

Jennifer DiCamillo Lares, MBA, DBA

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## **EDUCATION**

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| <b>Doctorate in Business Administration (DBA)</b><br>University of the Incarnate Word, San Antonio, TX                 | August 2019  |
| <b>Master of Business Administration</b><br>University of Phoenix, Las Vegas, NV                                       | January 2016 |
| <b>Bachelor's Degree in Business Administration (BBA)</b><br>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; Funeral Service Education

## **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**

### **Faculty Instructor (full-time)**

*Northeast Texas Community College – Funeral Service Education, Mt. Pleasant TX* **2024-Current**

- Design and teach funeral service education courses for adult learners to include:
  - o Embalming, Mortuary Management, Mortuary Jurisprudence,
  - o Contemporary Funeral Practices, Restorative Art and NBE test prep courses
- One of top 10 mortuary science programs in the U.S. based on NBE pass rate (as of August 2024)

### **Founder & Principal**

*Mulling Mortician, LLC; San Antonio, TX.* **2024-**

#### **Current**

- Create custom education pertaining to funeral directing, embalming and business topics
- Academy of Professional Funeral Service Practitioners (APFSP) approved CE Provider
- Featured in American Funeral Director (October 2024)

### **Mortuary Officer**

*U.S. Army Regional Mortuary (Europe & Africa), Landstuhl, Germany* **2021-2024**

- Oversaw and executed logistical actions for decedent recovery
- Embalmed and prepared eligible persons for repatriation to the U.S.
- Consulted and arranged for care with PADD/PNOK as well as branch Casualty offices
- Performed advanced facial reconstruction and restoration to ensure viewability of trauma cases
- Created and provided training to personnel relating to mortuary operations and tasks

### **Adjunct Faculty**

*Northeast Texas Community College – Funeral Service Education, Mt. Pleasant TX* **2020- 2024**

- Designed and taught funeral service education courses for adult learners to include:
  - o Embalming, Mortuary Management, Mortuary Jurisprudence,
  - o Contemporary Funeral Practices, and NBE test prep courses

### **Adjunct Faculty**

*Palo Alto College – Business Mgmt.; Office Mgmt., San Antonio, TX* **2019- 2021**

- 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 - Current**)
- Dinair 3-day Airbrush Masterclass- **2023**
- European School of Embalming Skills Graduate (Levels 1 & 2) – **2024**

**PROFESSIONAL MEMBERSHIPS**

- South Texas Funeral Directors Association Board Member

**2018-2019**