

Bernie L Mullen

Instructor/Lecturer , University of Wisconsin, Stout
Managing Partner, Encompass Hospitality Group, LLC
Instructor/Lecturer (adjunct), Globe University
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Brief Biography

Bernie holds degrees in accounting/business administration, a masters degree in organizational development, and currently working on a Ph.D. in hospitality management. His field experience consist of VP Hotel Operations, Asset Manager/Organizational Developer, General Manager, Regional Controller, Hotel Controller.

Research Interests: Increasing financial performance, team member engagement, and guest loyalty with a formidable strategic planning process.

Education

- **MA Organizational Development**
Argosy University
Twin Cities, MN, 2011
- **BS Accounting, Business Administration**
Biola University
Los Angeles, CA, 1991

Work Experience

Academic - Post-Secondary

- **University of Wisconsin, Stout**, School of Hospitality Leadership
Instructor/Lecturer
December 2012 -
- **Globe University**
Instructor/Lecturer (adjunct)
August 2005 -

Industry

- **Encompass Hospitality Group, LLC**
Managing Partner
May 2011 -
- **Blithe Hotels Group**
VP Hotel Operations
November 2010 - June 2011
- **Capitol Hotel Group**
Asset Management/Organizational Developer, General Manager
December 2009 - November 2010
- **Wischermann Hospitality Group**
General Manager, Controller
January 2006 - March 2009

- **Capitol Hotel Group**
Asset Management/Organizational Developer, General Manager
February 2001 - December 2006

Intellectual Contributions

Book

- Mullen, B. (In Preparation; Not Yet Submitted). Triple Bottom Line to Effective Hotel Strategic Planning. .

Presentations

Oral Presentation

- Mullen, B. (January, 2013). Increased Profitability means Increased Team Member Engagement. GrandStay Hotels & Resorts annual conference, Apple Valley, MN, United States.
- Mullen, B. (October 10, 2012). Effective Hotel Strategic Planning. Ledgestone Hospitality annual strategic planning conference, Cedar Rapids, IA, United States.
- Mullen, B. (August 17, 2012). Got Marketing, the difference between Sales and Marketing. Wisconsin Restaurant Association membership meeting, Eau Claire, WI, United States.

Service

College

- **Committee Member**, College of Management Newsletter Editorial Committee (2014 - Present)

Professional

Faculty Advisor, American Hotel & Lodging Educational Foundation (September 2013 - Present)