

Shane Goodwin, PhD
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EXECUTIVE OVERVIEW

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

HIGHER EDUCATION	CORPORATE & INVESTMENT BANKING	CORPORATE DIRECTORSHIPS
<i>2013 – Present</i>	<i>1993 – 2015</i>	<i>2009 – Present</i>
<ul style="list-style-type: none">• Southern Methodist University• Columbia University• Harvard University• University of Texas at Dallas	<ul style="list-style-type: none">• Goldman, Sachs & Co.• Citigroup• Wells Fargo Securities• DLJ/Credit Suisse• GE Capital	<ul style="list-style-type: none">• Principal Financial Group• OrthoMed Anesthesia• Crystal Clearwater Resources• Truist Financial Corporation• Big Red and All Sports

- **Associate Dean at SMU Cox School of Business**, overseeing all facets of 15 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.
 - **Led the comprehensive strategic realignment** of graduate programs and executive education that resulted in an increase in *MBA rankings* to **#26** from **#48**¹, 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 education.⁴
- **Finance Professor of Practice at SMU Cox**, Adjunct Professor at SMU Dedman Law, and Adjunct Faculty at SW Graduate School of Banking at SMU Cox. Focus on M&A, Corporate Governance, Ethics, Corporate Social Responsibility, Corporate Law, and Leadership.
- **Strongly connected to the Dallas business community for 25+ years** as an investment banker in Dallas and current corporate board member with several Dallas-based companies.
- **Corporate board director and audit committee chair** of multiple financial institutions, healthcare, and cleantech companies. SEC Audit Committee Financial Expert for Principal Private Credit Fund and Principal Real Asset Fund, part of Principal Financial Group (Nasdaq: PFG) with \$700Bn+ AUM.
- **Retained as an expert witness** by prestigious private equity firms, companies, and law firms on corporate governance, private equity, M&A, and capital market issues and a frequent news contributor⁵.
- **Awarded Postdoctoral Fellowship at Harvard University** and Senior Fellow at Harvard Law School Program on Corporate Governance and Financial Regulation.
- **15+ years of investing in and supporting SMU** as a Cox Associate Board member during investment banking roles, as a student⁶, and as a parent of two SMU Cox undergraduate students.
- **First-generation college student** and Division I student-athlete (football).

1. 2025 Bloomberg Businessweek Best Business School Rankings (+22 spots since 2018).

2. Compared to a 652 GMAT and 3.3 GPA in 2019 for Full-time Two-year MBA.

3. 2019-24: **\$375M** total revenue vs. FY2013-18: **\$258M** total revenue. Increased average annual revenue to **\$62M** (2019–2024) from **\$42M** (2013–2018), generating **1.5x growth** and yielding a **6.2% CAGR**.

4. **\$8M Revenue** in FYE 2023, achieving a **21% operating margin** compared to \$3M average revenue with a 4% operating margin for the previous 16 years (2004–2019).

5. SMU Cox **Media Expert** of the Year Award (2022 & 2023).

6. LL.M., SMU Dedman School of Law, December 2024.

ACADEMIC APPOINTMENTS

Recognized scholar and expert witness on corporate governance, M&A, capital markets, and financial economic issues:

- Associate Dean and Professor of Practice, SMU Cox School of Business (2018–present)
- Adjunct Professor of Law, SMU Dedman Law School (2023–present)
- Adjunct Faculty, SW Graduate School of Banking, SMU (2020–present)
- Senior Fellow and Director, Columbia Business School and Columbia Law School (2016–2018)
- Senior Fellow, Harvard Law School Program on Corporate Governance (2016–2018)
- Postdoctoral Visiting Fellow, Harvard University (2016)
- Adjunct Finance Professor, The University of Texas at Dallas (2013–2016)

SOUTHERN METHODIST UNIVERSITY

Dallas, TX (2018–Present)

THE COX SCHOOL OF BUSINESS

Associate Dean, Graduate Programs and Executive Education

Professor of Practice, Department of Finance

Adjunct Faculty, SMU Dedman School of Law

Adjunct Faculty, SW Graduate School of Banking

Lead all facets of Graduate Programs and Executive Education with a strong emphasis on cross-disciplinary and cross-campus collaboration. **Set a clear vision focused on Rigor, Relevance, and Impact** and employ a shared leadership approach to drive the overall impact of Graduate Programs and Executive Education at SMU Cox.

