



Curriculum Vitae

Will Puente

MBA, PhD, JD

www.willpuente.com

Academic Education



Doctor of Philosophy in Leadership Studies

Our Lady of the Lake University

November 2020



Juris Doctor

Southern University Law Center

July 2024



Master of Business Administration

Marketing Concentration

University of Houston-Victoria

December 2014



Bachelor of Science in Commerce and Business Administration

University of Alabama

August 2010

Dissertation

The Relationship Between Startup Entrepreneurs’ Emotional Intelligence and Their Self-Reported Transformational Leadership

OLLU IRB and Dissertation Proposal Committee approved in February 2020

OLLU Committee Defense passed in October 2020

OLLU Pre-Public Defense passed in October 2020

OLLU Public Defense passed in November 2020

Lecturing Experience

Southern University and A&M College

Honors College Professor

Colloquium

Spring 2024

- Mentor students on their senior thesis
- Work on student’s Chapter 2 literature review process
- Demonstrate writing skills for competition of thesis
- Advice on senior thesis topics
- Lecture on search techniques on Google Scholar
- Advice on methods of publishing senior thesis

Southern University and A&M College

Honors College

Debate Team

Head Coach

Spring 2022 – Fall 2023

- Conducted Recruiting seminars for the team
- Held lectures on the principles of Debate
- Created a partnership with Columbia University which is one of the first projects by the MOU between both Southern University and Columbia University of New York
- Planning competitions throughout the country in order to promote the team
- Held Debate Camp in order to prepare team for competition
- Coached for the George Washington University joint Columbia Debate Team and Southern Debate Team competition of November 3rd-4th, 2023
- Coached for the Columbia BIPOC Debate competition of December 1st-3rd, 2023
- Made the [Front Page](#) of Columbia.edu

University of Houston – Victoria
School of Business Administration
Adjunct

MKTG 4316 Electronic Marketing
Spring 2023 – Spring 2024

- Plan and develop a marketing strategy
- Analyze Short vs Long Video Content
- Analyze Search Engine Optimization
- Discuss Generative AI from the likes of Chat GTP
- Aid students in producing content for social media
- Teach both B2B and B2C Digital Marketing strategies
- Track and analyze social media metrics
- Compare Social Media platforms from TikTok, Instagram, and YouTube
- Discuss factors affecting social media from the likes of Argument Structure and Heuristics

University of Houston – Victoria
School of Business Administration
Adjunct

MKTG 3303 Principles of Marketing
Fall 2023

- Demonstrate the ability to develop the criteria to evaluate the quality of market research and apply the results to an organization's decision-making process.
- Understand the importance of changes on the technological, social, and economic environments on an organization's marketing activities.
- Recognize marketing's unique role in contributing to an organization's competitive advantage in the marketplace.
- Understand the ethical, cultural, social and global impact of an organization's marketing activities.
- Develop an understanding of the relationship of marketing to other organizational functions.
- Segment markets, identify attractive targets and focus the firm's marketing mix toward those targets when crafting the firm's market strategy.

University of Houston
Lecturer of Technology

DIGM 3357 Content Strategy and Development – Hybrid
Summer 2020

- Plan and develop a marketing strategy
- Conduct user experience research
- Create personas for audience development
write a positioning statement for a company
- Learn how to create an authentic brand story
- Produce a marketing campaign for social media
- Promote, maintain, and iterate company's content
- Track and analyze social media content

Lone Star College System

Adjunct

BMGT 2303 Problem Solving & Decision Making – Online
Spring 2015, Fall 2015, Spring 2016, Fall 2016.

