

Barbara W. Kincaid

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Cox School of Business, Southern Methodist University (SMU)

(1992-Present)

Senior Lecturer in Business Law

Adjunct Professor of Business Law (1992-1995)

Full-time non-tenure track faculty instructor. Performance evaluation based solely on quality of instruction as rated by students. (Development, executive education, consulting, visiting lectureships, professional appointments, awards, and service welcomed but not recognized.)

- Independently designs, manages, researches, and delivers comprehensive BBA and MBA business law courses
- Coordinates Cox School business courses and business internships at SMU-in-Taos
- Consistently reviewed by Cox School department chairman as “Superior”
- Consistently recognized as a Cox School Outstanding Instructor (below)

Academic Advisor of the General Counsel Forum

Academic Director, SMU-Cox School of Business Executive Education

Forum Institute for Leadership in the Law (FILL 1.0)

Advanced Business Strategies (FILL 2.0)

(2006-2017)

- Founding consultant to the client General Counsel Forum
- Principal client relationship manager
- Designs course curriculum
- Selects and directs participating Cox School faculty professors

Visiting Professorships and Lectures

- Business Law Faculty, SMU-in-Oxford, University College, Oxford, England
- Visiting Professor of Law, Marie Curie Sklodowska University, Lublin, Poland
- EMBA Lecturer, Budapest Institute of Economics and Technology, Budapest, Hungary
- Faculty Presenter, Teaching Paper: Academy of Legal Studies in Business Annual Conference, Albuquerque, New Mexico

SMU Faculty Awards and Recognition

- Cox School Distinguished BBA Instructor, 2000
- Cox School Outstanding BBA Instructor, fifteen times (1996-1999, 2001-2007, 2012-2015)
- Cox School Outstanding MBA Instructor (2013, 2015, 2016)
- Willis M. Tate Outstanding Faculty Award
- Rotunda Outstanding Faculty Award
- Student Senate Outstanding Faculty Award
- Honorary Member, Golden Key National Honor Society

SMU Faculty Service Highlights

- Faculty Member, SMU Willis M. Tate Lecture Series Board of Directors
 - By appointment of the University President
- Deputy Member, University Risk Management and Insurance Association (URMIA)
 - By appointment of the Director of Risk Management
- Interviewer, Presidents’ Academic and Hunt Leadership Scholarship Candidates
 - By appointment of the Associate Provost
- Member, SMU-in-Taos Advisory Board
 - By appointment of the Associate Provost
- Member, Greek Relations Statement Committee
 - By appointment of the Dean of Student Life
- Current Faculty Marshal
 - By appointment of the Chief Marshal
- Current Faculty Advisor to the Cox School Women in Business, student request.

Consulting and Business Development Experience

Marsh USA, Inc.

(2007-2009)

World's largest insurance broker and risk advisor. Part of the MMC Companies which also include Guy Carpenter, Mercer, and Oliver Wyman.

Vice President, Dallas, Texas

Engaged in insurance brokerage and risk consulting. Primary emphasis on introducing Marsh services to colleges and universities, K-12 private schools, the legal profession, and centers of influence within the corporate C-Suite.

- Actively participated in Marsh's global education practice, which serves 1500 institutions.
- Led Marsh initiatives to introduce insurance brokerage, enterprise risk management, risk focus, business continuity, and emergency preparedness consulting services to the education market in the above states.
- Joined other members of Marsh's education practice and insurance market executives to tailor coverage and develop client presentation introducing the two companies' strategic alliance.
- Represented Marsh Dallas at the 2008 University Risk Management and Insurance Association (URMIA) national annual conference which drew over four hundred participants.
- Represented Marsh at the 2007 University of Texas System Risk Management Conference.
- Developed and presented Marsh practice overviews to major law firms.
- Leveraged professional relationships developed through SMU, the Texas General Counsel Forum (below), community service, and experience to introduce Marsh and MMC company resources to key prospects within the real estate, hospitality, non-profit, and other industries.
- Represented Marsh at the 2007 and 2008 Texas General Counsel Forum Annual Conference, Dallas Fort Worth events, and the *Forum Institute for Leadership in the Law* offered by SMU's Cox School of Business (below).
- Represented Marsh as participant in Houston law firm's executive women's retreat honoring one hundred and thirty CEOs, CFOs, general counsel and other special guests from the United States and Canada.
- Participated in risk focus consulting engagement for privately held mining company.
- Arranged speaking engagements for Marsh professionals before general counsel and other professional associations.
- Represented Marsh at the SMU Cox School of Business Insurance Society.
- Presented a risk focus exercise on behalf of Marsh at the Texas CPA Society's Non-profit Group.

The Texas General Counsel Forum

(1998-2018)

Non-profit organization founded in Dallas/Fort Worth 1998 to meet business education and relationship development needs of senior corporate counsel. Membership currently includes over five hundred Texas general counsel and senior legal officers in four Texas Chapters.

Founding Consultant (1998-2000)

Proposed and sold the concept of hiring a consultant to direct the volunteer coalition in its founding process.

