

MOEZ LIMAYEM, PHD

President, University of South Florida | Tampa, Florida, United States

ACADEMIC LEADERSHIP EXPERIENCE

President, University of South Florida | 2026 to Present

Tampa, Florida, United States

Serve as the chief executive officer and lead a multi-campus, research-intensive institution with 14 colleges serving approximately 50,000 students from across the globe at campuses in Tampa, St. Petersburg, Sarasota-Manatee and USF Health. USF is recognized by U.S. News & World Report as a top 50 public university and the No. 12 best value among all public universities in the nation. U.S. News also ranks the USF Health Morsani College of Medicine as the No. 1 medical school in Florida and in the highest tier nationwide.

USF is a member of the Association of American Universities, a group that includes only the top 3% of universities in the U.S. With an all-time high of \$750 million in research funding in 2025 and as a top 20 public university for producing U.S. patents, USF uses innovation to transform lives and shape a better future. The university generates an annual economic impact of nearly \$7 billion for the Tampa Bay region and \$10 billion statewide. USF's Division I athletics teams compete in the American Conference.

Key duties include leadership, strategic visioning, fundraising, and fiscal management for USF's campuses.

President, University of North Florida | 2022-2026

Jacksonville, Florida, United States

Led the university's strategic direction and performance across academic excellence, student success, research and innovation, community engagement, faculty and staff development, and financial sustainability. Provided vision and executive oversight for the nationally ranked public university in Northeast Florida, serving 17,000 students across six colleges offering high-demand programs. Forged deep partnerships with regional employers and aligned the university's strategic priorities with state goals and industry needs to ensure programs, research and talent pipelines drove economic growth and prepared students to compete in the workforce. In partnership with an exceptional team of executives, faculty and staff, the following accomplishments reflect a shared commitment to excellence and innovation, setting new university records in student retention, transfer-student graduation rates, research investment and private and public fundraising.

Student Success & Outcomes:

Drove a university-wide transformation in student success by embedding it into the fabric of the institution. United fragmented services, modernized policies and empowered faculty and staff with data and technology. Fostered a shared commitment across every division with new accountability structures, cross-functional teams and training workshops. The results below reflect how creating a culture where every student's success is everyone's responsibility drove measurable improvements across the university.

- *Creating a cultural shift:*
 - Achieved the highest Academic Progress Rate in UNF history, 86.6%, for the Fall 2024 FTIC cohort.
 - Transfer student success reached a record high, with the three-year graduation rate at 65% for the Fall 2021 AA transfer cohort and 70% for Fall 2022.
 - Fall 2025 had the largest incoming FTIC class, with 3,204 students, in the history of UNF.
- *Guaranteed experiential learning:*
 - Removed time and cost barriers for UNF students to access internships, research and other experiential learning opportunities. Faculty and staff connections to industry leaders helped create the pipeline for students to get hands-on experiences with regional companies and dive into research opportunities.

- In 2024-25, 4,849 undergraduates completed internships for credit, a 36% increase over the three-year baseline.
- Beginning Fall 2025, experiential learning is required for all incoming students before graduation.

Research & Innovation:

Elevated UNF's impactful and relevant research, scholarship and creative activity to position the university for R1 Carnegie status. Directed strategic investments in labs, equipment and faculty-student projects, and the restructuring of policies to maximize research results. By aligning institutional priorities with faculty strengths and student engagement, UNF accelerated innovation and broadened its impact, including in strategic areas of focus (advanced manufacturing, coastal resilience, data science, cybersecurity and information technologies, healthcare and health services, and transportation and logistics). The accomplishments below demonstrate how this vision was realized.

- *Accelerating research and innovation:*
 - Efforts led to a record level of internal investment funding, which helped jump-start labs, equipment procurement and student-faculty projects.
 - Invested seven times more in RSCA/R&D than any previous president.
 - Increased R&D expenditures by almost 27%, documented on the NSF HERD report.
- *Maximizing research-related contributions:*
 - Ensured all colleges established flexible workload procedures for existing tenure-line faculty.
 - Expanded flexible workload guidelines (including 2–2 teaching loads for nearly all new tenure-line faculty).
- *Advancing impact in key fields:*
 - Faculty received two U.S. patents for a cancer-fighting peptoid following a decade of research by faculty and students.
 - UNF team secured a National Park Service grant to expand coastal restoration efforts in Florida and Georgia.
 - Faculty received a patent for a ride-on mobility device to help children with disabilities and conducted clinical trials to help children with cerebral palsy.
 - NASA selected a UNF group to study solar radiation.
 - Mechanical engineering students developed Traumatic Brain Injury-detection technology for sports.
 - UNF Archeology Lab discovered lost Indigenous village of Sarabay.

Community & Business Engagement:

Championed UNF's strategy to deepen partnerships with regional employers and community organizations, ensuring that our academic programs and student experiences are aligned with workforce needs. Built stronger bridges between the university and industry leaders, turning engagement into tangible outcomes for students and the region, positioning UNF as a hub for collaboration, innovation, and opportunity. The initiatives exemplify efforts to position UNF as a hub for collaboration, innovation, and opportunity.

