

# Executive MBA Faculty

## Kirk Smith

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Kirk Smith is a Professor of Marketing and served as Associate Dean for Business Graduate Studies and Executive Education 2004-2014.

Prior to joining academia, Kirk spent nearly a decade in the industrial work world. He introduced new products and led the successful turnaround to profitability for two companies. A mechanical engineer converted to business strategist, he specializes in marketing strategy, professional selling, and critical thinking skills.

Kirk has provided programs and services for numerous local companies including Biomark, Closed Loop Marketing, Extended Systems, Hewlett-Packard, MotivePower, Stellar Dynamics, and Washington Group International. He has won teaching awards at both the University of Houston and Boise State University. His published research has appeared in the Journal of Personal Selling and Sales Management, Industrial Marketing Management, Journal of Asia-Pacific Business, and the Journal of Marketing for Higher Education.



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