

HEATHER SORCHA, 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

CERTIFICATIONS

Oxford Fintech Programme, University of Oxford	2021
Online Teaching Certification, Educational Technology Organization of Michigan	2020

ACADEMIC EXPERIENCE

Associate Professor of Finance College of Business, Michigan Technological University	2021 - present
Assistant Professor of Finance College of Business, Michigan Technological University	2014 - 2021
Assistant Professor of Finance, Department of Finance & Law College of Business Administration, Central Michigan University	2011 - 2014
Doctoral Student & Teaching Assistant, Dept. of Finance & Management Science College of Business Administration, Washington State University	2007 - 2011

REFEREED PUBLICATIONS

- Knewton, Heather, Russ Louks and Tom Merz, Scorecasting: Framing Effects in a Finitely Repeated 2x2 Zero-Sum Game, *Journal of Economic Insight* (forthcoming)
- Knewton, Heather, Dean Johnson and Joel Tuoriniemi, Student Managed Investment Funds: Maximizing Learning Opportunities by Increasing Student Control, *Advances in Financial Education*, Summer 2020.
- Knewton, Heather and Zachary Rosenbaum, 2020, Toward Understanding FinTech and its Industry, *Managerial Finance*, 46(8), 1043-1060.
- 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.

¹ Name changed from Knewton to Sorcha in 2021.

- 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.

WORKS IN PROGRESS

- Sorcha, Heather, George Jiang and W. Paul Chiou, Paying Attention to Insider Trading (*working paper*)
- Sorcha, Heather and Amanda Wilde, Paying Attention to Pension (*working paper*)
- Sorcha, Heather, Seth Mosentine and Joel Tuoriniemi, An Updated Understanding of Operating Liability Leverage

TEACHING EXPERIENCE

Michigan Technological University (2014 – 2021)

- Advanced Financial Management – Evaluation 4.49 (5.0 scale)
- Equity Analysis (5 sections) - Average Evaluation 4.78 (5.0 scale)
- Financial Risk Management & Decision Making (MBA) – Evaluation 4.41 (5.0 scale)
- Investment Analysis (6 sections) - Average Evaluation: 4.67 (5.0 scale)
- Principles of Finance (16 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

- Finalist, MBAA Academy of Finance Teaching Excellence Award, March 2021
- 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

Member, Editorial Board, *Managerial Finance*, May 2021- Present
 President, MBAA Academy of Finance, April 2021 – Present
 Member, Diocese of Marquette Finance Council, Spending Committee, January 2019 - Present
 Member, Diocese of Marquette Finance Council, November 2018 - Present
 Program Chair & President-Elect, MBAA Academy of Finance, April 2020 – March 2021
 Presenter, MBAA Academy of Finance, “Toward an Understanding of FinTech and its Industry,” *Virtual*, March 2021.
 Discussant, MBAA Academy of Finance Meeting, *Virtual*, March 2021
 Reviewer, *Managerial Finance*, 2015 – 2020
 Director, MBAA Academy of Finance, April 2018 – March 2020
 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

Chairman, Michigan Technological University, College of Business, Faculty (Research) Scholarship Committee, August 2021 - Present
Member, Michigan Technological University, College of Business, Undergraduate Programs Committee, August 2021 – Present
Member, Michigan Technological University, Student Learning Goal Committee (Goal 8), Social Responsibility & Ethical Reasoning Committee, August 2021 – 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
Member, Michigan Technological University, College of Business, Strategic Planning Committee, 2020 - 2021
Academic At-Large Senator, Michigan Technological University Senate, July – December 2020
Member, Curricular Policy Committee, Michigan Technological University Senate, September – December 2020
Member, Michigan Technological University, College of Business, Faculty Search Committee, August 2020 – December 2020
Member, Michigan Technological University, College of Business, Ad Hoc Charter Committee, June 2020
Member, Michigan Technological University, College of Business, Ad Hoc Building Committee, January – May 2020
Member, Michigan Technological University, College of Business, Ad Hoc Technology Committee, 2019 – 2020
Member, Michigan Technological University, College of Business, Undergraduate Programs Committee, 2019 – 2020
Faculty Marshal, Michigan Technological University Commencement, May 2018
Member, Michigan Technological University, College of Business, MBA Committee, 2017-2019
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
 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
 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
Administrative Associate - 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.