- *Strengthened business partnerships:*
 - Established new and expanded relationships with businesses, assuring the University's priorities align with those of industry leaders and state goals and prepare students to compete for high-paying jobs. Collaborations include:
 - Joined forces with JEA, the city's public utility, and Miller Electric to develop workforce training that builds future skilled leaders and professionals in the clean energy sector.
 - Opened the JEA/UNF Sustainable Solutions Lab to give students hands-on opportunities to learn about clean and renewable energy technology and conduct related research.
 - Worked with Johnson & Johnson's MedTech to support UNF's Advanced Manufacturing Engineering program.
 - Collaborated with Mayo Clinic on innovative UNF Anatomy in 3D course to teach advanced anatomical modeling skills to students.
 - UNF students gained real-world experience helping JAXPORT improve traffic flow and tenant operations.
 - Partnered with HCA Healthcare, offering students a pathway to success while removing financial and access barriers.
- *Scaled badging and credentialing programs:*

- Expanded upskilling programs by offering more than 90 programs with more than 22,500 badges issued for programs such as Intro to AI, Covey LeaderU, Ready for Research, Professional Skills, IGNITE: Healthcare Leadership Scholar, AI in Work and Life, and a collaborative effort with Fortegra, a Jacksonville-based global specialty insurer, on Insurance Industry 3-badge series.
- *Expanded employer recruitment opportunities:*
 - Worked with regional industry leaders to bring employers on campus to connect with students, while also streamlining processes to making easier to match employers to interns.
 - Hosted employers to campus every full week the university was open during the Fall 2024 and Spring 2025 semesters – reaching an all-time high of 1,235 employers visiting campus. Increased Employer-of-the-Day on-campus recruiting by 96%.
 - Created “Soaring Together” Corporate Partnership Program to offer a streamlined engagement plan providing companies with on-campus access to recruiting-related events.
 - Reached a record of more than 33,000 paid internships and experiential learning opportunities available to UNF students through an online jobs platform.
- *Established UNF as a community engagement hub:*
 - Hosted more than 700 community events a year, including healthcare, fintech, AI and other industry-specific symposiums that drew visionaries, innovators and thought leaders.
 - Hosted JAXUSA State of Region address to business and community leaders.
 - Participated in TEDxJacksonville’s annual conference featuring national and local thought leaders.
 - Public policy events focused on timely issues, including social media regulation and trade wars.
 - Hosted high school graduation ceremonies from schools in the Jacksonville area.
- *Broadened student engagement with community:*
 - Enhanced opportunities for students to make a difference and gain hands-on experience in North Florida and beyond. Over three years, UNF students accumulated 2.7 million community engagement hours (equivalent to 309 years) through community-based learning courses, an increase of nearly 69% over the previous three academic years.

Faculty and Staff Success and Operations:

Led efforts to recruit, retain and recognize top talent while streamlining core administrative processes. Prioritized compensation, culture and leadership development to ensure UNF faculty and staff felt valued and empowered. Through targeted investments and process improvements, created a more efficient and supportive environment. Invested in faculty and staff.

- *Delivered historic salary increases:*
 - Over three years, raises brought the overall workforce average in line with market levels; worked to address compensation gaps for employees below market.
- *Celebrated innovation and hard work:*
 - Created a task force to focus on UNF’s Culture of Belonging, leading to the creation of a variety of changes, including new recognition programs, the creation of Osprey Leadership Initiative (provided a year-long experiential learning program for cohorts of faculty and staff), and a week-long spirit week to celebrate faculty and staff (included a barbeque, group drone photo, video contest, karaoke and a pep rally).
- *Streamlined administrative processes:*
 - Implemented Workday to streamline processes, including hiring, onboarding and procurement processes. The results: shortened the average hiring process by 30.6 days, reduced new employee orientation by 5 hours, reduced the expense report process by an average of 3.5 days.

Increased Private and Public Funding:

Fueled people, programs and facilities by coupling philanthropic momentum with state and local support. Aligned donor interests and legislative priorities with institutional goals and led the team in securing record-breaking levels of funding. The outcomes below demonstrate the impact.

- *Broke records in private funding, raising \$34.9 million in FY 2024-25:*

- During Giving Day 2025, raised more than \$2.4 million from 4,513 donors, marking the university's largest single day of fundraising.
- Celebrated the naming of the Silverfield College of Education & Human Services, only the second College of Education named in the State University System, thanks to a transformational gift.
- Created the Allen Lastinger Center for Florida History at UNF, made possible by a transformational gift.
- Established the Warren and Augusta Hume Foundation Endowed Professorship in Leadership and the Warren and Augusta Hume Foundation Excellence in Leadership Fund thanks to a transformational gift.
- *Increased state funding with the highest injection of additional state resources in the history of UNF:*
 - \$30 million in recurring operational support.
 - \$22 million in nonrecurring funding.
 - \$10.6 million in nursing PIPELINE funding.
 - \$88.7 million in capital investment (PECO funding).
 - \$3 million grant from the City of Jacksonville for UNF Flight Deck esports arena.

Campus Development & Capital Projects:

Led the modernization and expansion of UNF's campus through renovations, expansions and additions that supported enrollment growth, experiential learning, research and student life while advancing high-impact academic, residential and student-experience projects across the campus. The developments below reflect the transformation of the campus.

