

Curriculum Vitae

Aaron R. Stewart, M.B.A., Ph.D.

Department of Technology Management and Mechatronics
Smith College of Engineering and Technology
Utah Valley University
800 West University Parkway, GT 606A
Orem, UT 84054
Phone: (801) 356-0407
aaron.stewart@uvu.edu

Academic Employment

Utah Valley University, Orem, UT
Assistant Professor, July 2024 - Present

University of Phoenix, Salt Lake City, UT
Assistant Professor, January 2004 – December 2006

Education

Capella University, Minneapolis, MN
Ph.D. in Organization and Management, 2009
Major Fields: Technology and Organizational Management
Minor Fields: Entrepreneurship
Dissertation: "Entrepreneurial Perception: A Survey of Graduates of a Global Management MBA Program"

Thunderbird School of Global Management at Arizona State University, Glendale, AZ
M.A. in International Management, 1994

University of Nevada-Las Vegas, Las Vegas, NV
Bachelor of Science, Economics, 1992

Research: Conference Presentations

Aaron R. Stewart. "Teaching Through Change: Navigating AI Integration in Higher Education."
9th Annual T4L Conference, Utah Valley University, Orem, UT – February 2025

Aaron R. Stewart. "The Path to Entrepreneurship: From College to Startup to Sustainability -
Brigham Young University – Rexburg, ID, January 2015

Teaching

Courses Taught

- Course Instructor, LDR 305: Foundations of Leadership
- Course Instructor, LDR 321: Modern Leadership
- Course Instructor, MGT 312: Organizational Behavior for Managers
- Course Instructor, MGT 316: Managing with a Global Mindset
- Course Instructor, TECH 1010: Understanding Technology
- Course Instructor, TECH 3010: Creative Problem Solving
- Course Instructor, TECH 3400: Project Management in Technology
- Course Instructor, TECH 4420: Organization Information Technologies
- Course Instructor, TECH 4890R: Undergraduate Research in Technology Management

- Course Instructor, TECH 4970R: Independent Study
- Course Instructor, TECH 6430: Product Management Processes
- Course Instructor, TECH 6550: People and Culture
- Course Instructor, TECH 6750: Strategic Implementation of AI Systems

Training

- Utah Valley University: Online Teaching Academy-OTL Certification, July 2024
- Utah Valley University: Managing Up-UVU Lean, August 2024
- Utah Valley University: Writing Enriched-OTL Certification, August 2024
- Utah Valley University: AI Academy-OTL Certification, September 2024
- Utah Valley University: Evidence-Based Teaching Practices-OTL Certification, January 2025
- Utah Valley University: Know Your Data, Data Summit, February 2025
- Utah Valley University: Minors on Campus Training, March 2025
- Utah Valley University: Mentoring Undergraduate Research Academy-OTL Certification, June 2025
- Utah Valley University: Livestream Teaching Academy-OTL Certification, June 2025
- LinkedIn: Claude Code 101: From Prompt. To Product, April 2026
- LinkedIn: Model Context Protocol (MCP): Hands-On with Agentic AI, April 2026
- Utah Valley University: Advanced AI Academy-OTL Certification, April 2026
- Utah Valley University: Introduction to Generative AI-OTL Certification, April 2026
- Udemy: AI Engineer Core Track: LLM Engineering, RAG, QLoRA, Agents, May 2026

Service

Department

- Member, MS-AAI Application Committee, TMM, Utah Valley University, August 2025-Present
- Member, MS-ETM Application Committee, TMM, Utah Valley University, August 2025-Present
- Member, Graduate Program Committee, TMM, Utah Valley University, September 2025-Present
- Member, New Hire Committee, TMM, Utah Valley University, May 2025-Present
- Member, Website Committee, TMM, Utah Valley University, November 2024-Present
- Senator, UVU Faculty Senate, Utah Valley University, April 2025 - April 2028

University

- Mentor, TECH 4890R-Project: "Inspiring 3D Printing Adoption in Businesses," Capstone project, August 2025 - Present
- Instructor, Empowered Professionals of Tomorrow Summer Bridge Program, July-September 2025
- Oral Presentation Judge, SCULPT Spring Utah Valley University Showcase, March 2025
- Presenter, STEM-Conference. Utah Valley University, February 2025
- Presenter, Roots of Knowledge Tour, "Breaking Barriers: Chuck Yeager, the Bell X-1, and the Technological Leap into Supersonic Flight," August 2024).

