

# Dr. Faye McIntyre

Dean and Sewell Chair of Private Enterprise  
Richards College of Business,  
University of West Georgia



**Inspire!**  
STUDENT LEADERSHIP FORUM

**Tuesday,  
Sept. 18, 2018**

Magnolia Ballroom

5-5:30 p.m. | Networking Reception

5:30-6:30 p.m. | Forum

Faye S. McIntyre is dean of the Richards College of Business and Sewell Chair of Private Enterprise at the University of West Georgia (UWG). She also serves as lead dean for the Georgia WebMBA, a consortium of University System of Georgia (USG) institutions offering the award-winning online MBA. During her tenure as dean, McIntyre led efforts to build three new centers; reorganize the college; expand international partnerships, online courses/degrees, and certificate programs; and expand connections with the business community. Her proactive vision has resulted in many successes, including securing the college's four largest donations and the largest donation in the university history, development of the nation's only 3+1 sustainable business honors program, and securing funding for new endowed faculty lines and student scholarships. McIntyre has been dean 14 years, led the Richards College through Association to Advance Collegiate Schools of Business (AACSB) CIR/MAC three times and served on and chaired numerous AACSB visitation teams for other universities.

McIntyre earned her BBA and MBA degrees from the University of West Georgia and

holds a Ph.D. in Marketing from the University of Georgia. She has completed professional development programs at Harvard University, Columbia University, the University of California at Berkeley, and Oxford University in Oxford, England. McIntyre has over 80 publications, including articles in *Journal of Strategic Marketing*, *Journal of International Marketing*, and *Journal of Business Research*. She has received numerous awards for her research and is frequently invited to speak on topics such as leadership, accreditation, and challenges in higher education.

McIntyre has served as chair for the Carroll County Chamber of Commerce and is a member of the Advisory Board for the Burson Center, a regional business incubator. She is a member of the Carrollton Rotary Club and volunteers in several non-profit organizations. Prior to joining the faculty at UWG in 1998, McIntyre worked in marketing and public relations for a regional franchisor and taught at the University of Mississippi, University of South Dakota, and Rockhurst University. She is married to Dr. Jim McIntyre, and they live in Heflin, Alabama.