- *Updated campus (funding secured through private and public sources and guided by the UNF Strategic Plan and Campus Master Plan) with projects completed efficiently and cost-effectively:*
 - Expansion and renovation of the Coggin College of Business.
 - Renovations of the Brooks College of Health.
 - Construction of Osprey Ridge residence hall.
 - Renovations of residence halls, including Osprey Landing and Osprey Cove.
 - Construction started on The UNF Flight Deck esports arena.
 - Planning is underway for the new Honors College Academic Building.
 - Planning is underway on new Student Support & Academic Building.
 - Planning is underway for a new privately developed 700-bed apartment complex.

Recognition, Reputation and Rankings:

Advanced a measured strategy to improve awareness, peer perception and outcome-based rankings. Promoted UNF's high-demand programs, innovative teaching, and strong student support, positioning the university for national recognition. The results below illustrate how the university's standing among peers and stakeholders grew.

- *Strengthened reputation and reach:*
 - Launched an integrated brand and stakeholder communication plan and strengthened regional presence through newsletters, social media, advertising campaigns and visits to industry leaders' facilities.
- *Elevated visibility:*
 - Highlighted the university's expansion of high-demand programs, innovative courses, strong student support services and scaled experiential learning opportunities, leading to national recognition.
 - UNF climbed on U.S. News & World Report's Best Colleges Rankings.
 - UNF was ranked among "The 2025 Best Colleges in the U.S." by the Wall Street Journal.
 - UNF ranked among U.S. News & World Report's Best Graduate Schools.
 - Forbes ranked UNF's online accelerated nursing program second best in country.
 - Ranked among Best Global MBA Programs by CEO Magazine.
 - UNF earned high rankings in U.S. News & World Report's Best Online Programs list.
 - UNF Public Opinion Research Lab was rated the 12th best pollster in America by 538.
 - Achieved Military Friendly School designation for the 16th consecutive year.
 - UNF was designated a Collegiate Purple Star Campus by the Florida Department of Education

Tampa, Florida, United States

Led a ranked business school and established long-range goals, led strategic planning, handled administrative and fiscal management for an AACSB-accredited business school serving more than 8,000 students on three campuses. Served as senior executive for the consolidated business college. Led the college through a decade of remarkable growth and impact, delivering remarkable student outcomes. Raised more than \$120 million in philanthropic support, including the then-largest individual gift in USF's history. Established major centers of excellence such as the Bellini Center for Talent Development, the Monica Wooden Center for Supply Chain Management & Sustainability, and the Collier Student Success Center, directly aligned with Florida's workforce priorities. Built outstanding partnerships with leading organizations, including the co-creation of the USF-Tampa General Hospital People Development Institute. Played a pivotal role in unifying USF's three campuses, a model later adopted across the university, and contributed as part of the senior leadership team as USF achieved three landmark milestones: designation as a Florida Preeminent Research University, recognition as the fastest-rising institution in U.S. News & World Report rankings, and an invitation to the Association of American Universities (AAU).

Consolidation

Provided proactive leadership in the mandated consolidated effort of the three University of South Florida campuses in Tampa, St. Petersburg and Sarasota-Manatee.

- *Oversaw the efforts of the other business college deans in ensuring a smooth transition from three separate colleges into one on July 1, 2020:*
 - The new structure included six schools across the three campuses. The university pointed to the consolidated college organizational structure and processes used to develop it as an exemplar for all other units.
 - Fostered an atmosphere of camaraderie and teamwork to ensure that the 9,000 business students on the three campuses were able to take any courses they wish on the campus of their choice.
 - Led several town hall meetings at various locations to allay any fears the faculty, staff and administrators had about the consolidation and wrote a blog, along with the other business deans, discussing the efforts to achieve a smooth transition into one college.

Strategic Planning

Led and provided long-range vision and specific strategies to achieve its goals. Provided detailed administrative oversight and financial provisions. Oversaw teaching, research programs, both disciplinary and interdisciplinary. Measured impact and the college's performance and effectiveness using key metrics established by state and university leadership. Worked with the provost, president and other deans to plan university-wide funding priorities and goals and executed college-level plans. Worked closely with the senior officers and colleagues to develop and promote cross-university strategic initiatives.

Faculty Appointments and Scholarship

Served as academic leader of the USF Muma College of Business and led faculty recruitment, appointment, retention, promotion and tenure. Fostered a research culture and maintained the highest standards of scholarship among the faculty. Handled onboarding of new faculty (both regular rank and non-regular rank), educated them on university policies and procedures and worked with associate deans and department chairs to develop annual recruiting plans for the college with the approval of the provost.

Budgetary and Administrative Oversight

Oversaw \$27 million budget and ensured that the college followed appropriate operational and financial procedures and protocols. In addition to budgetary oversight, the other principal areas of administrative responsibility included the allocation of academic facilities and building operations, planning for future academic facility needs, overseeing non-faculty staffing decisions and operation and financial management of centers, including the Florida Small Business Development Center at USF, the USF Center for Entrepreneurship, and newly created centers such as the Center for Analytics and Creativity, the Monica Wooden Center for Supply Chain Management & Sustainability and the Center for Marketing and Sales Innovation.

Fundraising and Stewardship

Interacted with constituents at all levels, including regional, national and international groups, focusing primarily on alumni relations and stewardship with regional and national business leaders. Built relationships with the USF Board of Trustees

and the USF Foundation Board of Directors. Worked with the provost, president and others to determine university-wide funding priorities and goals and cooperate with university and the college-level development staff to execute those plans.

