

MATTHEW A. GILBERT, MBA
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Education

- MBA, Woodbury University
- BA, University of California at Santa Barbara
- Innovation and Entrepreneurship Certificate, Stanford University

Awards

- 2023 Beta Gamma Sigma Professor of the Year

Academic Experience

- 2020 – Present Lecturer of Marketing, Coastal Carolina University
- 2021 – 2023 Director, Each One Teach One Entrepreneurship Institute
- 2015 – 2020 Instructor, American University in the Emirates (Dubai)
- 2011 – 2019 Adjunct Instructor, UCLA Extension
- 2009 – 2017 Core Adjunct Faculty, National University
- 2008 – 2014 Adjunct Instructor, UC Santa Barbara Extension

Industry Experience

- 2012 – 2013 Associate Content Manager, LinkedIn Learning (Lynda.com)
- 2005 – 2007 Marketing Specialist, Princess Cruises
- 2001 – 2003 Marketing Account Supervisor, City of Hope Cancer Center
- 2003 – 2004 Marketing Program Manager, National Notary Association
- 1999 – 1999 Associate Producer, Imagistic Media Studios
- 1997 – 1999 Marketing Coordinator, Fancy Publications

Consulting Experience

- 1999 – Present Create marketing collateral, manage public relations campaigns, and plan promotional events. Design undergraduate business courses. Develop and deliver corporate training workshops. Share subject matter expertise through public speaking, voiceover acting, and communication coaching.

Grants

- 2022 \$2,000 Course Enhancement Grant, Coastal Carolina University

Research Interests

- Artificial Intelligence
- Educational Technology
- Sharing Economy
- Social Media Marketing
- Sports Marketing

Selected Publications

- Gilbert, M.A. (2022). Initiating Innovation: The Case of Entrepreneurship Education in the United Arab Emirates. In Sengupta, E. and Blessinger, P. (Ed.) *Innovative Approaches in Pedagogy for Higher Education Classrooms* (Innovations in Higher Education Teaching and Learning, Vol. 42), Emerald Publishing Limited, Bingley, pp. 55-66. ISBN: 978-1800432574. <https://doi.org/10.1108/S2055-364120220000042005>
- Gilbert, MA. (2020). Improving Shared Mobility with Mobile Technology: The Case of ekar in Dubai. In the proceedings of 2019 Sixth HCT Information Technology Trends (ITT), Ras Al Khaimah, UAE, pp. 282-287. <http://doi.org/10.1109/ITT48889.2019.9075125>
- Gilbert MA. (2019) Strengthening Your Social Media Marketing with Live Streaming Video. In Al-Masri A., Curran K. (eds) *Smart Technologies and Innovation for a Sustainable Future*. Advances in Science, Technology & Innovation. http://doi.org/10.1007/978-3-030-01659-3_42

Selected Presentations

- Gilbert, MA. (2022, August 5). *Doing Well by Doing Good*. Presented online for the Woodbury University Summer Speaker Series. <https://youtu.be/bhASltcNoTM>
- Gilbert, MA. (2021, November 7). *Inspiring Innovation Mindsets in Underrepresented Adolescents*. Presented at TEDxRaleigh. <https://youtu.be/TQ0Wou2XCVY>
- Gilbert, MA. (2021, April 10). *Moving Forward from Failure*. Presented at TEDxRITDubai. <https://youtu.be/71KOx4GqAv4>

Media Appearances

- Gilbert, MA. (2023, August 4). Economist explains how much you're really saving with inflation this Tax-Free Weekend. Interviewed on WPDE News. <https://wpde.com/news/local/tax-free-weekend-is-here-local-economist-explains-how-much-youre-really-saving-with-inflation-south-carolina-department-revenue-grand-strand-horry-county>
- Gilbert, MA. (2023, July 23). What is Threads? Interviewed on the Fox News Radio podcast "Getting Schooled." <https://radio.foxnews.com/2023/07/23/what-is-threads/>
- Gilbert, MA. (2023, July 11). FULL INTERVIEW: Social media expert weighs in on Threads app. Interviewed on WMBF News. <https://youtu.be/zSNZjS-M5gs>.
- Gilbert, MA. (2023, April 19). TED Talks, Living in Dubai, Marketing. Midday with Tre. <https://youtu.be/yo0JX5jcewU>
- Gilbert, MA. (2023, February 9). TEDx Speaker & CCU Lecturer, Matthew Gilbert Talks About Public Speaking and Personal Branding. The Leader Mentality Podcast. <https://bit.ly/LeaderMentalityPodcast>
- Gilbert, MA. (2023, February 3). Coastal Carolina University marketing expert breaks down 'tipflation'. Interviewed on WPDE. <https://wpde.com/news/local/tipflation-marketing-credit-card-restaurants-coffee-shops-matthew-gilbert-february-3-2023>