

Susan L. Wright, PhD, CPA, CMA

Senior Academic Leader | Professor, The Citadel - Baker School of Business

Expertise: Academic Leadership • Accreditation & Assessment • Faculty Development • Experiential & AI-Enabled Curriculum • Workforce & Community Partnerships

Charleston, South Carolina

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EXECUTIVE LEADERSHIP PROFILE

Senior academic leader and professor with over twenty years of experience in accredited higher education institutions, combining faculty excellence with progressive administrative leadership across undergraduate, graduate, executive, and professional education. Proven record of launching and leading innovative academic programs, advancing accreditation, assessment, and institutional effectiveness, and aligning with workforce, military, public-sector, and professional needs. Recognized for collaborative leadership, data-informed decision-making, and the ability to translate institutional mission into measurable outcomes. Extensive experience working with cadets, military-connected, adult, and professional learners, including the design of credit-bearing leadership models and experiential, AI-enabled curricula integrating ethics, analytics, and applied decision-making. Demonstrates sustained engagement in faculty development, advising, retention, executive-level communication, and continuous improvement initiatives that support long-term institutional sustainability and leadership impact.

LEADERSHIP OF ACADEMIC, EXECUTIVE & PROFESSIONAL EDUCATION

- Designed and implemented high-impact, experiential, and technology-infused curricula integrating leadership, ethics, data analytics, automation, and AI-enabled decision-making across undergraduate, graduate, executive, and professional education programs.
- Developed and delivered company-tailored executive education programs in financial and leadership decision-making for mid- and senior-level professionals, translating academic expertise into applied, client-responsive learning experiences.
- Collaborated with external partners to customize executive education content, learning outcomes, and delivery formats, extending the institution's professional education footprint and strengthening long-term workforce partnerships.
- Advanced an innovative credit-bearing academic cadet leadership model, embedding peer coaching, applied decision-making, ethical reasoning, and professional readiness.
- Led the design of a Leadership Analytics curricular framework and certificate concept, integrating leadership theory, analytics, and applied problem-solving across disciplines in collaboration with the Department of Mathematics faculty.
- Integrated employer and practitioner feedback into curriculum design and experiential learning opportunities to enhance workforce relevance, student preparedness, and post-graduation success.

INSTITUTIONAL STRATEGY, SCHOOL LEADERSHIP & STRATEGIC PLANNING

- Commissioned by the Provost to lead the development of The Citadel's Environmental Scan as part of the University's Strategic Plan Refresh, synthesizing demographic, economic, workforce, technology, and policy trends to inform long-term institutional priorities.
 - Produced a comprehensive, data-informed strategic analysis used by senior leadership to support decision-making related to enrollment strategy, academic program alignment, faculty workforce planning, and institutional risk management.
 - Currently leading a series of briefings and presentations communicating Environmental Scan findings to the Board of Visitors, senior leadership, faculty governance bodies, and campus stakeholders, supporting shared understanding and informed strategic dialogue.
 - Currently collaborating with academic leadership, faculty governance bodies, and administrative units to translate external environmental forces into actionable strategic considerations aligned with institutional mission and values.
 - Selected by the Provost to serve on the Vanguard Initiative, a cross-university group of faculty and administrators charged with re-envisioning institutional direction, academic structure, innovation priorities, and long-term sustainability.
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ACADEMIC & ADMINISTRATIVE LEADERSHIP

- Served as Assistant Dean, Baker School of Business, with responsibility for strategic planning, assessment, continuous improvement, and institutional effectiveness across undergraduate and graduate programs.
 - Led school-wide strategic planning initiatives aligning academic programs, assessment priorities, and resource planning with school and university strategic goals.
 - Led a comprehensive assessment redesign resulting in measurable improvements in student learning outcomes in the first assessment cycle.
 - Advanced advising, retention, and student success initiatives through data-informed analysis and cross-functional collaboration.
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FACULTY DEVELOPMENT, GOVERNANCE & ACADEMIC CAPACITY BUILDING

- Supervised, coached, and supported faculty through multiple assessment cycles, providing hands-on guidance in developing measurable learning objectives, aligned assessments, and data-informed continuous improvement practices.
- Led workshops and individualized coaching to strengthen faculty assessment literacy, reduce compliance burden, and reframe assessment as a pedagogical improvement tool.

- Played a lead role in the revision and modernization of departmental Tenure & Promotion policies, aligning evaluation criteria with institutional mission, AACSB expectations, faculty roles, and evolving standards for teaching innovation, scholarship, and service.
 - Led the modernization of Faculty Senate governance processes by developing systems to operationalize charter requirements related to membership terms, rotations, and continuity, strengthening transparency, compliance, and sustainability in shared governance.
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ACCREDITATION & INSTITUTIONAL EFFECTIVENESS

- Served as AACSB Reaccreditation Coordinator, leading data collection, reporting, and site-visit preparation, resulting in an unqualified extension of accreditation with commendations for assessment improvements.
 - Built a sustainable culture of assessment by aligning program-level learning outcomes, assurance of learning processes, and strategic initiatives.
 - Active participant in AACSB regional and national conferences and peer networks focused on accreditation standards, faculty sufficiency, and strategic management of business schools.
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ADVISING, RETENTION & STUDENT SUCCESS LEADERSHIP