- *The college became a leader in fundraising at USF, raising over \$120 million to fund scholarships, internships, and student success initiatives. Transformational gifts included:*
 - \$25M gift from Pam & Les Muma (2014), then the largest in USF's history, establishing the Muma Leadership Program.
 - \$12M from Kate Tiedemann & Ellen Cotton (2021) to establish USF as a Hub of Excellence in Fintech & Entrepreneurship.
 - \$11M from Arnie & Lauren Bellini (2022) to launch the Bellini Center for Talent Development.
 - \$10M from Lynn Pippenger (2015) to expand the School of Accountancy (total giving: \$26M+).
 - \$10.85M from Barron & Dana Collier (2015) to establish the Collier Student Success Center.
 - \$5M+ from Jeff & Penny Vinik (2017) to create the Vinik Sport & Entertainment Management Program (near 100% job placement).
 - Additional multimillion-dollar gifts established the Wooden Center for Supply Chain Management & Sustainability, the Daveler Entrepreneurship Program, and the Endowed Deanship of the Muma College of Business.

Educational Leadership

Led the USF Muma College of Business student community. Developed and implemented curricula changes to keep educational programs relevant and timely.

- *Evaluated and enhanced "beyond-the-books" programming to provide educational and professional development opportunities for students.*
- *Established career placement goals and oversaw career and employer relations programs and services at the college level.*

External Visibility and Community and Global Engagement

Promoted the Muma College of Business among prospective students, recruiters, media, business organizations and alumni. The USF Muma College of Business experienced a steep upward trajectory, with recognition rising nationally and internationally. Built partnerships with global institutions, launched overseas programs, and recruited international students.

- *Served on boards of organizations such as the Tampa Chamber of Commerce, Junior Achievement and a myriad of community advisory councils.*
- *Served on the AACSB Initial Accreditation Committee, chairing several Peer Review Teams for initial accreditation and reaccreditation in North America, Asia, Africa and the Middle East.*
 - *Served on the AACSB Board of Directors in 2019.*
- *Built global partnerships in Tunisia, India, Malaysia, Morocco, and Peru, expanded study abroad opportunities in London and Panama.*
- *Developed global academic partnerships with institutions in Tunisia, India, Malaysia, Morocco, and Peru, broadening USF's global footprint and student mobility.*
- *Guided faculty applications for Fulbright Awards, with a significant increase in the number of Fulbrights awarded to business school faculty.*
 - *Ten faculty were awarded in a four-year period (2015-2019). Faculty scholars travelled to South Africa, Ireland, Belarus, Austria, Portugal, India, Finland and Sweden.*
 - *Received administrative Fulbright scholarship in 2018 (Japan).*

University-Level Leadership

As a member of the university's leadership team, played a major role in the university's budgetary initiative and served on search committees for other deans and vice presidents. Participated in multiple important university strategic initiatives such as the decentralized budgeting system utilizing Responsibility Center Management. Co-chaired the textbook affordability initiative resulting in millions of dollars in savings for students. Served as a member of the USF Research Foundation Governing Board of Directors and the university-wide Strategic Partnership Advisory Committee.

Student Success

- *Delivered record student outcomes related to student performance, including:*
 - A 95% freshman retention rate and a 75% six-year graduation rate.
 - Eliminated the achievement gap.
 - Achieved the highest job placement rates among Florida business schools.
 - Maintained the highest job placement rate in Florida, with 66% earning \$40K+ starting salaries.
 - Several programs (Corporate Mentor Program, Business Honors, Student Managed Investment Fund, Vinik MBA-MS) reported nearly 100% job placement rates.

Research & Innovation

Led the college's research and innovation programming and served as an active scholar in the college.

- *Competitive grants awarded to faculty nearly doubled; publications in top journals increased significantly.*
- *Established the Center for Analytics & Creativity, hosting the Florida Business Analytics Forum and producing influential research (e.g., State of the Region reports).*
- *Faculty research gained global recognition and was frequently cited by scholars and media outlets.*

New Programs and Initiatives

Created innovative programs at every level, generating additional revenue and helping to build a stronger talent pipeline for the region.

- *Launched the Doctor of Business Administration (DBA) program in 2015, the first in Florida.*
- *Created the Personal Financial Planning Program (2018), addressing a national talent gap.*
- *Established new centers: Wooden Center for Supply Chain Management & Sustainability, Florida Center for Cybersecurity, Center for Marketing & Sales Innovation, and Center for Analytics & Creativity.*
- *Introduced innovative graduate certificates (cybersecurity, compliance, digital marketing).*
- *Launched an interdisciplinary PhD in Data Science with College of Engineering, College of Arts and Sciences and USF Health*
- *Secured major corporate partnerships that advanced student opportunities and industry impact:*
 - Cofounded the USF–Tampa General Hospital People Development Institute, a pioneering collaboration to advance healthcare leadership, workforce development, and talent pipelines.
 - ReliaQuest (\$1M, 2018) and KnowBe4 (\$1.75M, 2019) to launch cutting-edge cybersecurity training and certification programs.
 - Jabil (\$1M, 2019) to establish the USF Jabil Innovation Institute, bridging business and engineering.
 - Citi boot camps to prepare students for anti-money laundering careers.
 - CareerSource & federal grant (\$3.8M, White House announcement) to expand IT workforce training.

Rankings, Recognition and Accreditation

Led efforts to improve national rankings and to maintain accreditation by AACSB International, the global accrediting body for business schools.