- Lecture over decision exercises that will prepare future managers of small staffs
- Lecture Business Principles of strategy
- Test student's ability to comprehend business terms
- Work with companies in the surrounding area to volunteer information for our class

Lone Star College System

Adjunct

BUSI 1301 Principles of Business – Face to Face
Fall 2016

- Lecture over all aspects of Business (Accounting, Finance, Marketing, Management, MIS, etc.)
- Projects over possible small business scenarios while utilizing Business Principles
- Test student's ability to comprehend business terms

Lone Star College System

Adjunct

MRKG 2333 Principles of Selling – Online
Fall 2016

- Lecture over resource-based selling and strategies
- Lecture over competitive advantage management
- Test student's ability to sell ideas or products
- Prepare student for future positions in sales
- Point out misconceptions of the selling career

Lone Star College System

Adjunct

MRKG 2312 E-Commerce Marketing – Online
Spring 2015

- Lecture over key advantages of E-Commerce marketing
- Lecture over differences in types of E-Commerce
- Lecture over proper use for small businesses
- Prepare student for future positions in the E-Marketing field
- Strategic use of Social Media for commercial reasons

Speaker Experience

Louisiana State University Undergraduate Mock Trial

The Presiding Judge for Undergraduate Mock Trial

April 6th, 2024

- Presided over a 4-hour Trial between two LSU pre-law Mock Trial Teams
- Presided over a Pretrial between the teams and ruled on multiple pretrial motions
- Coordinated with Bailiffs for the reservation of the largest courtroom in Baton Rouge
- Gathered Southern University Honor Students for assembly of the jury
- One of the only Jury Mock Trials in the country
- LSU Law Center [Facebook](#), [Instagram](#), and [LinkedIn](#) social media post of the event

Louisiana State University MBA Flores

Guest Speaker

February 27th, 2024

- Topic: 5 Ways to Earn Revenue in Real Estate
- Luncheon format in which there was only 1 speaker
- Demonstrated the concept of Other People's Money/Leverage
- Demonstrated how business students can apply their business knowledge to real estate transactions

University of Houston Law Center National Mediator Competition

Competition Judge

October 7th, 2023

- Graded through a rubric in which law students acted as mediators
- Discussed mediation tactics that were used and discussed how they apply in a real mediation
- Chosen as a Judge for former experience as a Mediator through the Harris County Dispute Resolution Center

Our Lady of the Lake University

Our World Now Conference hosted by the School of Business and Leadership

February 26th, 2022

Presentation Title: How a Formal Education can be a True Asset to Startup Entrepreneurs

- Entrepreneurs are known for skipping college and founding their own enterprises. However, this can mostly be a misconception. Entrepreneurs tend to have degrees, and most apply their knowledge to their business enterprise. There are influencers that gain their fame from the likes of Gary Vaynerchuk, by telling their audience to skip college in order to simply create a business. Yet, there is strong value in the academic education of an entrepreneur. Dr. Will Puente will relate how his formal academic education shaped the successful numbers of his business.

Texas Southern University

26th Annual Southwestern Business Administration Teaching Conference

November 1st, 2018

Presentation Title: Marketing Professor Running for Office Against Establishment

- Demonstrated social media data and strategies based on a Kingwood, TX area election campaign against an established political candidate

Lone Star College – Kingwood

Adjunct Conference

January 23rd, 2016 & September 10th, 2016

Presentation Title: Digital Communication

- Google voice as a tool of communication is now only one of plenty different types of communication software. Are there more interactive tools?

Lone Star College – University Park

EduCon – Conference for Lone Star College Online

April 29th, 2016

Presentation Title: Digital Connectivity with Students by Using Different Strategies and Apps

- Successfully reach online students by getting close to a face-to-face experience using different technology aids. Find out how a few apps may help, including What's App Messenger

Languages

Fluent in:

- English
- Spanish

Business Practice Experience

Licensed Broker, Startup Founder & President Savvy Way Realty, Inc.

