

Jennifer DiCamillo Lares, MBA, DBA  
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**GOAL:** To embark on a teaching career, utilizing my years of experience in business, and contribute to the adult learning experience.

### **EDUCATION**

<b>Doctorate in Business Administration (DBA)</b> University of the Incarnate Word, San Antonio, TX	August 2019
<b>Master of Business Administration</b> University of Phoenix, Las Vegas, NV	January 2016
<b>Bachelor's Degree in Business Administration (BBA)</b> American Military University, Charles Town, West Virginia	May 2012

### **RESEARCH INTERESTS**

- Department of Defense Support programs for military members.
- Business practices and positioning of the funeral industry
- General Business Applications
- Statistical Analysis
- Proposal Writing for business

### **TEACHING INTERESTS**

- Introductory courses in General Business, Marketing, Strategy
- Intermediate or advanced courses in General Business, Marketing, Strategy
- Courses in Mortuary Science

### **PUBLICATIONS**

**April 2019.** "Factors Contributing to Marital Dissatisfaction and Divorce in the Military." [with Lehenbauer, K.], *Proceedings for the 12<sup>th</sup> International RAIS Conference on Social Sciences and Humanities*, Princeton, NJ.

**November 2019.** "Funeral Services: The Silent Oligopoly." [with Lehenbauer, K.], *RAIS Journal for Social Sciences*, Vol. 3, No. 2, ISSN: 2574-0245 (Print) / 2574-1179 (Online)

### **CONFERENCE PRESENTATIONS**

- **June 7, 2019.** "Funeral Services: The Silent Oligopoly." [with Lehenbauer, K.] *44<sup>th</sup> Annual Economic and Business History Society (EBHS) Conference*, Detroit, MI.
- **April 4, 2019.** "Factors Contributing to Marital Dissatisfaction and Divorce in the Military." [with Lehenbauer, K.] *12<sup>th</sup> International RAIS Conference on Social Sciences and Humanities*, Princeton, NJ.

### **OTHER PRESENTATIONS**

- **2018.** "US Navy Burial at Sea Program", *Mortuary Science Program CEU* presenter, San Antonio College.
- **2018:** "Transparency and Disclosure: A Look Inside the Funeral Industry", *Writing for Research*, University of the Incarnate Word.
- **2018:** "Narcans, Evzio & the Opioid Epidemic", *Business Ethics*, University of the Incarnate Word.

## **OTHER PROFESSIONAL EXPERIENCE**

### **Adjunct Faculty**

*Northeast Texas Community College – Funeral Service Education, Mt. Pleasant, TX*

**Dec. 2020- Current**

### **Adjunct Faculty**

*Palo Alto College – Business Mgmt.; Office Mgmt., San Antonio, TX*

**2019- Current**

- Obtained Online Teaching Certification (OTC), with emphasis on Quality Matters (QM) course development criteria.
- Completed APPQMR & QM Peer Reviewer Certifications (2020)
- Member of Business Management Advisory Board (2019-2020); (2020-2021)

### **South Texas Regional Marketing Manager**

**2017-2018**

*Wilbert Funeral Services Inc., San Antonio, TX*

- Consulted and strategized with business owners and corporate leadership regarding product mix and price points
- Responsible for gaining new business and preserving relationships with existing clients through understanding the demographic they serve and being an industry expert
- Represented three product lines and managed multiple projects throughout my territory simultaneously

### **Pre-Arranged Funeral Sales Manager**

**2016-2017**

*Service Corporation International (SCI), San Antonio, TX*

- Responsible for sales activity within six local funeral homes and one cemetery.
- Managed activity on both a daily and monthly level utilizing Customer Relationship Management programs
- Formulated and developed marketing campaigns for multiple funeral home locations and special occasions

### **Location Manager**

**2015-2016**

*Legacy Funeral Group, Las Vegas, NV*

- Successfully spearheaded a brand-new business location; oversaw recruiting, hiring and training of staff.
- Conducted training for Las Vegas market on company initiatives.

### **General Manager**

**2014-2015**

*Culley's MeadowWood Funeral Homes (SCI), Tallahassee, FL*

- Managed operations of two funeral homes, a cemetery, a crematory and a prep facility (700 families / year)
- Cultivated cohesion among personnel and departments through training and coaching personnel; developed personalized career progression plans for staff members

## **Hospital Corpsman (HM2)**

**2007-2012**

*U.S. Navy, Dept. of Defense*

- Mortuary Affairs Specialist (8496) overseeing care and coordinating logistical support for the handling of HRs
- Instructed 250+ Navy Casualty Assistance Calls Officers (CACOS) in the notification and care for survivors of active duty casualties, insuring proper care and command compliance
- Processed and expedited payment of funeral claims totaling over est. \$125,000 for eligible Navy and Marine Corps casualties

## **CERTIFICATIONS AND LICENSES**

- Licensed Funeral Director and Embalmer: Texas (**2017- Current**)
- Certified Celebrant (January **2016- Current**)
- Licensed Funeral Director and Embalmer: Florida (**1998 - 2019**)

## **PROFESSIONAL MEMBERSHIPS**

- South Texas Funeral Directors Association Board Member **2018-2019**

## **REFERENCES**

- 1. Dr. Kruti Lehenbauer, Professor of Business**  
University of the Incarnate Word, School of Professional Studies  
Phone: 972-896-7430; Email: [lehenbau@uiwtx.edu](mailto:lehenbau@uiwtx.edu)
- 2. Dr. Adam Guerrero, Professor of Business**  
University of the Incarnate Word, School of Professional Studies  
Phone: 817-366-2084; Email: [aaguerra@uiwtx.edu](mailto:aaguerra@uiwtx.edu)
- 3. LtCol (Ret.) Cory M. Larsen, Supervisory Administrative Officer**  
Department of Veterans Affairs  
Phone: 570-550-6130; Email: [cory.larsen@va.gov](mailto:cory.larsen@va.gov)
- 4. Norman R. Gonzalez, South Texas Regional Manager**  
Legacy Funeral Group  
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