- *In 2013 and 2018, the Muma College of Business and the Lynn Pippenger School of Accountancy achieved reaccreditation by AACSB International, placing USF among the elite group accredited in both business and accounting.*
- *Saw growth in several respected rankings programs:*
 - Entrepreneurship graduate program ranked #8 in the U.S. by Princeton Review; USF recognized among Top 15 globally (AACSB Spotlight Challenge).
 - Vinik Sport & Entertainment Program ranked #4 worldwide (SportBusiness International, 2018 & 2019).
 - Part-time MBA ranked #58 among public schools (U.S. News, 2019).
 - Online MBA ranked Top 30 nationally (2018).

University-Wide Student Talent Development, Internships, and Career Placement | 2021-2022

Tampa, Florida, United States

Provided visionary and innovative leadership for the entire university in terms of student talent development, internships and career preparation and placement on three campuses. Assessed the strengths, weaknesses, opportunities and threats associated with the USF Career Center and restructured to optimize investments and outcomes across three campuses and at USF Health.

- *Reviewed the sufficiency of resources within the Career Center to meet the statewide mandate and best serve the needs of all students and graduates and employers and develop/present a budget request as needed for the future.*
- *Recruited a national leader to direct the center.*
- *Optimized and filled existing positions in the Career Hub across USF campuses and USF Health.*
- *Established, launched, and chaired the USF Council on Student Talent Development, Internships and Career Placement.*

Associate Dean for Research and Graduate Programs, Edwin & Karlee Bradberry Chair in Information Systems at the University of Arkansas Sam M. Walton College of Business | 2010-2012
Fayetteville, Arkansas, United States

- *Oversaw all graduate programs including master's, PhD and executive education programs and served as academic director for MBA programs.*
- *Supervised 11 outreach and research centers including the Center for Retailing Excellence, the Applied Sustainability Center, the Center for Business and Economic Research, the Garrison Financial Institute, the Small Business and Technology Development Center, the Center for Management and Executive Education, the Supply Chain Management Research Center, the Information Technology Research Institute, the Radio Frequency Identification Center, the Tyson Center for Faith and Spirituality in the Workplace and the Bessie B. Moore Center for Economic Education.*
- *Provided oversight of the Global Engagement Office that covers all international collaborations and activities.*
- *Led efforts to foster research in the college.*
- *Coordinated reviews for college-endowed chairs and coordinated AACSB accreditation reviews for the college.*

Key Accomplishments:

- *Led development of innovative multi-disciplinary programs such as a graduate certificate in cross-sector alliances and a graduate certificate in sustainability.*
- *Launched several executive education programs such as a Certificate in Business Intelligence and a Certificate in RFID.*
- *Created several international programs, including the Certificate in Entrepreneurial Excellence in Panama and a Certificate in Supply Chain Management in China.*
- *Expanded a professional development program for master's-level students and created a communication plan to ensure better communication with these students upon admission.*
- *Supervised the creation of the first nationally focused MBA Campus Visit Day. More than half of all MBA students now come from outside the state, while more than 70% of MBA graduates are employed in Arkansas.*
- *Supervised the creation of a communication plan program to ensure better communication with new graduate students upon admission into the program.*
- *Helped with the expansion of the professional development program which is available to all master's-level students.*
- *Led the effort to enhance the Clinton-Walton MBA-MPS collaboration (a multi-disciplinary program).*
- *Led negotiations with a Chinese university to explore the possibility of starting a Sam M. Walton College campus in south China.*
- *Played a major role in the creation of the Association of Latino Professionals (ALPFA) Institute at the Walton College.*
- *Helped 11 outreach and research centers to work together to achieve financial sustainability.*
- *Took part in the core team that developed a proposed strategic and financial plan to create the School of Retail at the Walton College.*

- *Started the Walton Outreach Center Newsletter to better promote research in the college.*
- *Streamlined the process of faculty summer grant applications resulting in a significant reduction in the cycle time.*
- *Revamped the governance structure of the Business Behavioral Business Research Laboratory.*
- *Helped prepare the college for an upcoming capital campaign. Participated in several development trips and visits, built new relationships and strengthened existing ones.*

Executive Director of the Information Technology Research Institute (ITRI) and the Radio Frequency Identification (RFID) Center at the University of Arkansas | 2010-2012

Fayetteville, Arkansas, United States

Managed both the Information Technology Research Institute and the Radio Frequency Identification Center. Managed the budget and staff of the ITRI and RFID. Evaluated the vision and mission of both centers and set strategic priorities for each. Fostered strong relationships between the two units and regional industry leaders. Improved the visibility of the institute and the center.

Key Accomplishments:

- *Raised \$904,000 for the two units, mostly in cash donations and sponsorships.*
- *Increased the number of retail supplier partners and bolstered board membership for the RFID Center.*
- *Raised profile of the RFID Center, expanding activities so that it took on a leadership role in the RFID community and helped organize and execute many new standards and best practices in organizations. RFID Testing operations have expanded tremendously since early 2011, and many retailers are now requiring the RFID Center's approval of RFID products before they can be used in a store environment. The RFID Center conducted a Retail Supply Chain study with 10-15 partner companies to study the value of RFID to product manufacturers in an international open loop supply chain.*
- *Successfully conducted and published Phase 1 of an important study aimed at investigating Supplier RFID ROI.*
- *Helped implement strategic programs targeting high school and junior high involvement in the Walton College of Business, including tours, outreach programs, and an IT Day for 500 high school students, mostly from under-represented groups.*

Chair of the Information Systems Department at the University of Arkansas Sam M. Walton College of Business | 2007 - 2010

Fayetteville, Arkansas, United States

Responsible for developing goals and implementing plans to achieve departmental and college objectives including leading research initiatives, curriculum development, and outreach, as well as other administrative activities such as personnel recruitment, evaluation and course scheduling.

