

HEATHER KNEWTSON, PhD
Michigan Technological University - College of Business
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EDUCATION

PhD, Business Administration (Finance) Washington State University , Pullman, Washington	2011
MA, Applied Economics Washington State University , Pullman, Washington	2010
BA, Actuarial Science Roosevelt University , Chicago, Illinois	1999

ACADEMIC EXPERIENCE

Assistant Professor of Finance College of Business, Michigan Technological University	2014 - present
Assistant Professor of Finance, Department of Finance & Law College of Business Administration, Central Michigan University	2011 - 2014
Instructor/Teaching Assistant, Department of Finance & Management Science College of Business Administration, Washington State University	2007 - 2011

REFEREED PUBLICATIONS

Knewton, Heather and Zachary Rosenbaum, 2020, Toward Understanding FinTech and its Industry, *Managerial Finance* (<https://doi.org/10.1108/MF-01-2020-0024>).

Knewton, Heather, Dean Johnson and Joel Tuoriniemi, 2020, Student Managed Investment Funds: Maximizing Learning Opportunities by Increasing Student Control, *Advances in Financial Education* (forthcoming).

Knewton, Heather, W. Paul Chiou and John Nofsinger, 2019, Paying Attention to Social Media Stocks, *International Review of Economics and Finance*, 59, 106-119.

Knewton, Heather and Howard Qi, 2019, Managing Risk for Sustainable Microfinance, *Journal of Risk Finance*, 20(1), 2-13.

Knewton, Heather, 2018, Paying Attention to Student Learning in Principles of Finance, *Journal of Financial Education*, 44(2), 246-261.

Knewton, Heather and John Nofsinger, 2014, Why are CFO Insider Trades More Informative? *Managerial Finance*, 40, 157-175.

Knewton, Heather, 2014, Leading a Mock Trading Floor: Active Based Learning in a Business Context, *Journal of Accounting and Finance*, 14, 11-19.

Knewton, Heather, Richard Sias and David Whidbee, 2010, Style Timing with Insiders, *Financial Analysts Journal*, 66, 46-66.

Knewton, Heather and Richard Sias, 2010, Why Susie Owns Starbucks: The Name Letter Effect in Security Selection, *Journal of Business Research*, 63, 1324-1327.

WORKING PAPERS

Knewton, Heather, George Jiang and W. Paul Chiou, 2016, Paying Attention to Insider Trading
Knewton, Heather, Russ Louks and Tom Merz, 2016, Real-Time Choices and Scoring in a
Competitive Game
Knewton, Heather and Amanda Veenstra, 2018, Paying Attention to Pension

TEACHING EXPERIENCE

Michigan Technological University (2014 – 2020)

Equity Analysis (5 sections) - Average Evaluation 4.78 (5.0 scale)
Investment Analysis (5 sections) - Average Evaluation: 4.67 (5.0 scale)
Principles of Finance (12 sections) - Average Evaluation: 4.68 (5.0 scale)

Central Michigan University (2011 – 2014)

Financial Markets & Institutions (6 sections) - Average Evaluation 3.47 (4.0 scale)
Integrated Financial Management (12 sections) - Average Evaluation 3.58 (4.0 scale)
Intermediate Financial Management (1 section) - Average Evaluation 3.43 (4.0 scale)
Investment Analysis (2 sections) - Average Evaluation 3.61 (4.0 scale)

Washington State University (2008 – 2011)

Principles of Finance (4 Sections) - Average Evaluation 3.44 (4.0 scale)