Industry

Work Experience

- President, JOZUpost, LLC
A comprehensive suite of automation solutions designed to aid small businesses online marketing efforts via automation and AI.
- Co-Founder, Utah Global Investments
USCIS approved Regional Centers in Utah. Authority from the Federal Government to stimulate new entrepreneurial ventures in Utah.
- Chief Education Officer, Blue Market
Digital marketing agency offering comprehensive digital marketing services, including automation, AI services, website design, creation, hosting, social media, Google Business profiles, online review, reputation management.
- Managing Member, BlueZone Labs
Developed online marketing tools, software and templates resold by major hosting companies including Bluehost, Domain.com, Host Gator, and Tu Cows.
- President, SoloSEO
Developed first online, cloud-based SEO system. Used by over 200K paying clients and over one million freemium accounts. 3,000,000+ Top 10 Rankings and 750,000 #1 rankings in Google search engine results pages (SERPs).
- President, AcuTrans, LLC
Designed and developed custom online systems for Tier One railroads in Northern America, including Union Pacific, BNSF, CSX, Kansas City Southern and Canadian Pacific Railways.
- International Marketing Director, American Gilsonite Company
Managed hundreds of international accounts through a network of distributors across 59 countries. Negotiated all international contracts, visited 24+ distributors annually.

Presentations

- Google Ranking Factors for Local Businesses- Paychex Employee Training, 2023
- Online Marketing for Dentists - Paychex Customer Training, 2023
- Employer Brand Management in an Online World - Paychex Sales Training, 2022
- Local SEO Ranking Factors - Paychex Employee Training, 2022
- Social Media Marketing In A Post COVID Environment, Paychex Employee Training, 2022
- A Website That Converts: How To Build Your Business Online, BlueMarketPro.com, 2021
- The Current State of Local Business - Paychex Quarterly Sales Meeting, 2021
- Reputation Management: Protecting Your Brand Online, Paychex Training, 2021
- How To Create Irresistible Online Offers, earths foods.com, 2019
- Four Steps of SEO and What Make Google Dominate - SoloSEO.com, 2017
- Introduction into Keywords and the Number One Metric to Measure SEO - SoloSEO.com, 2017
- Long-Tail vs Short-Tail vs Local Search Strategies - SoloSEO.com, 2017
- Volume, Traffic, Competition, and CPC for Keywords in SEO - SoloSEO.com, 2017
- Understanding Synonymous Keyword Theory - SoloSEO.com, 2017
- SEO Case Study: Online Success Through One Keyword - SoloSEO.com, 2017
- Content is King and the Power of Evergreen Content - SoloSEO.com, 2017
- Anything Can Become Valuable Content: A Demonstration - SoloSEO.com, 2017
- Blogging and the Importance of Fresh, Unique, Consistent Content - SoloSEO.com, 2017
- Content Optimization: Best Practices - SoloSEO.com, 2017
- Creating Content that Converts: Best Practices - SoloSEO.com, 2017

- Case Study: UAVCoach.com - Strategic Content Strategies - SoloSEO.com, 2017
- What Are Links And Why Do We Want Them - SoloSEO.com, 2017
- Attracting The Right Links Through Content - SoloSEO.com, 2017
- Building Links: Best Practices - SoloSEO.com, 2017
- Effective and Ethical Linking Partnership - SoloSEO.com, 2017
- Online Forums, Message Boards and Social Media in SEO - SoloSEO.com, 2017
- Case Study: SoloSEO's Online Linking Tool - SoloSEO.com, 2017
- How Social Media Strategies and SEO Are Related - SoloSEO.com, 2017
- The Power of Photos & Videos on Social Media - SoloSEO.com, 2017
- Social Media Marketing - Best Practices - SoloSEO.com, 2017
- The Framework From Analog to Digital Claims Work - Union Pacific Western Region, Salt Lake City, UT, 2012
- The BNSF Path from Analog to Digital Asset Support - BNSF Annual Management Training, Ft. Worth, TX, 2007

Books

- Stewart, Aaron, Michael Jensen. SEO Made Easy: Learn How to Do SEO Yourself. 1st ed., Times and Seasons, 23 Mar. 2009.

Book Chapters

- Wolf, Jamie, Jamie Atkinson, Kaci Brown, Nic Fitzgerald, Grace Lee, Yhennifer Mendes, Aaron Stewart, Chantelle Turner, Dominick Wallace, Carla White, Million Dollar Story. 1st ed., Wolf Tide Publishing, 12 Dec. 2019. (Amazon Best-Seller in Entrepreneurship)
- Izumi, Andrew, Gina Taylor, Chris O'Byrne, Kevin Steven, Blake Nubar, Akbar Sheikh, Aaron Stewart, Gusten Sun. Overcoming Adversity in Entrepreneurship. 1st ed., JetLaunch, 2 Dec. 2019.