- **Strategic Leadership and Culture Building:** Oversee 15 graduate degree programs focusing on culture, strategy, curriculum innovation, experiential learning, marketing, and student recruitment while maintaining AACSB and SACSCOC accreditation compliance.
- **Ensure Student Success:** Oversight of 1,300+ graduate students, fostering a holistic learning environment with comprehensive support, including mentorship programs, career coaching, and tailored academic services.
- **Team Mentorship:** Lead a team of 75+ executives and professionals across six departments, ensuring alignment with strategic goals and fostering collaboration with 150+ faculty.
- **Executive Education Leadership:** Lead a team of 15+ professionals who develop and deliver 85+ executive development programs that reach 10,000+ executives annually.
- **Talent Management:** Recruit, retain, and develop top talent in an inclusive environment that values diversity of people and ideas.
- **Financial Stewardship:** Hold full P&L responsibility for a \$70M+ budget, ensuring the financial health and sustainability of all graduate and executive education programs.
- **Corporate Engagement and Partnerships:** Forge strategic partnerships and drive corporate engagement, ensuring alignment with the school's vision and objectives for clients, including AT&T, Baylor Scott & White, McKesson, and Toyota.
- **Teaching and Mentorship:** Teach courses in Global Mergers & Acquisitions, Corporate Governance, Private Equity, Transformational Leadership, Global Strategy, and Ethical Decision-Making. **Evaluations consistently exceed** departmental and overall SMU Cox School averages.

KEY ACCOMPLISHMENTS AT SMU COX SCHOOL OF BUSINESS (2018–2024)

Strategic Leadership and Realignment of Graduate Programs

- **Led the comprehensive strategic realignment** of graduate programs focused on *Rigor, Relevance, and Impact*, working closely with faculty and staff on a five-year plan to enhance student outcomes, strengthen program reputation, and ensure long-term financial sustainability.
 - **MBA Program Achievements:**
 - *2024 LinkedIn Top US MBA Programs: #25* Improved from #43 (+18 spots since 2023)
 - *2024 Bloomberg Businessweek Ranking: #26* Advanced from #48 (+22 spots since 2018)
 - *2025 Fortune's Best MBA Programs: #30* Increased from #43 (+13 spots since 2023)
 - *2025 U.S. News Ranking: #34* Improved from #52 (+18 spots since 2018)
 - *Salary and Bonus: \$160K* Increased from an average of \$108K (+48% since 2018)
 - *2024 Student Quality: 712 GMAT and 3.6 GPA* compared to a 652 GMAT and 3.3 GPA for the 2019 cohort
 - **Financial Impact⁷:**
 - **\$115M+** (2019-24: **\$375M** total revenue vs. 2013-18: **\$258M** total revenue)
 - Increased average annual revenue to **\$62M** (2019–2024) from **\$42M** (2013–2018), generating **1.5x** growth and yielding a **6.2% CAGR** by adding new programs and increasing flexible learning modality
- **Restructured Career Management and Graduate Admissions**, aligning these divisions with the school's strategic vision to enhance services and improve student experiences and outcomes.
- **Successfully led operations during the COVID-19 pandemic**, implementing comprehensive remote and hybrid work plans that facilitated record-level admissions in 2020-2021 and resulted in a 2.5x increase in career coaching appointments from 2018 to 2020.
- **Promoted leadership development** by identifying and cultivating high-potential leaders, securing additional resources, and optimizing organizational structures to meet business objectives better. Advocated for lifelong learning opportunities, fostering a culture of continuous professional growth.
- **Enriched Experiential Learning and enhanced the Global Leadership Program**, transforming it from a traditional company visit trip to an experiential Global Consulting course for MBA and EMBA students, significantly improving learning outcomes and strengthening corporate partnerships.

