

# Mark R. McCarthy

Cornell University  
School of Hotel Administration  
344 Statler Hall  
Ithaca, NY 14853  
(607) 255-1152

## EDUCATION

### Cornell University, School of Hotel Administration

Master of Management in Hospitality, 1998  
Bachelor of Science, 1986

### Hospitality Financial and Technology Professionals

Certified Hospitality Technology Professional (CHTP), 2011, Renewed 2014, 2017

## ACADEMIC EXPERIENCE

### Cornell University, School of Hotel Administration, SC Johnson College of Business

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*Senior Lecturer*, July 2015 - Present

*Lecturer*, July 2008 – June 2015

**Business Computing** – Section Instructor for required freshman course that develops a student's fluency and understanding of how the *MS Office* suite, including *Word*, *Excel*, *PowerPoint* and *Access*, is appropriately used in a business environment.

Lecture Instructor from 2013 through 2015 for 240 students exploring the fundamental concepts of hardware, software, networks, databases, Big Data Management and social implications of advances in technology.

**Advanced Business Modeling** – Instructed graduate and undergraduate students in the development of advanced Excel Skills and the creation of Decision Support Systems for organizational problem solving.

**Fundamentals of Database Management**. – Introduced students to the importance of databases and data management in organizations, database design, SQL, and MS Access. Coordinate with industry clients to create and apply database solutions to real world problems.

**Information Systems Seminar** – Provided incoming Masters students an exposure to developing their own personal brand by leveraging the *MS Office* suite of applications.

*Teaching Support Specialist*, July 2003 – June 2008

**Microcomputing** – Section Instructor for required freshman course that develops a student's fluency and understanding of how the *MS Office* suite, including *Word*, *Excel*, *PowerPoint* and *Access*, is appropriately used in a business environment.

**Advanced Business Modeling** – Instructed graduate and undergraduate students in the development of advanced Excel Skills and the creation of Decision Support Systems for organizational problem solving.

**Information Systems for Hospitality Managers** – Provide support for this required Senior-level course. Responsible for coordinating Teaching Assistants, grading, and other administrative duties. Delivered lectures on Hospitality systems and System Selection.

*Visiting Lecturer*, August 1998 – June 2003

**Department of Operations Management and Information Technology:**

**Microcomputing** – Lectured the students in this required freshman class on basic statistical principles in addition to responsibilities as a Section Instructor.

**Information Systems for Hospitality Managers** - Assisted in the development of a new, required, senior-level capstone course in Information Technology. Developed materials and delivered lectures for portions of the course covering Hospitality Systems and Food and Beverage Systems. Taught lab-based portion of the course on Excel Skills for Decision Modeling.

**Department of Food and Beverage Management - Spring 1999 – Spring 2001**

**Restaurant Management** - Dining Room Instructor for the required course in Restaurant Management. With additional responsibility for course administration, coordinating Teaching Assistants, procuring product and supplies, organization of labs, and service technique demonstrations.

*Practical Instructor*, August 1995 – January 1997

**Introduction to Lodging** - Provided classroom instruction to prepare 125 students per semester for a rotation through housekeeping and the front office, taught weekly sections utilizing the HIS Property Management System, evaluated student performance and graded written assignments.

Cornell University, College of Human Ecology

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*Lecturer*, October 2015 - Present

**Department of Policy Analysis and Management**

**Desktop and Modeling Solutions** A primarily graduate level class designed to expand fluency in the Microsoft Office suite and develop Excel Modeling skills.

Cornell University, School of Continuing Education and Summer Sessions

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*Senior Lecturer*, Summer 2015 - 2017

*Lecturer*, Summers 2008 - 2014

**Hotel Operations Management, Tactics for Profitability** – Students learned the necessary skills in Word, PowerPoint and Excel to organize, process and analyze data, and then communicate their results effectively in written and oral format.

**Hospitality Industry Immersion** - Incoming freshman of the School of Hotel Administration are introduced to the vocabulary, norms, culture and business processes of the hospitality industry.

*Visiting Lecturer*, Summers 2002 - 2007

**Leadership Through Managerial Communication** – Provide instruction in word-processing and presentation software to students enrolled in an intensive three-week business communications program.

## AWARDS

**Faculty Appreciation Award**, presented by the Intrafraternity Council, the Multicultural Greek Letter Council and the Panhellenic Association. Winner 2004, 2009; also nominated in 2001, 2002 and 2006.

**Excellence in Advising Award**, School of Hotel Administration, 2008-2009, 2009-2010.

**Teacher of the Year**, Undergraduate Elective, School of Hotel Administration, 2009-2010.

**Ted Teng '79 Dean's Teaching Excellence Award**, School of Hotel Administration, 2011-2012

**Merrill Presidential Scholars Program**: Silvie Cohen chose me as the Cornell faculty member who most significantly contributed to her college education experience, 2014

## INDUSTRY EXPERIENCE

**Front Office Manager**

The Statler Hotel, *Ithaca, New York*

**February 1993 – January 1997**

<b>Beverage Catering</b> The Fontainebleu Inn, <i>Alpine, New York</i>	<b>April 1992 – December 1994</b>
<b>Innkeeper</b> The O. P. Townley House Inc., <i>Freeville, New York</i>	<b>January 1992 – August 1993</b>
<b>Clubhouse and Activities Manager</b> The Sleepy Hollow Country Club, <i>Scarborough, New York</i>	<b>March 1990 – January 1992</b>
<b>Clubhouse and Food and Beverage Manager</b> Briar Hall Country Club, <i>Briarcliff Manor, New York</i>	<b>April 1989 – March 1990</b>
<b>Manager</b> Elmira Country Club, <i>Elmira, New York</i>	<b>January 1987 – April 1989</b>

## OTHER EXPERIENCE AND ACTIVITIES

<b>Faculty Ambassador</b> , Pillsbury Institute for Hospitality Entrepreneurship	<b>2016 to Present</b>
<b>Consultant</b> , The Statler Hotel, <i>Ithaca, New York</i>	<b>Summer 2003</b>
Developed the framework for the Statler Leadership Development Program, integrating coursework and industry exposure with career development and leadership opportunities for students of the School of Hotel Administration employed at The Statler Hotel.	
<b>Executive Education Program</b> Cornell University School of Hotel Administration, <i>Ithaca, New York</i>	<b>Summer 1997, 1998</b>
Teaching Assistant: <i>Rooms Management, Tactics for Profitability</i>	
Teaching Assistant: <i>Yield Management</i>	
Assistant Housing Coordinator	
<b>Centre International de Glion</b> School of Hospitality and Tourism, <i>Bulle, Switzerland</i>	<b>October 1998</b>
Course Assistant: <i>CHES Rooms Management Simulation</i>	
<b>Graduate Assistant</b> , Human Resources and Training	<b>School Year 1997 - 1998</b>
<b>Consultant</b> , The Statler Hotel, <i>Ithaca, New York</i>	<b>Summer 1997</b>
Assisted in the selection of a new Property Management System.	