

DR. LASCELLE SWEETLAND, M.S, M.B.A, ED.D

Coral Springs, Florida 33071 • (954) 290-2999 • e-mail: lascellesweetland@gmail.com

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- Five years of experience in the higher education arena teaching entrepreneurship and marketing both in US and Latin-America.
 - Goal-oriented with high degree of business acumen and with the ability to manage multiple functions simultaneously.

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| <ul style="list-style-type: none"> • Business Program Development • Adjunct Faculty • Institutional Business Development • Program Implementation | <ul style="list-style-type: none"> • Researcher • Online Teaching • Course Development • Financial Statement Analysis | <ul style="list-style-type: none"> • Program Development • International Business • Strategic Planning • Business Development |
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LASPAINC CONSULTING

**Fort Lauderdale, FL
September 2008 – Present**

Managing Director

Founder

- Compiles and analyzes financial information to prepare entries to accounts, such as general ledger accounts, documenting business transactions, and completes corresponding reconciliations.
- Prepares and analyzes financial information detailing assets, liabilities, capital, income & expenses.
- Calculates commissions for internal & external business relationships.
- Communicates financial information to department heads & product line managers.
- Works with department heads to prepare the annual budget.
- Communicates with both internal and external auditors and satisfies their requests for information.
- Reviews, investigates, and corrects errors and inconsistencies in financial entries, documents, and reports.
- Ensures that all deadlines are met in accordance with the closing dates set by management.
- Perform Inter-Company Accounting, analysis and reconciliations.
- Actively participate in Month End-Close process.
- General Ledger Analysis, reviews and reconciliations.
- Assist in the development, documentation, and maintenance of accounting policies, procedures, and internal controls.
- Facilitate and provide support for year-end, interim, and other audit work, as required.
- Posted journal entries to general ledger and performed bank reconciliations monthly.
- Prior clients included Smith and Nephew Truama, RTI Surgical, MedClean Technologies, and SteriMed.

UNIVERSIDAD AUTONOMA DEL CARIBE

Adjunct Faculty/Institutional Business Development/Entrepreneurship

July 2013 to Present

Reported to Dean of Academics

- Launched the Entrepreneurship iLab Innovation Center Business Incubator
- Provides leadership and direction for all academically-related issues, including program and accreditation as well as instructional and curricular initiatives, to meet the changing needs of the community.
- Performs related duties, such as advising students on academic and/or vocational matters.
- Provides advisement for the Action Research Project at the Undergraduate Level and for the Integrative Project at the Graduate Level.
- Prepares course outline, including bibliographies, topic schedule, methods of instruction, and methods of student evaluation.
- Establishes and maintains liaisons with corporate organizations.

CARLOS ALBIZU UNIVERSITY

Adjunct Faculty/Institutional Business Development/Marketing

September 2014 to Present

Reported to Dean of Business

- Provides leadership in areas of professional development for interdisciplinary to ensure quality of academic programs.
- Provides advisement for the Action Research Project at the Undergraduate Level and for the Integrative Project at the Graduate Level.
- Prepares course outline, including bibliographies, topic schedule, methods of instruction, and methods of student evaluation.
- Establishes and maintains liaisons with corporate organizations.

CITY COLLEGE

ADJUNCT FACULTY - BUSINESS

AUGUST 2016 - PRESENT

Reported to Business Chair

- Provides leadership in areas of professional development for interdisciplinary to ensure quality of academic programs.
- Provides advisement for the Action Research Project at the Undergraduate Level and for the Integrative Project at the Graduate Level.
- Prepares course outline, including bibliographies, topic schedule, methods of instruction, and methods of student evaluation.
- Establishes and maintains liaisons with corporate organizations.

MIAMI DADE COLLEGE

Program Leader - The Idea Center

January 2016 to August 2016

Reported to Director the Idea Center

- Program Leader of the Startup Challenge and CREATE Accelerator at The Idea Center of Miami Dade College.
- A program to incubate the creation of more than 100 startups a year.
- Miami Dade College is the largest institution of higher education in the United States with more than 170,000 students.

LEHMAN BROTHERS

Fort Lauderdale, FL

Business Development Manager

September 2006 to September 2008

Reported to the Vice President Mortgage Capital

- Managed the Company's correspondent division for the Southeast states.
- Developed and managed new client accounts that originate retail sub prime mortgages to conform with company guidelines
- Performed liaison activities that assured existing mortgage bankers' loans were properly underwritten
- Facilitated clients' increased production by analyzing existing methods of operations and making recommendations thereby improving origination efficiencies and production
- Consistently ranked as a company top performer by surpassing all established goals and assessments
- Ensuring that cash received is applied to the correct customer accounts.
- Responsible for posting cash receipts, auditing and reconciling accounts and reviewing weekly aging reports of past due accounts.

BAYVIEW FINANCIAL TRADING GROUP
Vice President Commercial Lending

Miami, FL

September 2004 to September 2006

Reported to the President

- Participated in successful launch of a commercial mortgage program, originating loans from \$500K to \$10M across 9-state Northeast territory.
- Executed long- and short-term business development strategies to improve market presence.
- Led range of marketing activities, including lead generation, advertising, account development, and trade shows / events. Established wholesale distribution channel by proactively cultivating relationships with brokers, correspondents, and stakeholders.
- Negotiated financing terms.
- Reviewed transaction merits and submitted recommendations to senior management for financing approval.