Curriculum Innovation and Graduate Program Development

- **Developed and launched the Cox Online MBA Program**, generating **\$62M in total revenue** and **\$21M in operating profit** since 2019, with a 34% operating margin.
- **Pioneered the MBA Direct Program** for early-career candidates, surpassing enrollment forecasts by 300%.
- **Spearheaded the NextGen Curriculum** at Cox, focused on *Rigor, Relevance, and Impact*, which incorporated STEM designations across MBA and most MS programs, preparing graduates for future challenges.

7. Total revenue for graduate programs and executive education.

- **Launched the MS in Real Estate**, exceeding initial enrollment forecasts by 1.7x with a successful first cohort of 50 students.
- **Introduced SMU Cox Edge**, a hybrid learning model offering flexible in-person and virtual learning.
- **Developed 10 Graduate Certificates** to create alternative pathways for lifelong learners. Working with AT&T to launch the **AT&T Mimi-MBA Certificate Program** strengthens our partnership and provides pathways toward an MBA/MS degree. **Financial impact: ~\$1.0M – \$1.5M annually.**
- **Created and led the Unbridled Venture Project** for Two-Year Full-Time MBA students, an innovative new venture course where students develop and present “minimum viable products” to venture capitalists.
- **Fostered international collaboration** by working with IE University to explore partnership opportunities in research, faculty exchanges, and joint programs. Co-taught M&A course.

Executive Education Overhaul and Expansion

- **Spearheaded Executive Education's strategic realignment and overhaul**, resulting in substantial financial and operational improvements.
 - **Financial Impact:**
 - **\$8M Revenue** in FYE 2023, achieving a **21% operating margin** compared to **\$3M average revenue with a 4% operating margin** for the previous 16 years (2004–2019)
- **Developed and expanded a strategic partnership with Toyota North America**, growing from 60 participants in 2017 to over **7,200 participants across 40+ leadership programs** by 2024, generating **\$10M of total investment**.
 - **Collaborated with Globis University in Japan** to deliver executive leadership training to Toyota's 75 C-suite leaders.
- **Developed and executed the LA Metro Leadership Academy**, engaging 400 executives from 2018 to 2023, generating **\$1.2M in revenue**, and secured a new 5-year agreement valued at **\$1.8M**.
- Collaborated with the Executive Director of the **Latino Leadership Initiative (LLI)** to expand our **Diversity, Equity, and Inclusion** programs, including the following:
 - **AT&T and SMU Cox LLI partnership** has grown from 10 AT&T participants in two leadership development programs in 2018 to over 1,500 AT&T Latino leaders across four annual transformational Executive Education programs. **AT&T Total Investment: \$9M+**
 - **Expanded SMU Cox LLI Leadership Development offerings** from two programs in 2018 to 12 in 2024, driving financial growth **from \$25,000 in 2018 to nearly \$2.5M in 2024**.
 - **Launched innovative diversity initiatives**, including the **Women's Leadership Program**, targeting Asian/Asian American/Pacific Islander talent, and the inaugural **Women of Color Symposium** at SMU Cox, with over 300 attendees.
 - **Developed groundbreaking Certificate Program for Employee Resource Group** in collaboration with prominent corporations such as *Walmart, McKesson, Chevron, Verizon Communications, Shell, Wells Fargo, Pfizer, American Airlines, and Nike*, among others. The Custom Learning Solution is set to roll out to Fortune 1000 companies in 2025.
 - **Partnered with Chevron to establish the Chevron Latino Leadership Academy Forum**, providing leadership development for high-potential Latino executives.