May 2011 – Present

- Savvy Way Realty, Inc. is a Real Estate discounted Brokerage startup operating in the Texas, California, Georgia, and Florida markets
- Promotion of this Startup is based on the business principle of Low-Cost and Focused Marketing
- Savvy Way Realty, Inc. relies heavily on Google AdWords Marketing
- Savvy Way Realty, Inc. has successfully closed 921 real estate transactions since 2011
- Savvy Way Realty, Inc. has generated \$1.2 million in the last 4 years
- Savvy Way Realty, Inc. defended an IRS C Corporation Examination for the 2021 tax year in which it resulted in \$0 being owed from the company

YouTube Manager @[HackXolotlGamer](#)

July 2023 – Present

- Manage the channel of a content creator for a channel about Roblox and Brookhaven hacks
- Channel has successfully gained over 10,000 subscribers

Real Estate Investor Myriad Financial, LLC.

January 2009 – May 2017

- Real Estate Investment Project: 6023 Ettrick Dr Houston, TX 77035
- Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Short-Term Flip) September 2009.
- Real Estate Investment Project: 6111 Yorktown Meadow Ln Houston, TX 77084
Managed Acquisition, Repairs & Sale of this Buy-Fix-Occupy Project (Long-Term Flip) October 2013.
- Real Estate Investment Project: 19806 Medicine Bow Dr Humble, TX 77346
Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Short-Term Flip) November 2011.
- Real Estate Investment Project: 19702 Oak Branch Ct, Atascocita, TX 77346
Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Long-Term Flip).

Real Estate Investment Consultant Network Realty of Houston (Formerly RealNetUSA)

January 2018 – May 2010

- Manage Investor clientele and consult on all types of investment real estate strategies
- Analyze Real Estate holdings for acquisition of the company up to \$3,000,000 in holdings
- Submit offers and negotiate on behalf of the company
- Represent the company on major Real Estate events
- Promote Real Estate educational courses among new investor

Professional Licenses and Certificates

Broker License from the Florida Department of Business and Professional Regulation

Lic. #BK3500261
May 2021

Broker License from the Georgia Real Estate Commission

Lic. #402294
May 2020

Broker License from the California Department of Real Estate

Lic. #02110771
March 2020

Certified Family and Civil Mediator by BarnHam Graduate School and Seminary
October 2019

Certified Anger Resolution Therapist™ by the Center for Anger Resolution

Cert. #2524-6108
September 2018

Broker License from Texas Real Estate Commission

Lic. #586952
March 2010

NMLS Residential Mortgage Originator

Lic. #332938, (Inactive)
December 2009

Memberships and Awards

Founder of LSU Chapter of Sigma Lambda Beta

Louisiana State University

[LSU Tiger TV News Coverage of Dr. Will and the Fraternity](#)

Fall 2023

Case Western Classic Mock Trial Competition

Case Western Reserve School of Law, Cleveland, Ohio

Competed in four rounds of Mock Trial/Trial Advocacy representing Southern University Law Center against over 20 law schools among the country.

Fall 2022

CALI Excellence for the Future Award®

Southern University Law Center, Torts

The CALI Excellence for the Future Award® is given to the highest scoring student in each law school class at many law schools

Fall 2021

Member of National Association of Realtors

May 2008

Member of Sigma Lambda Beta International Fraternity, Inc.

Spring 2006

Founder of Theta Gamma Chapter of Sigma Lambda Beta

University of Alabama

Spring 2006

Interests & Other

Mountain Climbing Experience

2018-Present

- Climbed over 16 mountains above 14,000 feet which include Mount Whitney (highest in Continental US), Pico de Orizaba (highest in Mexico), Mount Rainier (mountaineering), Nevado Mateo in the Andes Mountain range, and Chimborazo
- Highest point climbed to currently 17,500 feet on Mount Chimborazo, Ecuador, as featured in [Real Mountain Wedding on Chimborazo movie](#)

Chevron Houston Marathon

2018

- Full 26.2 Race at 05:23:23

Rider of MS-150

2014

- Bike ride from Houston to Austin for the benefit of the Multiple Sclerosis Foundation

Try Andy's Tri Triathlon

2012