Key Accomplishments:

- *Increased the number of IS majors by nearly 300%.*
- *Helped raise \$33,555,215 cash and gifts-in-kind gifts.*
- *Raised departmental profile; it was consistently ranked among the top five departments worldwide in terms of publishing in the two most prestigious IS journals and its Enterprise Systems Program is now a leader in the nation.*
- *Revived the Professional Master in Information Systems degree by revamping curricula and changing the format to meet customer needs.*
- *Streamlined department processes for class scheduling, resource allocation, Graduate Assistant assignment and reimbursement.*

ACADEMIC TEACHING EXPERIENCE

Consistently received the best teaching evaluations in all departments; topics taught include:

- E-Government
- Management Information Systems for MBA and EMBA
- Business Process Reengineering
- Customer Relationship Management
- IS Research
- IS Theories
- Electronic Commerce Security
- IT-Based Business Transformation
- Change Management and Leadership
- Electronic Commerce
- Decision Support Systems
- Knowledge Management
- Management of IT

Professor and Director, Information Systems Master Program, Lausanne University | 2005 – 2007

Lausanne, Switzerland

- Led the redesign of the Master in IS program, resulting in a 400 percent increase in enrollment (and the placement rate of the students doubled).
- Developed and implemented effective strategies to increase students' enrollment in this program.
- Worked with companies to ameliorate the placement of this program's graduates.

Professor & Director of the Electronic Commerce Undergraduate Program, City University of Hong Kong | 1998 – 2005

Kowloon Tong, Kowloon, Hong Kong

- Designed and launched the first bachelor's degree in electronic commerce in Hong Kong.
- The Bachelor in Electronic Commerce was, for many years, ranked the best program in Electronic Commerce in Hong Kong.

Management Information Systems Department Chair | Laval University Quebec City | 1996 – 1998

Quebec City, Quebec, Canada

- Set the strategic orientation of the department (at that time the biggest IS department in Canada; the undergraduate program in IS was ranked among the top programs in Canada).
- Managed the department budget.
- Managed the human resources of the department in terms of recruitment and evaluation.
- Oversaw the curriculum revisions of the undergraduate and graduate programs.
- Coordinated the redesign of all undergraduate and graduate programs in the department (enrollment of the MBA in IS increased dramatically).
- Spurred increased in research output of the department improved in terms of publications in top journals and research funding from provincial and federal agencies.

Associate Professor, Laval University | 1995 – 1996

Quebec City, Quebec, Canada

Assistant Professor | Laval University | 1992 – 1995

Quebec City, Quebec, Canada

Lecturer, Department of Information and Decision Sciences | University of Minnesota | 1990 – 1992
Minneapolis and St. Paul, Minnesota, United States

Research Asst., Group Decision Support Systems Project, University of Minnesota | 1988 - 1990
Minneapolis and St. Paul, Minnesota, United States

BUSINESS EXPERIENCE

1992- Present International Expert, IT UNESCO.
1986-1988 Consultant, West Bank Computing Services, University of Minnesota.
1985-1986 Systems Analyst, SNC, Inc.

EDUCATION

PhD Business Administration, Carlson School of Management, University of Minnesota, 1992
MBA, University of Minnesota, 1988
B.S., Computer Science Applied to Management, Institut Supérieur de Gestion, University of Tunis, Tunisia, 1985

PUBLICATIONS ([Google Scholar](#))

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Martin D. Hassell, Moez Limayem: "Media Impacts and Performance in Dispersed Teams." Journal of Computer and System Sciences 60(1): 18-25 (2020).

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Limayem, M. (Keynote Speaker), MWAIS, Association of Information Systems, Omaha, Nebraska, "When IT helps people fight for their freedom: The e-Revolution in the Middle East", Accepted, Not Yet Presented. (2011, date: May 20, 2011).

Limayem, M., International Conference on Information Systems (ICIS 2010), AIS, Saint-Louis, MO, "Revisiting the AIS Basket of Top Journals", Presented. (2010, date: December 2010).

Conway, C., Limayem, M., European Conference on Information Systems 2011, "Temporal Dissonance in IT Workers", Submitted. (2010, sub: 2010).

Conway, C., Limayem, M., for European Academy of Management Meeting 2011, "Temporal Dissonance in Teams", Submitted. (2010, sub: 2010).

Conway, C., Papadopoulou, P., Limayem, M., Proceedings of the International Conference on Information Systems, St. Louis, MO, "Coloring in the Lines: Using Color to Change the Perception of Quality in E-Commerce Sites", Presented. (2010, date: December 12, 2010).

Kumi, R., Conway, C., Goyal, S., Limayem, M., Proceedings of the Decision Science Institute 41st Annual Meeting, Decision Science Institute, San Diego, CA, "Impact of Color on Computer-Mediated Communication", Presented. (2010, date: November 20, 2010).