Strategic Initiatives

- **Developed and led the Commercial and Corporate Diplomacy Initiative** for SMU Cox, enabling a sustained economic advantage for the United States and its allies while fostering creative collaboration between the private sector, government, and academia.
 - Partnered with Congressman Michael McCaul, Chair of the House Foreign Affairs Committee, and Congressman Colin Alred on two bipartisan bills that the 116th Congress passed
 - Impact: **Secured \$2.5M in congressional funding**
- **Established the SMU Cox Healthcare Initiative** in collaboration with faculty and the Corporate Engagement team, creating a multidisciplinary platform that shapes the future of healthcare through academic research, thought leadership, and business education.
 - Partnered with industry leaders such as Brian Tyler (CEO, McKesson), Jim Hinton (former CEO, Baylor Scott & White), and Barclay Berdan (CEO, Texas Health Resources).
 - Developed and delivered executive education programs on *AI in Healthcare* and established an annual Healthcare Conference attended by 250+ healthcare executives.
- **Developed the Leaders on Leadership Speaker Series**, ensuring graduates are well-prepared to lead in the workplace. Notable speakers include Troy Aikman, President Gerald Turner, General David Petraeus, and Admiral Patrick Walsh.
- **Strengthened Military and Veterans programs**, including increased *Yellow Ribbon* funding and partnerships with organizations like the *Tip of the Spear Foundation*, expanding opportunities for service members and veterans.

Established the Corporate Engagement and Strategic Partnerships Team

- **Spearheaded the implementation of Salesforce** as the dedicated CRM for Cox, enhancing corporate relationships and strategic collaboration.
- **Hosted 50+ events with 5,000+** executive leaders collaborating with strategic partners, including *50/50 Women on Boards*, *Orchid Giving Circle*, *Dallas Regional Chamber*, and *National Association of Corporate Directors (NACD)*.
- **Faculty research collaboration and experiential learning projects** generated with corporate partners.

Transformative Leadership in Marketing Strategy

Since 2018, led key initiatives at SMU Cox that reshaped marketing operations, enhanced brand presence, and positioned the institution for growth and sustained success.

- **Overhauled OPM Marketing Operations:** Streamlined paid media, reducing inefficient spending and optimizing lead generation for **OMBA** and **MBA Direct** programs.
- **Strategic Realignment:** Led RFP process with **SMU DEA Marketing**, securing new digital and creative agency partners to enhance media strategies and improve **graduate admissions** outcomes.
- **Maximized ROAS:** Achieved a **Return on Ad Spend** of 3.31, exceeding the industry benchmark of 2.0, with program-specific metrics driving continuous optimization.
- **Market Expansion:** Directed strategic entry into new markets (San Francisco and Atlanta), ensuring effective media coordination and brand growth.
- **SEO Enhancements:** Spearheaded **SEO improvements** and website modernization, migrating over 700 web pages to enhance accessibility and search performance.

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:

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

Course Revitalization:

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

Cross-Campus Collaboration:

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

Non-SMU Teaching:

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

SMU COX SERVICE

- SMU Cox Graduate Policy Committee (2018–present)
- SMU Cox NextGen Curriculum Committee (2018–2020)
- SMU Cox Strategic Planning Committee (2021–2022)
- SMU Cox New Building Committee (2021–2024)
- Numerous Search Committees (2018–present)
- AACSB Accreditation Committee (2022)

SMU CAMPUS SERVICE

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

- Led all aspects of the Institute, including research, data analytics, and advisory services
- **Research Agenda:** Investor Engagement, Hedge Fund Activism, International Corporate Stewardship, ESG and Sustainability, Long-term Investing and M&A
- **Data and Analytics:** Developed multiple predictive analytic models and proprietary algorithms, including the *Stewardship Investor Vulnerability Index™* to predict shareholder activism and investor engagement
- **Advisory:** 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

- Author of “*Management Practices in an Age of Engaged Investors*” – Columbia University publication
- Developed a framework for companies to respond to investor challenges that promote long-term investment decision-making to enhance sustainable, long-term value creation
- 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.

- Founded the Southwest Investment Banking Group
- Responsible for providing M&A, shareholder activism, corporate finance, and capital market advisory
- Increased investment banking revenue by over 400% since inception
- Closed over 50 M&A and capital markets transactions

GOLDMAN, SACHS & Co.

