

DeQawn Mobley

International Management & Business Development

Lecturer and Academic Leadership

deqawn@gmail.com

deqawnmobley25@webster.edu

USA: 111 Larch Rd. Salisbury, NC 28147

+1 415 818 8655

THAI: 160/150 Moo 3 (Soi Mabwa-Parkhill 6),

Takhian Tia, Bang Lamung, Chonburi 20150

+66 85 703 1110

PROFILE

Marketing and business development specialist with 15+ years of experience, including 10+ years leading international operations in Asian emerging markets. Former National Football League athlete with a proven record of transferring elite discipline and performance standards into business and academia. Successfully built and managed brands in low- to middle-income countries, increasing market share and year-over-year revenue growth exceeding 20% for multiple companies. Led cross-cultural negotiations with local stakeholders, securing strategic partnerships valued at over \$10M and expanding distribution networks by 30% in competitive environments. Experienced in developing operational systems that improve efficiency and sustain brand equity—reducing operational costs by 15–25% through workflow and process improvements. In academia, served as a faculty member and program coordinator for American business administration departments at international campuses, overseeing curricula for dozens of faculty members and 300+ students annually—improving student satisfaction scores by 15% through professional development and student-centered initiatives. Actively committed to advancing research, and excellence in teaching.

EDUCATION

Doctor of Business Administration, Expected Graduation: December 2028

Putra Business School, Serdang (Malaysia)

Dissertation: Exploring Barriers to the Adoption of In-House Food Delivery Systems among Small-Sized Restaurants in Urban Thailand.

Master of Business Administration, 2014

Webster University, St. Louis (USA)

Bachelor of Arts in International Relations, 2012

Webster University, St. Louis (USA)

Studied Agricultural Development, 2004 – 2005

Texas A&M University (USA)

Associate of Arts in Liberal Arts, 2003

City College of San Francisco (USA)

PRACTICAL EXPERIENCE

Account Executive, 2023 – Present

Iyana Ki, New York City (USA)

Sole individual responsible for traveling to and establishing relationships with partners in Nepal, Bhutan, Uzbekistan, and Thailand; currently lead sales, marketing, and advertising strategies, as well as the refinement of the company's objectives and product concepts.

SKILLS

- Establishing Partner and consumer Trust while being Bottom-Line Driven
- Navigating through Market Barriers & Red-Tape
- Cross-Cultural Management and Adaptation
- High Analytical & Contextual Intelligence
- Intuitive & Creative Problem Solver
- Teaching & Lecturing
- Curriculum Design & Development
- Faculty Training & Development

CERTIFICATIONS

Teaching English as a

Foreign Language

The TEFL Academy

Basic Life Support (CPR &

AED), Renew by 08/2027

American Heart Association

Advanced Cardiovascular

Life Support, Renew by 08/2027

American Heart Association

Pediatric Advanced Life

Support, Renew by 08/2027

American Heart Association

SPORTS EXPERIENCE

Professional Football Athlete

New York Jets, 2005 - 2006

Collegiate Athlete

Texas A&M University, 2004 – 2005

Collegiate Athlete

City College of San Francisco,

2002 – 2003

PRACTICAL EXPERIENCE cont.

Business Development, 2019 - 2024

Empire Business Services Ltd., Bangkok, Thailand

Generated customer leads and developed business opportunities and revenue streams in corporate consultancy, accounting, work permits, visas, and expatriate relocation services.

Co-Founder & CEO, 2016 - 2024 (Sold)

Clinton & Brooks Limited, Bangkok & Pattaya, Thailand

Built two uniquely branded restaurant chains with scalable business models and franchising potential. Successfully implemented total quality management and strategic planning; all branches remained open seven days a week throughout the COVID-19 pandemic.

Market Research & Business Development, 2015 - 2018

Sammitr Group Holding Company Ltd., Bangkok, Thailand

Performed market and sales analysis to support company expansion and strategic opportunities in Asian markets. Contributed to acquisition decisions and synergistic partnership development.

Co-Founder, 2007 – 2010 (Sold)

Optimum Movement & Performance, Emeryville, California

Founded a private gym focused on corrective exercise for underserved groups—including the elderly, pregnant individuals, athletes, and post-rehabilitation clients—creating a distinctive niche in a highly competitive market.

ACADEMIC EXPERIENCE

Faculty, 2014 – Present

Webster University, International Campuses, Tashkent, Uzbekistan, Geneva, Switzerland, Bangkok, Thailand

Lecturer in International Marketing, Branding, Global Business Strategy, Managerial Policies, Business Communications, Human Resources, Corporate Social Responsibility, and Introduction to Economics (School of Business & Technology); also lectured in Freshman and Senior Seminar, Personal Branding, Career Exploration for Professional Success, and Leadership courses (Global Citizenship Program).

- **Program Coordinator, 2016 – 2023**

Oversaw student recruitment, retention, registration, and advising, along with the hiring and training of instructors (School of Business & Technology).

Elite Athlete Program Coach, 2014 - 2019

Harrow International School, Bangkok, Thailand

Prepared elite athletes for international competitions through nutrition planning, sport-specific program design, and strength and conditioning training.

Instructor, 2011 - 2013

HALIO International School, Hua Hin, Thailand

Taught Cambridge IGCSE Geography and an introductory International Relations course to high school students preparing for university.

REFERENCES

Eric Click, PhD.

Head of European Academic Operations at Webster University
eric.click@webster.ch
(+1)314-277-7478

Evans Akpo, PhD.

Professor of International Relations at Wayland Baptist University
apoe@wbu.edu
(+1)916-544-4577

Maximo L. Nacional, MBA

Program Lead, Management Information System Program at Webster University Tashkent
maximonacional20@webster.edu
(+66)62-003-8663

Kusuma Piyapotikul, MBA

Co-Owner of Empire Business Services Ltd.
kusumaoom@gmail.com
(+66)81-878-4332

Philip Akers, MBA

Co-Founder & CEO of Clinton & Brooks Limited
turbocharge66@gmail.com
(+66)98-938-9533