

Shane Goodwin, PhD
(917) 405-8430 | sgoodwin@smu.edu

EXECUTIVE OVERVIEW

30+ years of higher education, investment banking , private equity , and board leadership

- x Associate Dean at SMU Cox School of Business overseeing all facets of 5 graduate programs serving 1,300+ students, and executive education strongly emphasizing cross-disciplinary and cross-campus collaboration. Drove cultural change and curriculum innovation with financial discipline, significantly enhancing brand and school reputation, student outcomes, and financial growth.
 - o Led the comprehensive strategic realignment of graduate programs and executive education that resulted in an increase in MBA rankings to #26 from #48¹, improvement in student quality (712 GMAT and 3.6 GPA for 2024 cohort)² and financial impact of \$115M+³, including a 2.7x increase in revenue for executive education⁴.
- x Finance Professor of Practice at SMU Cox, Adjunct Professor at SMU Dedman Law, and Adjunct Faculty

- x Launched the MS in Real Estate,exceeding initial enrollment forecasts by 1.7x with a successful first cohort of 50 students.
- x Introduced SMU Cox Edge,a hybrid learning model offering flexible in-person and virtual learning.
- x Developed 10 Graduate Certificates to create alternative pathways for lifelong learners Working with AT&T to launch theAT&T Mimi -MBA Certificate Program

TEACHING EXCELLENCE AND MENTORSHIP

Impactful Teaching Record: Since 2018, taught 40+ graduate courses and one undergraduate course at SMU Cox, influencing the academic journey of 1,500 students. My teaching evaluations consistently exceed both the departmental and overall SMU Cox School averages.

Additionally, teach several courses in SMU Cox Executive Education and served as the academic director for the Cox Leadership Academy. Courses include Transformational Leadership, AI in Healthcare, Mergers & Acquisitions, Private Equity, Corporate Governance and Ethical Decision Making.

Course Creation and Development:

- x Global M&A and Corporate Governance (MBA, EMBA, OMBA)
- x Ethical Leadership and Corporate Social Responsibility (MBA, MS)
- x Unbridled Venture Project (MBA)

Course Revitalization:

- x International Strategy, Global Leadership Program (MBA)
- x Strategic Consulting & Global Leadership Project (EMBA)

Cross-Campus Collaboration:

- x Business Law Boot Camp partnership with SMU Dedman Law School (JD, LLM)
- x Ethics & Compliance Certificate collaboration with the Cary M. Maguire Center for Ethics and Public Responsibility and SMU Dedman Law School

Non-SMU Teaching:

- x Harvard Alumni for Climate and Environment, Climate Boot Camp Sustainability training program

SMU COX SERVICE

- x SMU Cox Graduate Policy Committee (2018 present)
- x SMU Cox NextGen Curriculum Committee (2018 2020)
- x SMU Cox Strategic Planning Committee (2020 2022)
- x SMU Cox New Building Committee (2020 2024)
- x Numerous Search Committees (2018 present)
- x AACSB Accreditation Committee (2022)

SMU CAMPUS SERVICE

- x Co-Chair of International Student Recruitment and Support Subcommittee (2020 2024)
- x Co-Chair of SMU Community Action Network (2020 2021)
- x SMU Innovation Council (2024 present)
- x Academic Program Review Committee (2022 present)
- x Student-Athlete Academic Support Committee (2019 present)
- x Internationalization Steering Committee (2022 2024)
- x Faculty Extra Compensation Committee (2024)
- x Master of Healthcare Administration Steering Committee (2024 present)
- x SMU+GSV Mission Summit (2022 2023)
- x SACSCOC Accreditation, SMU Representative (2021)

PROFESSIONAL EXPERIENCE

THE CENTER FOR GLOBAL ENTERPRISE

New York, NY (2016–2020)

Managing Director, Head of The Applied Corporate Governance Institute

The Center for Global Enterprise is a nonprofit, nonpartisan research institution devoted to studying global management best practices, the contemporary corporation, economic integration, and their impact on society

- x Led all aspects of the Institute, including research, data analytics and advisory services
- x : Investor Engagement, Hedge Fund Activism, International Corporate Stewardship, ESG and Sustainability, Long-term Investing and M&A
- x Developed multiple predictive analytic models and proprietary algorithms, including the Stewardship Investor Vulnerability Index to predict shareholder activism and investor engagement
- x Advised companies to understand, engage, and succeed with their investors in complex and contested shareholder matters by developing insightful strategies and practical tactics

COLUMBIA LAW SCHOOL & COLUMBIA BUSINESS SCHOOL

New York, NY (2016–2018)

RICHMAN CENTER FOR BUSINESS LAW & PUBLIC POLICY

Senior Fellow and Project Director

Led shareholder engagement research project in partnership with The Center for Global Enterprise

- x Author of "The Role of Shareholder Engagement in Long-Term Value Creation" Columbia University publication
- x Developed a framework for companies to respond to investor challenges that promote long-term investment decision-making to enhance sustainable, long-term value creation
- x Collaborated with Professor Wei Jiang, Vice Dean and Arthur F. Burns Professor of Free and Competitive Enterprise, and Professor Jeffrey Gordon, Richard Paul Richman Professor of Law

WELLS FARGO SECURITIES

Dallas, TX (2010–2015)

Managing Director, Head of Investment Banking Southwest U.S.

Led investment banking and capital markets franchise for select corporate clients in the Southwest U.S.

- x Founded the Southwest Investment Banking Group
- x Responsible for providing M&A, shareholder activism, corporate finance, and capital market advisory
- x

CORPORATE BOARD DIRECTORSHIPS

Principal Diversified Select Real Asset Fund (Mutual Fund: PDSK.X) (2024–present)
Board Trustee | Chair of

NOT-FOR-PROFIT BOARD DIRECTORSHIPS

National Association of Corporate Directors (North Texas) (2022 –present)
Board Member | NACD Board Leadership Fellow | NACD Certified Director

Dallas Regional Chamber (2019 –present)
Investment Committee

Harvard University Club of Dallas (2021 –2024)
Board of Directors

SMU Cox School of Business (2008–2015)
Associate Board of Directors

The University of Tulsa Collins College of Business (2002 –2009)
Board of Directors

ATHLETIC HONORS

- x Athletic Hall of Fame, The University of Tulsa (2013)
- x