Dallas, TX (2006–2009)

Senior Investment Banking Executive

Maintained strategic advisory dialogue and client relationship responsibilities for various corporate clients based in the Southwest US

- Trusted advisor to Boards of Directors and CEOs with respect to M&A, takeover defense, shareholder activism, and other corporate finance matters
- Senior team leader for over 75 corporate clients and private equity firms based in the Southwest US
- Successfully transitioned over 60% of new clients to either “*Principal Banker*” or “*Very Strong*” Relationship Status in less than two years
- Generated several M&A, financing, and principal investment engagements that had incremental fee potential of over \$50 million
- Generated several principal investment opportunities for GS Capital Partners

PROFESSIONAL EXPERIENCE – CONTINUED

CITIGROUP CORPORATE AND INVESTMENT BANKING

New York, NY (2000–2004)

Director, Global Mergers & Acquisitions Group

Dallas, TX (2004–2006)

Co-founder of Southwest Investment Banking Practice

Maintained strategic advisory dialogue and client relationships with CEOs, CFOs, and Boards of Directors

- M&A partner for Southwest Investment Banking practice
- Responsible for M&A training and taught advanced valuation course for Associate training program
- Promoted early to Vice President

CREDIT SUISSE / DONALDSON, LUFKIN & JENRETTE

Dallas, TX (1999–2000)

Associate, Investment Banking Division

Executed strategic and capital-raising alternatives for clients across a range of industries and geographies

- Completed \$100M+ private equity investment for DLJ Merchant Banking
- Executed numerous M&A, High Yield, IPO, and principal investments across various industries

GE CAPITAL

Chicago, IL (1996–1999)

Assisted Vice President, Corporate Finance Group

Responsible for private equity and debt investment opportunities for middle-market companies in Central U.S. and Canada

- Completed Leadership Development, Financial Management, and Six Sigma (Green Belt) training
- Initiated the debt and equity principal investment business in Western Canada
- Led financial and operational due diligence teams and supervised junior staff
- Select member of Montgomery Ward bankruptcy and restructuring team, led by Jack Welch and Gary Wendt
- Twice awarded GE Capital's Prism Award for outstanding performance and promoted twice in one year

BANK OF OKLAHOMA

Tulsa, OK (1993–1995)

Credit Analyst, Commercial Bank

Determine creditworthiness, underwrote and analyzed corporate loans

- Completed credit training, financial management, and leadership development programs

EDUCATION – LIFELONG LEARNING

SMU DEDMAN SCHOOL OF LAW

Dallas, TX (expected 2024)

Master of Laws (LL.M.)

- Concentration: Corporate and Commercial Law
- Master's Thesis: *"The Texas Business Court: A New Era for Corporate Litigation"*
Advisor: Professor Marc Steinberg, Rupert and Lillian Radford Professor of Law

HARVARD UNIVERSITY

Cambridge, MA (2016)

Postdoctoral Visiting Fellow

- Awarded Postdoctoral Visiting Fellowship to conduct M&A, corporate governance, and financial policy research at Harvard Business School and Harvard Law School (Program on Corporate Governance)
- Advisor: Professor Lucian Bebchuk, James Barr Ames Professor of Law, Economics, and Finance, Harvard Law School
- Best Paper award for *"Myopic Investor Myth Debunked: The Long-term Efficacy of Hedge Fund Activism in the Boardroom"* (International Conference on Engaged Management Scholarship)

OKLAHOMA STATE UNIVERSITY, SPEARS SCHOOL OF BUSINESS

Stillwater, OK (2015)

Doctor of Philosophy (PhD), Business Administration

- Concentration: Finance
- Dissertation: *"Corporate Governance and Hedge Fund Activism"* (30+ citations)
- Committee: Dr. Ramesh Rao, Adviser; Dr. Gary Trennepohl; Dr. Indraneel Chakraborty; Dr. Aaron Hill
- Beta Gamma Sigma, Phi Kappa Phi, and Golden Key International Honor Society

NORTHWESTERN UNIVERSITY, KELLOGG SCHOOL OF MANAGEMENT

Evanston, IL (1999)

Master of Business Administration (MBA)

- Concentration: Finance
- Co-Chair of Business School Olympics, Investment Banking Club
- Project Leader for Global Initiatives trip to China