Hassell, M. D., Limayem, M., Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, "Working In the new way: A preliminary study of media synchronicity and job satisfaction", Presented. (2010, date: August 13, 2010).

Conway, C., Limayem, M., Proceedings of the Academy of Management Annual Meeting 2010, Academy of Management, Montréal, QC, Canada, "Adrift in the Sands of Time: A Theory of Temporal Dissonance in the Individual", Presented. (2010, date: August 6, 2010).

Limayem, M., 15th Annual Conference of the Association of Information and Management (AIM), AIM, La Rochelle, France, "Research in Virtual Worlds: Opportunities and Challenges", Presented. (2010, date: May 20, 2010).

Limayem, M., AIM International Conference, AIM, Marrakesh, Morocco, Publishing in Top Journals: Lessons I learned the Hard Way", Presented. (2009).

Limayem, M., Association of European CIO's Conference, Association of European CIO's, Paris, France, "Using Virtual Worlds for Competitive Advantage", Presented. (September 22, 2009).

RESEARCH GRANTS

Limayem, M., "RFID in Retail: The Value Proposition", sponsoring organization WALMART, awarding organization is Corporate, \$150,000, Awarded. (start: July 1, 2011, end: December 31, 2011).

Limayem, M., "The Business Case for RFID", sponsoring organization WALMART, awarding organization is Corporate, \$150,000, Awarded. (start: January 1, 2011, end: July 1, 2011).

Limayem, M., "The Business Case for RFID", sponsoring organization Wal-Mart, awarding organization is Corporate, \$74,943, Awarded. (Start: August 15, 2010, end: December 31, 2010).

Conoco-Phillips Faculty Sponsorship Award (2010). Funded by COP for \$25,000.

Understanding Online Swiss Consumer Behavior (September 2006 - August 2008): Funded by the Swiss Science Foundation for 300,000 CHF.

Explaining IS Adoption and Continuous Usage: A Longitudinal Study (June 2004 - August 2006): Funded by Research Grant Council of Hong Kong (RGC) Competitive Earmarked Research Grant (CERG) for HK\$329,280.

An Interactive Resource Portal for the Latest Information Technology Development (May 2004 - June 2005): Funded by City University of Hong Kong Teaching Development Fund (TDF) for HK\$78,000.

The Role of Habit in IS Continuance: Scale Development and Theory Extension (September 2003 - November 2005): Funded by City University of Hong Kong for HK\$180,000.

A Longitudinal Study of Students' Internet-based Technology Adoption and Usage Behavior in the Hong Kong Educational Context. Funded by the Research Grant Committee of Hong Kong (RGC) for HK\$47,194,100. Dr Sabine Hirt and Professor Lynne Markus are co-investigators in this project.

Business & Engineering Knowledge Communities: A Synergetic Environment for Life-long, Collaborative and Experiential Learning (November 2002 - December 2005): Funded by the University Grants Committee of Hong Kong (UGC) Teaching Development Grant (TDG) for HK\$2,000,000. Dr. Mohamed Khalifa is the principle investigator. Co- investigators include Drs. Christian Wagner and Khaled Ben Letaief.

Factors Affecting Internet Purchases: A Longitudinal Study in Hong Kong and France (1999-2001): funded by the Research Grant Committee of Hong Kong in the context of PROCORE: France / Hong Kong Joint Research Scheme for \$66,000.00.

Impacts of Group Decision Support Systems: Opening Up the Black Box (February 1999 - July 2001): Funded by City University of Hong Kong for HK\$254,800.00.

Internet-Based Teaching: How to Encourage University Students to Adopt Advanced Internet-Based Technologies (June 1999, August 2001): Funded by City University of Hong Kong for HK\$139,480.00. Dr. Sabine Hirt is a co-investigator in this project.

Impacts of Group Decision Support Systems: A Process-Oriented Approach (June 2000 - June 2002): funded by the Research Grant Committee of Hong Kong (RGC) for \$277,817.00. Dr. Mohamed Khalifa is a co-investigator in this project.

Software Piracy Behavior: A Hong Kong Longitudinal Study (July 2000 - September 2002): Funded by City University of Hong Kong for HK\$250,000. Dr. Mohamed Khalifa is a co-investigator in this project.

Impact of Facilitation on Group performance : Government of Quebec (Fonds pour la formation des chercheurs et l'aide À la recherche): CAN\$49,000.

Development and evaluation of a Tool for Idea Integration: Natural Sciences and Engineering Research Council of Canada: CAN\$30,000.

ARTICLES IN PROFESSIONAL JOURNALS

Limayem, M., "A Practical Guide to E-Commerce Security," Financial Post, October 2001.