Podcasts

- The Little Black Couch - Lessons in Entrepreneurship Mar 2018 - Mar 2019
- What's a Coach? What's a Mentor? - Nov 14, 2019 - E117
- Open Up The Mind For Unique Solutions - Nov 11, 2019 - E116
- Routines... the Good, The Bad, and the Downright Ugly - Nov 8, 2019 - E115
- Embrace The PAIN! - Nov 6, 2019 - E114
- The Art and Science of Personal Motivation - Oct 28, 2019 - E113
- Active Campaign - Opt-in Email Training - Oct 26, 2019 - E112
- Use Goals This Way, Stop the Stupidity - Oct 23, 2019 - E109
- What Drives You To Succeed? - Oct 19, 2019 - E108
- Content Marketing Made Simpler - Oct 15, 2019 - E107
- Important Entrepreneurial Lessons From My Mama & Baby Girl - Oct 12, 2019 - E106
- Some Other Long-Term Benefits of SEO for Entrepreneurs - Oct 10, 2019 - E105
- Entrepreneurs Must Learn To Cycle (Not bike riding) - Oct 9, 2019 - E104
- Branding Matters: How Do We Get Our Brand Seen and Understood - Oct 8, 2019 - E103
- We Can Always Make Things Worse - Oct 7, 2019 - E102
- It Feels Like Christmas in October! - Oct 2, 2019 - E101
- Giving the Gift of Entrepreneurship - Oct 1, 2019 - E100
- Hey Content Producers, Your Lives Are About To Get Way Easier! - Sep 30, 2019 - E99
- As Entrepreneurs The Harder It Is, The Better It Will Be - Sep 27, 2019 - E97
- The Bigotry of Apple Computers - Sep 28, 2019 - E98
- What Matters Most To You? - Sep 14, 2019 - E92
- What Motivates Generates - Sep 13, 2019 - E93

- Links To Your Website and in your Website Are A Big Deal, Here's Why - Sep 11, 2010, E92
- What's in a name? Branding 101 - Sep 9, 2019 - E89
- The 5 P's Continued. Be Pervasive! - Sep 4, 2019 - E88
- How To Automate Your Social Media Schedule - Sep 3, 2019 - E87
- Reading Tips to Learn, Create, and Enjoy the Entrepreneurial Experience - Sep 2, 2019 – E86
- Quickly Resize Your Photos For Better Search Engine Rankings - Aug 31, 2019 - E85
- The New 5Ps Replacing the Old 5Ps of Marketing - Aug 30, 2019 - E84
- Keep Entrepreneurial Hope Alive! - Aug 28, 2019 - E83
- Your Dream 100 and SEO Strategies - Aug 26, 2019 - E82
- Setting Up Your Businesses and Your Webpage for Serial Entrepreneurs - Aug 23, 2019
- How To Get Even More From Carefully Chosen Keywords - Aug 22, 2019 - E80
- Choose The Best Website Keywords For Online Success - Aug 21, 2019 - E79
- Leverage Your Strengths, Love Your Weaknesses - Aug 20, 2019 - E78
- How To Choose The Best Domain Name For Your Business - Aug 19, 2019 - E77
- Myron Golden Forgives Me and Other Cool Stuff - Aug 17, 2019 - E76
- Unlock The Secrets Overload - Aug 16, 2019 - E75
- Unlocking Secrets One Hug At A Time - Aug 15, 2019 - E74
- There are No Experts and Other Truth - Aug 13, 2019 - E73
- The Law Of Comparative Advantage - Aug 12, 2019 - E72
- Take Great Care When Creating Your Avatar - Aug 9, 2019 - E71
- Become The Best Very Version of Yourself and Let It Flow - Aug 8, 2019 - E70
- The Power of Connection in Entrepreneurship - Aug 7, 2019 - E69
- Strategies to Find Your Perfect Entrepreneurial Opportunity - Aug 6, 2019 - E68
- The Negative Perception of Formal Education and Entrepreneurship - Aug 5, 2019 - E67
- The Online Ads Storm Clouds Are Forming Again - Aug 3, 2019 - E66
- We Are All In This Together (Seriously) - Aug 2, 2019 - E65
- Don't Let Misery Be Your Master - Aug 1, 2019 - E64
- The Present of Being Present in Entrepreneurship - Jul 31, 2019 - E63
- Laugh At Yourself, Start Now! - Jul 30, 2019 - E62
- Our Entrepreneurial "Why" Matters, Here's Why. - Jul 29, 2019 - E61
- How (And When) To Complement an Entrepreneur. - Jul 25, 2019 - E60
- The Difference of Joy Versus Happiness in Entrepreneurship - Jul 22, 2019 - E59
- Business Partnerships Done Right. - Jul 20, 2019 - E58
- Beware of The Foul-Mouthed Marketer - Jul 19, 2019 - E57
- I'm Back Baby and Other Cool Entrepreneurial Stuff - Jul 18, 2019 - E56
- The If-Then Paradox In Entrepreneurship - Jul 17, 2019 - E55
- Teslas Are Tired - Jul 16, 2019 - E54
- Entrepreneurs Must Keep Calm and Think, Which Can Get Tricky - Jul 15, 2019 - E53
- Entrepreneurs Need to Use Inefficiencies And Let Minds Run For Solutions - Jul 13, 2019 – E52
- There Will Be Down Times As An Entrepreneur, This Is How To Get Back Going – July 12, 2019 - E51
- The Enabling Power of Perception - Jul 11, 2019 - E50
- Before Launch Entrepreneurs Must Plan for Scale Or Plan to Fail - Jul 10, 2019 - E49
- The Curse of the Autograph - Jul 9, 2019 - E48
- Russell Brunson Yelled at Me Friday Night, and I Loved It! - Jul 8, 2019 - E47
- The Many Hats of an Entrepreneur - Jul 6, 2019 - E46
- Find And Embrace Your Phase of Entrepreneurship - Jul 5, 2019 - E45
- Gratitude, An Entrepreneur's Secret Weapon - Jul 4, 2019 - E44
- Past Ideas Are Like Hidden Gold - Jul 3, 2019 - E43