THE UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS

Chicago, IL (1997)

Graduate Student

- Completed graduate courses in finance and economics while working full-time

THE UNIVERSITY OF TULSA, COLLINS COLLEGE OF BUSINESS

Tulsa, OK (1993)

Bachelor of Science in Business Administration (BSBA), Departmental Honors

- *Cum Laude* Graduate, Jess Chouteau Outstanding Senior Award, Mortar Board, Who's Who Among College Students, President's and Dean's Lists, Outstanding Alumni Award
- NCAA Division I Varsity Football Scholarship, All-American Scholar, Student-Athlete of the Year, Freedom Bowl (1991) and Independence Bowl (1989)

CORPORATE BOARD DIRECTORSHIPS

Principal Diversified Select Real Asset Fund (MutualFund: PDSK.X) (2024–present)

Board Trustee | Chair of the Audit Committee | Nominating and Governance Committee

- A multi-asset, multi-manager portfolio with exposure to private and public real assets designed to provide investors with enhanced risk-adjusted returns through various economic cycles, income, and mitigation against the impact of inflation.
- Principal Financial Group (Nasdaq: PFG) is a global financial company with 20,000 employees, ~\$1.6 trillion of assets under administration and ~\$700Bn of assets under management.

Principal Private Credit Fund (MutualFund: PPAC.X) (2023–present)

Board Trustee | Chair of the Audit Committee | Nominating and Governance Committee

- Principal Private Credit Fund (PPCYX:US) is a non-diversified, closed-end management investment company that continuously offers its shares of beneficial interest. The Fund seeks to achieve its investment objective by opportunistically allocating assets across various credit strategies.
- Principal Financial Group (Nasdaq: PFG) is a global financial company with 20,000 employees, ~\$1.6 trillion of assets under administration and ~\$700Bn of assets under management.

OrthoMed Anesthesia (2022–2024)

Board Member | Chair of Audit Committee | Nominating & Governance Committee

- OrthoMed Anesthesia is a physician-owned medical services corporation that provides high-quality anesthesia services.
- Advised founder and CEO on a successful sale to a private equity firm in 2024.

Crystal Clearwater Resources (2022–present)

Advisory Board Member

- Crystal Clearwater Resources is a “clean tech” company dedicated to providing patented advanced technology to its customers to help improve their ESG and sustainability objectives to advance their long-term ethical impact. Crystal Clearwater Resources focuses on challenging wastewater streams across multiple industries using leading-edge, patented LTDis® technology.

Truist Financial Corporation (NYSE: TFC) (2020–present)

Advisory Board Member (North Texas)

- Truist Financial Corporation is the sixth-largest commercial bank in the U.S., with total assets of \$520 billion as of June 30, 2024. Truist serves approximately 10 million households with a leading market share in many high-growth markets in the U.S.

Big Red and All Sports, Inc. (2009)

Board of Directors | Investor

- As founder of Argus Capital Partners, we acquired a stake in Big Red and All Sports, Inc. (with other investors) in a secondary Leveraged Buyout from Citicorp Venture Capital.
- Sold to Dr. Pepper Snapple (Nasdaq: KDP) in August 2018 for \$282mm (4.7x MOIC).

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

- Athletic Hall of Fame, The University of Tulsa (2013)
- Drafted by Winnipeg Blue Bombers of the Canadian Football League (1992)
- Sport's Hall of Fame, Province of Saskatchewan, Canada (1986)
- Canadian National Champions, Regina Rams (1986)