MARCUS & MILLICHAP
Vice President Commercial Lending

Miami, FL

January 2002 to September 2004

Reported to the President

- Advising owners of commercial real estate, creating investment strategy and execute on this strategy on behalf of them:
- Model and analyze cash flows
- Gather sales and rent comparable data and analyze it
- Gather and analyze information on market returns
- Prepare leverage scenarios and reports on effect of loan terms on investment returns
- Analyze submarket's current condition, trends and model future condition based on historic and current data.
- Conduct sufficient and competent research and analysis of the property operations: including review of operating statements, tenant leases, rent rolls and other financial documents
- Conduct site visits
- Obtain information from reputable third party vendors, review them and advise accordingly
- Preparation of underwriting packages
- Coordinating due diligence process
- Negotiating on client's behalf and their best interest

XEROX CORPORATION
National Account Manager

New York, NY

September 1988 to January 2002

Reported to the Regional District Manager

- Responsible for selling all Xerox solutions and services to focused national accounts.
- The primary objective to achieve revenue and profit growth targets.
- Responsible for client satisfaction and loyalty to the Xerox brand within regional territory and works with a diverse group of internal and external stakeholders to optimize account penetration and contract retention.
- Engage accounts at all levels (including VP and C-level) to understand strategic objectives and operational priorities and communicate Xerox value proposition. Deliver strategy presentations to C Level executives.
- Maintained the accounts receivable ledger.

EDUCATION

ST. THOMAS UNIVERSITY

Miami Gardens, Florida

Doctorate of Education, Leadership and Management
GPA: 3.80

May 2016

TEXAS SOUTHERN UNIVERSITY

Houston, Texas

Master of Business Administration, Energy Finance
GPA: 3.65

March 2013

STATE UNIVERSITY OF NEW YORK AT OLD WESTBURY

Old Westbury, New York

Bachelor of Business Administration, Accounting

May 1986

TEACHING AREAS OF SPECIALIZATION

- Business Strategy
- Managerial Finance
- Financial Markets
- Marketing Management
- International Finance
- Financial Statement Analysis
- Social Media Marketing
- Financial Management
- Business Principles

Carlos Albizu University, Courses Developed

Courses Develop:	Subject Matter Expert (SME)-MAN 421 Management Capstone	(MBA) Graduate Level
Subjects Taught:	MKT 462 Principles of Marketing	(MBA) Graduate Level
	MAN 200 Principles of Management	(MBA) Graduate Level
	MKT 421 Internet Marketing	(MBA) Graduate Level
	MKT 330 Marketing Management	Undergraduate Level
	MKT 551 Marketing Management	(MBA) Graduate Level
	MGMT 637 Strategic Management	(MBA) Graduate Level
	MKT 452 Strategic Planning	(MBA) Graduate Level
	MAN 552 Financial Management	(MBA) Graduate Level

Universidad Autonoma Del Caribe, Barranquilla, Columbia School of Global Management

Adjunct Professor

Courses

Developed:

MGMT 448 Innovations New Idea	(MBA)Graduate Level
MAN 604 Structure of Investment Projects	(MBA)Graduate Level
MAN 550 Management Strategies	(MBA)Graduate Level
MGMT 234 Entrepreneurship	(MBA)Graduate Level
MAN 553 Managing Venture Capital	(MBA)Graduate Level

TEACHING

Lecturer: Carlos Albizu University, USA: March 2014 - Present: Taught: MKT 462 Principles of Marketing, MAN 200 Principles of Management, MKT 421 Internet Marketing, MKT 452 Strategic Planning and MGMT618 Business Plan Development /MBA graduate level.

Adjunct Professor: Universidad Autonoma Del Caribe, USA, Barranquilla, Columbia: Summer B 2012: Taught: MKT 330 Marketing Management /MBA graduate level, MKT 551 Marketing Management, MAN 552 Financial Management/MBA graduate level, MAN 421 Management Capstone/MBA graduate level.

Presentations and Conference Participation

1. Sweetland, L. (2015, Sept). Barranquilla, Columbia: Innovation and Entrepreneurship Workshop Lecture Series: Universidad Autonoma del Caribe School of Global Management in Barranquilla, Colombia. **(Presentation)**
2. Sweetland, L. (2014, Nov). Miami Gardens, Florida: Lecture Presentation series: Medical waste issues and solutions for Latin America and the Caribbean: "Haiti's environmental impact of medical waste disposal practices on public health": Developing Entrepreneur Award - Global Entrepreneurship Week: St. Thomas University School of Business Institute for Global Entrepreneurship **(Presentation)**.
3. Sweetland, L (2016, May). The Doctorate in Leadership Management (Ed.D.) Develop and improve motivational models of student retention or persistence for doctoral leadership studies program nationally, a concern of many online educational institutions remains the ability to predict as early as possible the likelihood of a student dropping out of school. **(Dissertation Defense)**