

David A. Altounian, PhD

Ph.D. in Business Administration, Executive Research, Oklahoma State University, Spears School of Business, Tulsa, Oklahoma, 2012 – Research Focus: Entrepreneurship. Degree Conferred: 2014

Method of Research: Quantitative (CB-SEM and PLS-SEM)

Practitioner Experience: Dr. Altounian is a former technology executive and entrepreneur with over 30 years of experience at leading companies such as Ashton-Tate, Compaq, Motorola, and Dell. He is a founder of several tech companies including Motion Computing, a provider of tablet-based mobile products for healthcare, retail, and field service industries.

PhD Focus: Dr. Altounian's PhD research has been in the area of entrepreneurship and his interest areas are in the area of entrepreneurial mindset and startup management. In addition, emerging marketing methods and entrepreneurial marketing are research focus areas.

Areas of Expertise: Dr. Altounian has strong practice experience in the areas of marketing, management, and entrepreneurship. From his early career in the marketing field managing new product lines to managing product divisions and starting new businesses, he has built a strong portfolio of skills and a network of contacts in these fields.

Dr. Altounian's research expertise is in the field of two-sided markets and user motivation. His dissertation was "Casual or Committed Users? Understanding the Contributors to User Commitment in User Generated Content Sites" utilized social behavioral theories to explore what motivated commitment from both consumers and contributors of content on websites.

Professional Experience: He is the founder and former Co-Chairman and CEO of Motion Computing, a leading provider of mobile computing products for vertical markets. Motion was founded in 2001 and now serves customers around the world. He also was a founder of iTaggit Inc., an early web 2.0 company focused on item management.

Prior to starting Motion he was an executive with Dell Computer Corporation, where he served in marketing leadership positions for both the notebook computer business and the Precision workstation product business units. He spent two years in the United Kingdom as the General Manager, Workstation Line of Business for Europe, Middle East, and Africa.

In addition to his experience at Dell, Mr. Altounian managed marketing and new business development teams for leading technology companies including Motorola, Compaq Computer Corporation and Ashton-Tate. He is a named inventor on 10 patents and a published author of a practitioner book and several practitioner articles.

Mr. Altounian is a partner at the Capital Factory, a board member of the Texas Association of Business, a board member of the Austin Technology Council, and he sits on a number of corporate boards and advisory boards.

Academic Appointments: Dr. Altounian is the Assistant Professor of Entrepreneurship at St. Edward's University in the Munday School of Business in Austin, Texas. He began his appointment in August 2013. Prior to this he was an Adjunct Professor at St. Edward's University from 2008 to his tenure-track appointment in 2013.

He teaches New Venture Creation and Digital Marketing courses to undergraduate and graduate students in the Digital Media Management Program (DMM).

Mr. Altounian earned his BSBA from California Coast University and his MBA at Kellogg School of Management at Northwestern University