AWARDS AND DISTINCTIONS

- Named to Florida 500 list by Florida Trend in 2025

- Jacksonville Business Journal 2023 Ultimate CEO
- Awarded National Academy of Inventors Sentinel Award in 2023
- Tampa Bay Business Journal 2022 Top 100 Most Influential Leaders in Tampa Bay.
- Junior Achievement National Bronze Leadership Award, 2022.
- Junior Achievement National Silver Leadership Award, 2020.
- Association for Information Systems Technology Challenge Award for 2020.
- 2020 Association for Information Systems Vision Award, given to those who have contributed to the technology vision and who have articulated a strategic thrust for the association.
- Nominated for the Outstanding All Around Faculty Member, Sam M. Walton College of Business, University of Arkansas, 2012.
- Member of the Referee Hall of Fame, Information Systems Journal, March, 2004.
- Best paper Award, ICIS 2003. Seattle, USA, December 2003.
- Best Teacher Award, Information Systems Department, City University of Hong Kong, January 2003.
- City University of Hong Kong 2000-2001 Teaching Excellence Award, November 2001.
- 3M Best teacher in Canada award, November 1998.
- Best MIS teacher award, Laval University, April 1998.
- Best MIS paper award, ASAC, 1998.
- Nominated for the Financial Post award for the best teacher in business administration, December, 1998.
- Nominated for the best teacher award in the executive MBA program, Concordia University, 1997.
- Best MIS teacher award, Laval University, 1995.
- "Hermès award" of the best teacher, faculty of business administration, 1994.
- "Dissertation Fellowship Award," University of Minnesota, 1991.

BOARD SERVICE

- Board of Directors, Moffitt Cancer Center, 2026 – present
- Board of Directors, Embarc Collective, 2026 – present
- Council of Governors, Tampa Bay Partnership, 2026 – present
- Board of Directors, American Heart Association, 2022 - present
- Board of Directors, Jacksonville Civic Center, 2022 – present
- Junior Achievement Florida Foundation, 2022 – present
- Board of Directors, JAX Chamber, 2022 – present
- Board of Directors, AACSB International, 2019 – 2022
- Board of Directors, Tampa Bay Chamber of Commerce, 2016-2022
- Board of Directors and Executive Committee, Junior Achievement Tampa Bay, 2013-2022

AFFILIATIONS

- Association for Information Systems
- The Institute of Management Sciences
- The Association for Computing Machinery
- Society for Information Management
- Association of Information and Management (past president and member of the Board of Directors)

EDITORIAL AND SERVICE ACTIVITIES

- Co-Chair, European Conference on Information Systems, June 2021
- Co-Chair, European Conference on Information Systems, September 2019
- Committee Member, International Conference on Information Systems (ICIS), Executive Committee, Appointed, International. (December 2007-Present).
- Committee Member, ICIS Site Selection Committee, Appointed, International. (December 2007 - Present).
- Co-Chair, Task Force to explore the Information Systems Field Grand Research Challenges, Appointed, International. (December 2010-Present).
- Conference Chairperson, Big XII Plus Conference on Information Systems, National. (April 2010 - Present).
- Track Co-Chair, Hawaiian International Conference on Systems Sciences (HICSS), Appointed, International. (January 2010-Present).
- Co-Chair, Information Systems Senior Scholars Consortium, Elected, International. (December 18, 2009-Present).
- Member of the Board of Directors, Association of Arkansas Users of Telecommunications and IT, Member, Appointed, Regional. (October 23, 2009-Present).
- Associate Editor for MIS Quarterly (since 2004-Present).
- Editor, General, AIS, "Journal of AIS", International, One-Time Editorship (Edited One Issue, Edition, Etc.) Papers, Appointed, Discipline-based Scholarship. (October 1, 2009-Present).
- Co-editor of a special issue of JAIS on collaboration virtual worlds.
- President of the Association of Information Management. 2006-2008.
- Conference Chairperson, Mediterranean Conference on Information System. 2007-2008.
- Editorial Board Member, "Information and Management", International, Standing Editorship (Jan 1, 2007-Present).
- Editorial Board Member, "International Journal of web-based Learning and Teaching Technologies", International Jan 1, 2004-Present).
- Editorial Board Member, "Systeme d'Information et Management", International, Standing Editorship (January 1, 1996-Present).
- Program co-chair for ICIS 2008 held in Paris, France.
- Chair of the AIM 2007 conference held in Lausanne, Switzerland in June 2007.
- Editor and co-founder of the first francophone IS journal "Système d'Information et Management". This journal was founded in 1996 and is considered now as the leading IS journal in the French speaking world.
- Associate editor of the international journal "Sciences de Gestion"
- Guest editor of a special issue of "Science de Gestion" on Electronic Commerce. This issue includes excellent articles written by leading researchers in this area (e.g. Efraim Turban, Vladimir Zwass, Yannis Bakos and Frantz Rowe).
- Guest Editor for JMIS (Special issue en Electronic Commerce)
- Associate Editor ICIS 2006
- Associate Editor ICIS 2003
- Program chair of the 7th international conference of the Information and Management Association (<http://www.aim2002.univ-montp2.fr/>). Keynote speakers for this conference are professor Lynne Markus and Professor Doug Vogel.
- Chair and of the Pre-ICIS Meeting on French Speaking World IS Research, December 2002, Barcelona, Spain. (This conference is sponsored by AIS).
- Co-chair of the International Conference on the Collaboration between North America and Developing Countries. Tunis, July 27-18, 1999.
- Member of the program committee of several international conferences such as the Pacific Asia Conference on Information Systems (PACIS), the Information Resources Management Association International Conference (IRMA), the Workshop on Information Technologies and Systems (WITS), the European Conference on DSS, and the IEEE International Conference on Systems Man and Cybernetics.
- Member of the team bidding for ICIS 2006 in Paris (proposed as a track chair).
- Reviewer for the following journals (non-exhaustive list):
 - Information Systems Research
 - Journal of AIS

- Management Science
- Organization Science
- Group Decision and Negotiation