- The Raising of Entrepreneurs Series (Part 8 of 8) Prepared, Compassionate & Never Intimidated - Jul 2, 2019 - E42
- The Raising of Entrepreneurs Series (Part 7 of 8) Perfecting Perception, Context and Communication - Jul 1, 2019 - E41
- The Raising of Entrepreneurs Series (Part 6 of 8) The Power of Questions, Opinions, and Consequences - Jun 29, 2019 - E40
- The Raising of Entrepreneurs Series (Part 5 of 8) Developing Positive Self Image, Trust and Connection - Jun 28, 2019 - E39
- The Raising of Entrepreneurs Series (Part 4 of 8) Failure Drives Future – Jun 27, 2019 - E38
- The Raising of Entrepreneurs Series (Part 3 of 8) The Art and Science of Encouragement - Jun 26, 2019 - E37
- The Raising of Entrepreneurs Series (Part 2 of 8) Preparing Minds - Jun 25, 2019 - E36
- The Raising of Entrepreneurs Series (Part 1 of 8) Supercharge Your Child - Jun 24, 2019 - E35
- The Plight of the Entrepreneur - Jun 23, 2019 - E34
- Creative Killers-The Plagues of Entrepreneurship and How to Avoid Them - June 22, 2019 - E33
- A Service Mindset Is Entrepreneurial - Jun 21, 2019 - E32
- What Are Your Values? - Jun 20, 2019 - E31
- What Can Entrepreneurs Learn from Navy Seals? - Jun 19, 2019 - E30
- Entrepreneurs Choose To Make the Rest of their Life, the Best of their Life. - Jun 18, 2019 - E29
- How Do We Help Our Kids Become Entrepreneurs? - Jun 17, 2019 - E28
- Entrepreneurship and Click Funnels - Jun 15, 2019 - E27
- Interview with Steve J. Larsen - Offer King - Jun 14, 2019 - E26
- Master the Art of Entrepreneurship. Here's How. - Jun 12, 2019 - E25
- Our Customers are "Us," Not "Them." - Jun 11, 2019 - E24
- What Entrepreneurs Need To Know About Google Rankings - Jun 10, 2019 - E23
- Goals Don't Work... Here's Why - Jun 8, 2019 - E22
- What Clients Need In Order To Buy Every Time - Jun 7, 2019 - E21
- Things To Remember, Advice to Nic Fitzgerald, Our Friendly Giant - Jun 6, 2019 - E20
- Make Sure You Are An Entrepreneur For Reasons That Really Matter - Jun 5, 2019 – E19
- Formal Education vs Entrepreneurship - Jun 4, 2019 - E17
- Morning Hacks For Entrepreneurs - Jun 4, 2019 - E16
- Formal Education vs. Entrepreneurship - Jun 3, 2019 - E15
- Clients Don't Always Know They Have A Need, Until They Are Asked. - Jun 1, 2019 – E14
- Pakistan Made Me An Entrepreneur - May 31, 2019 - E13
- Dealing With Negativity, From Others And Yourself - Mar 26, 2019 - E12
- Taking Good Care of Your Customers - Mar 22, 2019 - E11
- Entrepreneurs Must Make These Decisions - Mar 19, 2019 - E10
- Automation and Systems For Sanity - Mar 18, 2019 - E9
- Why Click Funnels?!? - Mar 14, 2019 - E8
- Effort Not Outcome - Mar 12, 2019 - E7
- Proper Perspective in Entrepreneurship (and Life) - Mar 9, 2019 - E6
- Don't Do This... It's Stupid - Mar 8, 2019 - E5
- Never Stop Learning Or Innovating - Mar 7, 2019 - E4
- There Is No Manual - Mar 6, 2019 - E3
- Beware of Pride - Mar 5, 2019 - E2
- One Project At A Time, or Failure All The Time - Mar 1, 2019 - E1