

# Mike Owens



**Michael L. Owens**  
UTC, College of Business, Department 6056  
408 Fletcher Hall  
(423) 425-4210  
[michael-owens@utc.edu](mailto:michael-owens@utc.edu)

## **Business Experience Summary:**

### **University of Tennessee at Chattanooga – Chattanooga, TN** (January 2002 to Current)

#### **Assistant Dean of Graduate Programs**

(June 2008 to Current)

Responsible for overseeing the administration of the College of Business graduate programs and ensuring that all policies and procedures for accreditation are maintained. Also, responsible for teaching one course in my area of expertise every fall and spring semesters.

- Elected to serve on the University Graduate Council, which is the group of faculty on campus that makes the final decision on curriculum policies and content.
- Accountable for all admissions to the program as well as graduation decisions.
- Provides professional and academic advisement to over 300 graduate students.
- Liaison between the community and the College of Business.
- Advising and teaching approximately 75 graduate students per year.

#### **Director of Graduate Programs & Lecturer**

(August 2007 to June 2008)

Responsible for daily operations of the College of Business graduate programs with primary emphasis on the Executive MBA program. Also, responsible for teaching 2 courses in his area of expertise each semester.

#### **Adjunct Faculty**

(January 2002 to August 2007)

Since January, 2002, taught in the undergraduate and graduate accounting and finance programs, with an emphasis on relating real world business applications and experiences in conjunction with the academic materials.

### **Coverdell & Company – Atlanta, GA**

(September 1990 to June 2008)

#### **President**

Coverdell & Company, Atlanta GA, is a leading direct marketer of supplemental insurance and other financial products to customers of major financial institutions. Coverdell operated as a closely held business until it was acquired in 1998 by Vertrue, Inc., a public company headquartered in Stamford, CT, and continues to operate as a stand alone subsidiary. Primary clients are many of the top retail banks in the U.S. such as Bank of America, Bank One, SunTrust Bank, Wachovia Bank, Commerce Bank, Comerica Bank, and Union Bank of California.

Coverdell has grown from a base of \$5 million of annual premium when Mike joined the company in 1990 to over \$100 million today. As President, Mike is responsible for the day to day operations of the company and has bottom line responsibility. The Coverdell staff is comprised of approximately 40 marketing professionals in Atlanta (including business development staff, marketing managers, product managers, data managers, creative and production staff); and approximately 100 service and support staff in Chicago. Annual marketing volumes include approximately 50 million direct mail solicitations and 10 million telemarketing calls along with an emerging internet channel.

**Private Consultant – Atlanta, GA**

(March 1990 to September 1990)

After leaving Monumental in order to relocate his family to the Atlanta area and prior to joining Coverdell, Mike operated his own consulting business. Major projects included the development and execution of a recapitalization plan for a privately held manufacturing company, followed by the sale of the company to a large international firm for over \$30 million. Mike also served as an arbiter in a dispute involving one of the largest insurance companies in the country. He assisted several insurance firms in the development of strategic plans, and evaluation of potential acquisitions including due diligence. After assisting Coverdell with a strategic growth plan and completion of an acquisition as a consultant, Mike joined the company and became president.

**Monumental Life Insurance Company – Baltimore, MD**

(January 1984 to March 1990)

**Senior VP and Chief Operating Officer**

Monumental is part of Aegon, one of the largest international insurance groups in the world. Mike joined the company in 1984 as part of a new senior management group brought in to establish a new Direct Response Business. Monumental's Direct Response Business grew to over \$300 million in annual premium by 1990 when Mike departed to return to the Atlanta area for personal reasons. During his tenure, initially as Chief Financial Officer and later as Senior Vice President and Chief Operations Officer, Mike was responsible for all administration, operations, compliance and finance, including staff of over 300. Today, as part of Aegon, the Direct Response Business is over \$2 billion in annual premium and has become the largest direct response insurance organization in the country.

**Ernst & Young – Chattanooga, TN**

(December 1978 to January 1984)

**Manager**

As a Manager for Ernst & Young, Mike was responsible for a variety of clients in a wide range of industries. He served companies in the insurance, manufacturing, real estate, and banking industries as well as non profit organizations and municipal governments. Clients included large publicly traded companies and foreign subsidiaries of large multinational companies, as well as small and medium sized businesses. Services included traditional audit engagements, tax planning and preparation, and general business consulting.

**Education:**

University of Tennessee at Chattanooga, Bachelor of Science – Business Administration – 1979  
Loyola College of Maryland, MBA – Marketing – 1988

**Professional Designations:**

Certified Public Accountant – 1980

Certified Management Accountant – 1981

Fellow, Life Management Institute – 1980

Chartered Life Underwriter – 1992

Chartered Financial Consultant – 1993

Licenses: Insurance (Life, Health, Property, Casualty) – National and Canada