- Developed strategic plan
- Identified, qualified, cultivated, and solicited law firm sponsors
- Developed marketing plan for new member recruitment
- Created programming and recruited speakers for quarterly educational meetings and the first annual conference
- Produced event honoring corporate general counsel and their chief executive officers
- Created printed and web-based promotional materials
- Managed publication of the organization's initial newsletter, *The Executive Lawyer*

Academic Advisor - Board of Directors

(2000-present)

- Represent SMU's Cox School at board meetings, events, and state-wide annual conferences
- Committee Member, Robert H. Dedman Award for Ethics and Law
- Committee Member, Programs Committee
- Actively contribute to annual membership and sponsor recruitment

Other Professional and Business Experience

Private Practice of Law, Dallas, Texas

Attorney and Counselor at Law (solo practitioner)

- Engaged in general civil practice providing all aspects of legal services including client evaluation, court appearances, document preparation, interviewing, research, discovery, negotiations, and judicial conferences

Xerox Corporation, Southern Region and Dallas/Fort Worth

Account Executive

Major account client executive charged with growth and retention of existing clients

- Received the President's Club Award for achievement in sales
- Consistently exceeded all growth and retention goals

Regional Marketing and Training Specialist

Law firm specialist for Texas, Oklahoma, Tennessee, Arkansas, and Louisiana

- Received the Excellence Award for achievement in customer service and training
- Developed and presented executive marketing and training packages for systems products
- Designed, authored, and edited customer training manuals

Henry S. Miller Companies, Dallas, Texas

Office Manager

- Managed recruitment of support personnel, vendor relations, and home office facility relocation.

Dallas Historical Society, Hall of State, Dallas, Texas

Associate Director for Development

- Planned and executed annual fund
- Cultivated and solicited professional and corporate industry group volunteer captains
- Produced campaign literature
- Produced annual volunteer event at the Hall of State
- Consistently exceeded participation and contribution goals

Education, Training and Special Skills

LL.M., J.D., B.A. Southern Methodist University

- Master of Laws (LL.M.)
Representative courses included federal white collar crime, corporate governance, dispute resolution management, sports law, and international intellectual property
- Juris Doctorate (J.D.)
Focus on clinical legal services and mock trial competitions.
- Bachelor of Arts (B.A.)
Major: Mathematics with Texas Secondary Education Teachers' Certificate
Minor (equivalent): French

Other Training and Skills

- Texas Attorney Mediation and Dispute Resolution Training
- SMU Leadership Development, *The Seven Habits of Highly Effective People*
- SMU Professional Development, *Managing through Influence*
- Xerox Corporation's International Center for Training and Development
 - *Professional Selling Skills*
 - *Customer Management Skills*
- Fluent in French and Spanish

Professional Memberships and Licenses

- Academy of Legal Studies in Business (ALSB)
- College of the State Bar of Texas
- Dallas Bar Association
- Licensed attorney, State Bar of Texas
- Texas General Insurance Agent's License, Texas Department of Insurance
 - Property & Casualty
 - Life, Health, Accident and HMO
- Aerobics and Fitness Association of America (AFAA) Group Fitness Instructor
- Certified Yoga Instructor

Community Leadership Highlights

Greater Dallas Youth Orchestras

Member, Board of Directors

- Vice President for International Tours
- Member, Development Committee
- Member, Personnel Committee
- Member, Bylaws Committee

Junior League of Dallas

- Assistant Chairman of Training
- Member at Large, Sustainer Board of Directors
- Member, Underwriting Committee
- Member, Advertising Sales Committee
- Member, Speakers Bureaus
 - The Office of International Affairs, City of Dallas
 - The Family Place Speakers' Bureau

Dallas Symphony Orchestra League

Member, Underwriting Committee

Highland Park Fiesta de las Seis Banderas

Member, Underwriter Solicitations Committee

Boy Scouts of America

Unit Commissioner

Church of the Incarnation

Chairman, Strategic Planning Leadership Development Committee

Lector

Chalice Bearer

Member of the Altar Guild

Personal

- Husband, Sam Kincaid, SMU '71, '80, real estate and finance, former Senior Vice President and Asset Manager for Bank of America Community Development, Managing Director of Silver Raven Advisors.
- Son, Thomas, SMU 2005, B.B.A. finance and B.A. history, SMU Student Body President, SMU student representative to the Board of Trustees, past president of the SMU Young Alumni Board. Thomas is a graduate of Duke University Divinity School and an ordained Episcopal priest serving Vice Rector of the Church of the Incarnation in Dallas. Married to Elisabeth Rain Kincaid, B.A. Rice University, J.D. University of Texas, Masters of Divinity, Perkins School of Theology, PhD Notre Dame University, Assistant Professor of Theology, St. Louis University. They are parents of Mary Clare and Sam.
- Son, William, Hampden-Sydney College, B.A. history, 2009. William is a graduate of Wake Forest with a M.A. in Management, and a Senior Sales Associate with JP Morgan Chase in Dallas.
- Native of Kansas City, Missouri
 - Graduate of the Barstow School
 - Non-resident member of the Saddle and Sirloin Equestrian Club

February, 2019