- Co-Chair, Advising and Retention Council (ARC), providing institution-wide leadership for advising, retention, and student success strategy.
 - Led the development of the ARC Charter and Strategic Plan, establishing clear governance, roles, and accountability across academic and administrative units.
 - Integrated the University's Quality Enhancement Plan (QEP) into a coordinated, data-informed framework for advising, retention, and continuous improvement.
 - Collaborated with faculty, professional advisors, student support services, and academic leadership to align advising structures with curricular pathways, leadership development models, and student progression milestones.
 - Advanced the use of shared metrics and analytics to identify at-risk students, improve persistence, and support timely degree completion across undergraduate and graduate populations.
 - Engaged in NACADA conferences and professional development focused on advising innovation, retention strategies, and student success.
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TEACHING & PROGRAM DEVELOPMENT

- Undergraduate and graduate instruction in accounting, finance, analytics, and leadership decision-making.
 - Led strategic alignment of the accounting major curriculum with changes to the CPA exam, integrating emerging competencies and ensuring student preparedness for licensure and professional practice.
 - Played a key role in the development and successful launch of the accounting minor, supporting interdisciplinary access, enrollment growth, and pipeline development.
 - Designed and delivered executive education and company-tailored leadership programs for mid- and senior-level managers.
 - Advanced case-based graduate program design emphasizing applied analysis, ethical reasoning, and decision-making.
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GOVERNANCE, SERVICE & PROFESSIONAL ENGAGEMENT (SELECTED)

- Secretary, Faculty Senate; Co-Chair, Advising & Retention Council.
- Co-Chair, QEP Development Taskforce; COVID Faculty Fellow, CEITL.
- Chair and member of institutional strategic planning, curriculum, and accreditation committees.
- Active participation in AACSB and NACADA conferences and professional development.
- Reviewer for academic journals; member of professional associations including AICPA, AAA, and IMA.
- Community service - Elliott Davis Cares projects, DECA regional judging, and Food Bank volunteering.

Comprehensive service history available upon request.

APPOINTMENTS

Professor of Accounting, The Citadel, Baker School of Business (2025–Present)
Strategic Planning Consultant, The Citadel, Provost's Office (2025–Present)
Faculty Senate Secretary, The Citadel, Provost's Office (2025–Present)
Co-Chair, Advising & Retention Council, The Citadel, Provost's Office (2024–Present)
AACSB Reaccreditation Coordinator, The Citadel, Baker School of Business (2024–2025)
Assistant Dean, The Citadel, Baker School of Business (2021–2024)
Co-Chair, QEP Development Taskforce, The Citadel, Provost's Office (2022–2024)
COVID Faculty Fellow, The Citadel, Provost's Office - CEITL (2020–2021)
Associate Professor of Accounting, The Citadel, Baker School of Business (2019–2025)
Audit Consultant, Elliott Davis LLC (2023–2025)

Prior appointments include Associate Professor (SUNY Oswego), Assistant Professor (Clarkson University), and Grants & Contracts Administrator (SUNY New Paltz).

EDUCATION & CREDENTIALS

PhD, Management, Carleton University, 2011

MBA, Accounting, Clarkson University, 1995

BS, Accounting & Finance, Clarkson University, 1986

Advanced Business Certificate in Accounting Analytics, University of Connecticut, 2022

Certified Public Accountant (CPA - SC & NY)

Certified Management Accountant (CMA)

SCHOLARSHIP & INTELLECTUAL CONTRIBUTIONS

Peer-Reviewed Publications (Selected)

- Sharma, A., Wright, S. (2024). Unlocking tech savvy campuses: Is institutional support for accounting faculty readiness adequate? (2024). *Research in Higher Education Journal*.
- Wright, S., Garas, S. (2024). A data analytics case study analyzing IRS SOI migration data using no code, low code technologies. *Journal of Accounting Education*
- Sharma, A., Wright, S. (2024). Evaluating the alignment of the revised CPA exam with professional accountancy demands: Insights from accounting educators (2024). *Research in Higher Education Journal*.

Working Papers (In Progress)

- Lim, K., Wright, S., Jones, W. (under review, ~2026). The Impact of the COVID-19 Pandemic on the Systemic Banks. *International Journal of Banking, Accounting and Finance*
- Wright, S., Cole, D. (~2026). Human-Centered AI in Higher Education: A Conceptual Model and Research Agenda. *Targeting ABDC Journal*
- Wright, S., Sharma, A. (~2026). Reimagining Audit Practice: A Conceptual Framework of Artificial Intelligence Integration in Assurance Services. *Targeting ABDC Journal*.

Presentations (Selected)

- Teaching Accounting in the Age of AI: Enhanced Learning with Excel-Based Cases, *SC Association of Accounting Educators*, Charleston, SC (Feb 2026)
- Creating Student Enthusiasm, Engagement, and Confidence in an Online MBA Effective Leadership for Decisions Course, *SC Association of Accounting Educators*, Spartanburg, SC (Feb 2025)

Comprehensive publications list and presentations history available upon request.

HONORS & RECOGNITION (Selected)

- MBA Professor of the Year (2023, 2025)
 - Col. Marion S. Lewis Faculty Excellence in Teaching Award (2024)
 - Baker School of Business Teaching Award (2020)
 - NYS Senate, Teaching Leadership Resolution (2014)
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