PUBLICATIONS AND WORKING PAPERS

1. Goodwin, Shane; **The Texas Business Court: A New Era for Corporate Litigation**; (Working Paper)
2. Goodwin, Shane; **Corporate Governance and Hedge Fund Activism**; SMU Cox School of Business Research Paper No. 24-1 (February 12, 2024); available at <https://papers.ssrn.com/abstract=469469>
3. Goodwin, Shane; **The Efficacy of Activist Directors** (March 14, 2016); Columbia Law School Corporations and the Capital Markets; available at <https://clsbluesky.law.columbia.edu/2016/03/14/the-efficacy-of-activist-directors/>.
4. Goodwin, Shane; **Management Practices in an Age of Engaged Investors** (last revised December 14, 2017); Columbia Business School Research Paper No. 17-97; available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3045411.
5. Goodwin, Shane; **The Long-Term Efficacy of Activist Directors** (last revised February 19, 2016); available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2731369.
6. Goodwin, Shane; **Hedge Fund Activists That Seek Board Seats Generate Long-Term Value** (August 2015); Bloomberg.
7. Goodwin, Shane; Akshay Singh; Walter Slipetz; and Ramesh P. Rao; **Myopic Investor Myth Debunked: The Long-Term Efficacy of Shareholder Advocacy in the Boardroom** (September 14, 2014); Fourth Annual International Conference on Engaged Management Scholarship, September 2014; available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2555701.
8. Goodwin, Shane; **Why the 'Glass Cliff' May Not Be Real (and What We Should Focus on Instead)** (last revised July 9, 2021); Business & Learning Resources (BLR); available at <https://hrdailyadvisor.blr.com/2021/07/08/why-glass-cliff-may-not-be-real/>.

9. Goodwin, Shane; **Leading in Unprecedented Times: A Mandate to be Bold - and Remain Bold** (May 7, 2020); SMU Cox School of Business; available at https://www.smu.edu/cox/20200508_leading-inunprecedented-times.
10. Goodwin, Shane; **Corporate Governance and Hedge Fund Activism** (last revised June 26, 2016); available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2646293.
11. Goodwin, Shane; **Leadership: Set the Trail for Others to Follow** (August 11, 2020); [Click here](#).
12. Goodwin, Shane; **Reimagine the Future: From Surviving to Thriving** (June 13, 2020); [Click here](#).

EXPERT TESTIMONY

Retained as an expert witness by numerous prestigious companies and law firms on corporate governance, private equity, M&A, and capital market issues.

1. █████ Corp. v. █████ LLC, Nos. 2021-1614, -1616, -1617, 2021-1673, -1674, -1675, 2021-1676, -1677, 2021-1738, -1739, 2021-1740, -1741, 2021 U.S. App. LEXIS 37737 *Pending*
 - **Retained to represent a \$50Bn (AUM) global investment company** in an intellectual patent infringement lawsuit by a \$150Bn (TEV) technology company. Exert testimony regarding “Controlling Stockholder” fiduciary duties in Delaware Court of Chancery.
2. Omni Newco, Plaintiff, v. Forward Air Corporation, Central States Logistics, Inc., Clue Opco LLC, Clue Blocker Merger Sub 1 Inc., Clue Blocker Merger Sub 2 Inc., Clue Blocker Merger Sub 3 Inc., Clue Parent Merger Sub LLC, Clue Opco Merger Sub LLC, and Clue Management Merger Sub LLC. Court of Chancery of the State of Delaware. C.A. No. 2023-1104-KSJM, Deposition, December 2023.
 - **Retained by Cravath Swaine & Moore LLP** to represent Forward Air Corporation (Nasdaq: FWRD) on termination of the Merger Agreement with Omni Logistics LLC in Delaware Chancery Court (Kathleen McCormick, Chancellor of the Delaware Court of Chancery)
3. United States of America, ex rel. Christine Martino-Fleming, Relator, and Commonwealth of Massachusetts ex rel. Christine Martino-Fleming, Relator, v. South Bay Mental Health Center, Inc.; Community Intervention Services, Inc.; Community Intervention Services Holdings, Inc.; H.I.G. Growth Partners, LLC; H.I.G. Capital, LLC; Peter J. Scanlon; and Kevin P. Sheehan; United States District Court for the District of Massachusetts; Civil Action No. 15-CV-13065-PBS. Deposition, February 2020.
 - **Retained to represent a \$60Bn (AUM) Private Equity Firm** in a Healthcare False Claims Act case against the United States of America and the Commonwealth of Massachusetts. Exert testimony regarding fiduciary duties, roles, and responsibilities of board members serving on the board of a portfolio company in which their private equity employer owns a majority interest.