of Corporate Partners, Inlingua Language School

2013 – 2015, Virtual Technology Specialist, Project & Portfolio Management, Microsoft

1999- 2000, Instructor & Director of the School of English, Education First (EF)

1999 – 2000, Instructor, Fulbright Commission

1998 – 1999, Advanced English Instructor, CENDIA Language Institute

PROFESSIONAL EXPERIENCE

Abilene Christian University – AVP, Partnership Development, 2024–Present
Lead cross-sector partnerships across education, military, government, business, theology, and healthcare.

BuiltSpace Technologies – Strategic Advisor, 2022–2025
Investor and GTM advisor for energy-tech platform.

KVCI – Founder & Managing Partner, 2011–Present
Executive advisory, fractional executive, go-to-market strategy, angel investing.

Dodge Construction Network – Head of GTM Enablement / Strategy & Ops / Sales, 2001–2011, 2019–2023
Established GTM enablement team and built support systems for 200+ reps; directed M&A initiatives; managed regional P&L; led enterprise change initiatives and post-acquisition integration.

Wolters Kluwer – VP, Learning and GM, 2017–2019
Post-acquisition team integration; tripled ecommerce revenue; increased content output 50%.

ClickSafety (Ascend Learning) – VP & GM, 2011–2012, 2014–2017
Launched microlearning solutions, grew e-commerce revenue streams, and drove 25% CAGR.

Protiviti Business Solutions – VP, PPM Practice, 2013–2015
Led GTM and enterprise IT delivery; grew business >5x in two years.

The McGraw-Hill Companies – Global Sales / Lean Six Sigma Black Belt, 2001–2011
Lean Six Sigma Black Belt; managed \$25M accounts; delivered global assessments and sales redesigns.

PUBLICATIONS

Journal Article

Daniel, M. (2023). The Effect of Abusive Supervision Climate on B2B Sales Performance... American Journal of Management, 23(3).

<https://doi.org/10.33423/ajm.v23i3.6359>

Conference Proceedings

Daniel, M. (2023, Mar). Abusive Supervision in B2B Sales. 23rd National Business & Econ Society Conf.

Dissertation

Daniel, M. (2022). How an Abusive Supervision Climate Impacts Business-to-Business (B2B) Sales Performance, and the Roles of Leader–Members Interdependence and Team Psychological Safety. Abilene Christian University Digital Commons.

<https://digitalcommons.acu.edu/etd/528/>