AWARDS AND GRANTS

Principal Investigator, Dean's Advisory Council Grant, "FinTech: A Deeper Understanding of an
Emergent Area," \$7,500, July 2020 – December 2021
Finalist, MBAA Academy of Finance Teaching Excellence Award, March 2020
Recipient, MBAA Academy of Finance, Best-in-Track Investments Paper Award, "Toward
Understanding FinTech and its Industry," March 2020
Finalist, Michigan Technological University Distinguished Teaching Award, February 2020
Inductee, Beta Gamma Sigma, Michigan Technological University Chapter, April 2019
Recipient, MBAA Academy of Finance, Best-in-Track Teaching Paper Award, "Paying
Attention to Student Learning in Principles of Finance," March 2019
Finalist, Michigan Technological University Distinguished Teaching Award, January 2019
Inductee, Academy of Teaching Excellence, Michigan Technological University, April 2018
Finalist, Michigan Technological University Distinguished Teaching Award, January 2018
Principal Investigator, Michigan Technological University Research Excellence Fund
Scholarship and Creativity Grant, "Real-Time Choices and Scoring in a Competitive
Game," \$1,500, July 2017 – August 2018
Recipient, Dean's Teaching Showcase Award, Michigan Technological University, College of
Business, February 2017
Recipient, College of Business Dean's Teaching Award, Central Michigan University, 2013

Inaugural Member & Graduate, Central Michigan University's High Impact Teaching Academy,
January – May 2012
Recipient, Washington State University Graduate Student Teaching Excellence Award, 2010

PROFESSIONAL SERVICE & PRESENTATIONS

Program Chair & President Elect, MBAA Academy of Finance, April 2020 – Present
Council Member, Diocese of Marquette, Finance Council, November 2018 - Present
Director, MBAA Academy of Finance, April 2018 – Present
Reviewer, *Managerial Finance*, 2015 – Present
Presenter, Michigan Technological University, College of Computing, Research Seminar,
“Toward an Understanding of FinTech and its Industry,” January 2020
Presenter, MBAA Academy of Finance Meeting, “Student Managed Investment Funds: Full
Control and Entrepreneurship,” Chicago, IL (*Best-in-Track – Teaching*), March 2019
Panel Discussion Organizer & Moderator, The Impact of Technology on Finance: Preparing
Students for the Future, MBAA Academy of Finance Meeting, Chicago, IL, March 2019
Discussant, MBAA Academy of Finance Meeting, Chicago, IL, March 2019
Presenter, MBAA Academy of Finance Meeting, “Paying Attention to Student Learning in
Principles of Finance,” Chicago, IL, April 2018
Discussant, MBAA Academy of Finance Meeting, Chicago, IL, April 2018
Presenter, Michigan Technological University, College of Business, Research Seminar, “Paying
Attention to Student Learning in Principles of Finance,” March 2018
Presenter, Michigan Technological University, College of Business, Research Seminar, “Going
Viral: Portfolio Performance of Social Media Stocks,” April 2015
Presenter, Financial Management Association Meeting, “Going Viral: Portfolio Performance of
Social Media Stocks,” Nashville, TN (*top ten percent session - one of sixty papers
selected from around 1,400 submissions and 600 accepted manuscript*), October 2014
Discussant, Financial Management Association Meeting, Nashville, TN, October 2014
Presenter, Financial Management Association Meeting, “Leading a Mock Trading Floor: Active
Based Learning in a Business Context,” Chicago, IL, October 2013
Discussant, Financial Management Association Meeting, Chicago, IL, October 2013
Reviewer, *American Journal of Business*, 2013
Reviewer, *European Financial Management*, 2013
Chair, Presenter and Discussant (Corporate Insider Trades), Midwest Finance Association,
Chicago, IL, March 2013
Presenter, Financial Management Association Meeting, “CEOs, CFOs, and COOs: Why Are
Certain Insiders' Trades More Informative,” Denver, CO, October 2011
Presenter, Eastern Finance Association Meeting, “Insider Trading of Managers: Information
Environments and Executive Role Groups,” Savannah, GA, April 2011
Discussant, Eastern Finance Association Meeting, Savannah, GA, April 2011
Reviewer, *Financial Analysts Journal*, 2010
Presenter, Financial Management Association Meeting, “Why Susie Owns Starbucks: The Name
Letter Effect in Security Selection,” Dallas, TX, October 2008
Discussant, Financial Management Association Meeting, Dallas, TX, October 2008

