

Dennis Reynolds, the Wine Business Management Director and Ivar Haglund Endowed Professor of Hospitality Management at the Washington State University School of Hospitality Business Management, teaches and conducts research on global service-management issues.

Dr. Reynolds is a frequent speaker to management groups in Asia, Europe, and North America and has been cited in various media (including *Morning Edition* on National Public Radio) as well as newspapers and magazines around the globe. His lively speeches cover such topics as maximizing productivity in the workplace and understanding the key value drivers in the hospitality industry. Recent talks have also addressed complex linkages between service and profit in a variety of settings and industries with particular emphasis on wine and other beverages as profit leaders.

Professor Reynolds's research focuses on pathways leading to enhanced managerial efficiency and effectiveness, especially in service organizations. Recent papers have also addressed the related effects of management feedback on subordinate self-efficacy and a new approach to evaluating and enhancing operational efficiency for multiunit restaurant organizations using food and beverage menu-engineering techniques. His prolific work, which has captured numerous Academy of Management and other awards, has been published in such journals as the *Academy of Management Learning and Education*, the *Advanced Management Journal*, the *Cornell Hospitality Quarterly*, the *Journal of Hospitality and Tourism Research*, and the *International Journal of Hospitality Management*. He is author or coauthor of five textbooks with his latest in its tenth edition. He is also the creator of a restaurant simulation titled *Restaurateur*[®]; this 'game' utilizes the allure of restaurant ownership to foster students' entrepreneurial interests by demonstrating how a restaurant concept can become a viable business venture.



Prior to joining WSU's College of Business, Dr. Reynolds was the J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise at the Cornell University School of Hotel Administration, at which he received numerous honors, including the 2002 Teacher of the Year Award (he also received this award from WSU's College of Business in 2011). He holds a doctoral degree from Cornell University in hospitality management and a Master of Professional Studies degree with a concentration in management operations also from Cornell, as well as a Bachelor of Science degree in hotel, restaurant, and institutional management from Golden Gate University. The parents of two wonderful daughters, Dennis and his wife, Julia, reside in Pullman, Washington.