UNIVERSITY AND COMMUNITY SERVICE

- Member, Michigan Technological University, College of Business, Ad Hoc Building Committee, January 2020 – Present
- Member, Michigan Technological University, College of Business, Ad Hoc Technology Committee, 2019 – Present
- Member, Michigan Technological University, College of Business, Undergraduate Programs Committee, 2019 – Present
- Faculty Advisor, Finance Club, Michigan Technological University, February 2018 - Present
- Principal Contact, CFA Institute University Affiliation Program with Michigan Technological University's Bachelor of Science in Finance, October 2014 – Present
- Faculty Marshal, Michigan Technological University Commencement, May 2018
- Member, Michigan Technological University, College of Business, MBA Committee, 2017-2019
- Principal Investigator, Michigan Technological University Research Excellence Fund Scholarship and Creativity Grant, "Real-Time Choices and Scoring in a Competitive Game," \$1,500, July 2017 – August 2018
- Chairman, Michigan Technological University, College of Business, Student Success Committee, 2015-2017
- Faculty Mentor, Michigan Technological University, Summer Undergraduate Research Fellowship, Kendra Rasner – Undergraduate Recipient, May – August, 2016
- Lector, St. Ignatius Loyola Church, Houghton, MI, June 2015 – December 2019
- Faculty Marshal, Michigan Technological University Commencement, May 2015
- Member, Michigan Technological University, College of Business, Undergraduate Programs Committee, 2014-2015
- Reviewer, Michigan Technological University, Summer Undergraduate Research Fellowship, February 2015
- Chair, Central Michigan University, College of Business Administration Undergraduate Business Services Committee, fall 2013
- Central Michigan University Department of Finance & Law, Finance Faculty Advisor, fall 2012 – summer 2014
- Faculty Marshal, Central Michigan University Commencement, May 2012 – May 2014
- Teaching Panelist (*invited*), Central Michigan University FaCIT 2012/2013 High Impact Teaching Academy, April 2013
- Faculty Advisor, New Venture Competition, Team: Ring Around the Children (*Best Pitch Winner*), March 2013
- Member, Central Michigan University, College of Business Undergraduate Business Services Committee, 2012/2013
- Chair, Central Michigan University, Department of Finance & Law Scholarship Committee, spring 2013
- Research Panelist (*invited*), Central Michigan University New Faculty Orientation, August 2012
- Chair, Central Michigan University Department of Finance & Law Introductory Finance Textbook Review & Selection Committee, spring 2012
- Member, Faculty Search Committee, Department of Finance & Law, Central Michigan University, August - December 2011

PROFESSIONAL EXPERIENCE

- Michigan Technological University**, Houghton, Michigan **2003 - 2007**
Dean's Office, College of Engineering
Director of Administration - Managed college administrative and financial operations, including oversight of a \$20 million budget and the college faculty promotion and tenure process.
- Watson Wyatt & Company**, Minneapolis, Minnesota **2000 - 2003**
Actuarial Analyst - Analyzed and valued defined benefit pension plans, progressing from entry-level analyst to mid-level project leader; served on and led multiple client teams.
- HPL&S, Inc.**, Arlington Heights, Illinois **1999 - 2000**
Actuarial Assistant - Generated defined benefit valuation results and client deliverables, coordinated plan termination process, communicated with Internal Revenue Service and Pension Benefit Guarantee Corporation.
- Wayne State University**, Detroit, Michigan **1994 - 1997**
Administrative Assistant - Provided comprehensive support to the Director of Major Gifts and the Director of Planned Giving in the University Development office.
- US Army**, Augsburg, Germany **1988- 1992**
Signals Intelligence Analyst - Entrusted with a top secret security clearance; Served in Europe at the close of the cold war; Honorably discharged