

# Deb Payne

9927 W FARM RD 60 WALNUT GROVE, MO | 402.470.7732 | [Deb@DebPayne.com](mailto:Deb@DebPayne.com)

---

*An innovative, adaptable, and creative business and educational professional who seeks to, and excels at: developing a better workforce by inspiring excellence in our future leaders; a community and business builder who maximizes strengths and talents of unique individuals to reach their full potential; connect diverse teams to work more effectively and efficiently; teach and coach in an engaging, inspirational, and relevant manner.*

---

## COACHING AND PROFESSIONAL EXPERIENCE

### **Business Directions by Deb**

*The Idea to Income Coach | Lincoln, NE | September 2003- Present*

- Business Coaching – Engineer a culture of entrepreneurship throughout the city by transforming innovative ideas into solutions to solve the pressing social problems in our community by bringing business practices into the nonprofit world.
- Leadership and Career Coaching – Analyze and implement strengths, talents and skills to match clients with sustainable jobs in the workplace. Develop teams to launch new businesses ideas.

### **Wichita State University**

*Marketing Lecturer | Wichita, KS | October 2016 – Present*

- Instructor for 8-week online marketing course

### **University of Nebraska-Lincoln**

*Entrepreneurship Management Professor | Lincoln, NE | August 2011- 2014*

- Entrepreneurship and Innovation in Organizations and Introduction to Entrepreneurship Management/Marketing

*UNL Collegiate Entrepreneur Organization (CEO) Advisor | Lincoln, NE | August 2011- 2014*

- Supported students to be entrepreneurial thinkers and seek opportunity through enterprise creation. Launched Think Tanks with local businesses.

### **Southeast Community College**

*Marketing Instructor | Lincoln, NE | June 2011- 2013*

- Instructor for 3-week marketing course focusing on the development of a marketing plan
- Reinvented course into a quarter-long course taught online, Fall 2013

### **Community Development Resources**

*Program Manager ALICE DITTMAN INTEGRITY LOAN FUND | Lincoln NE | July 2011-June 2012*

- Created and launched a million dollar loan program that offered low-interest loans to women and minority business owners. Promoted and identified eligible applicants.
- Offered technical assistance, networking and educational opportunities utilizing mentors from established programs: NBDC, SCORE, UNL and SCC

### **Lincoln Public Schools Entrepreneurship Focus Program**

*Business Instructor | Lincoln, NE | August 2009- 2011*

- Developed curriculum for Marketing for the Entrepreneur, Applied Economics, Introduction to Entrepreneurship, Marketing Applications, Promotional Marketing Opportunity Analysis, Career and Health Education
- Taught dual credit courses with SCC
- Implemented a Quick Pitch Competition in collaboration with the UNL Entrepreneurship Center

---

## ADDITIONAL EXPERIENCE

### **Topeka Chamber of Commerce/Entrepreneurial Synergy**

*Kauffman Foundation First Step Fast Track Coach | Lincoln, NE | September 2003-May 2008*

### **Friends University**

*Adjunct Business Instructor | Topeka, Kansas | March 2006-May 2008*

### **Textbook Team - College Textbook Store for Washburn University**

*Founder and COO | Topeka, Kansas | June 1996-September 2003*

- Founded the first private university textbook store for Washburn University students.
- Increased sales approximately 30% per year by developing relationships with students, instructors and support staff
- Maintained accounting records, controlled inventory, developed marketing strategies, and trained 5 to 6 employees, per semester, in customer relations and textbook distribution

### **Lincoln Public Schools**

*Marketing Instructor and DECA Advisor | Lincoln, NE | August 1980-June 1996*

---

## EDUCATION, CERTIFICATION, AND PROFESSIONAL TRAINING

### **University of Nebraska-Lincoln**

- NE Recertification and LPS Tenure Coursework | 2009-2011
- Master of Education in Adult Education/Training and Development | 1990
- Bachelor in Education, Major in Marketing Education and Basic Business | 1979

### **Clifton Strengths School – 2009 and 2014**

### **Enneagram Certified Coach -2003**

### **Ewing Marion Kauffman Foundation Entrepreneurial Training**

- Certified Facilitator, Administrator, Business Coach | 2003

---

## CURRENT & PAST ORGANIZATIONS

- Southeast Community College Center for Entrepreneurship Board
- Lincoln Chamber of Commerce Ambassador
- RISE Lincoln
- Women In Sales and Business
- Ladies Who Launch or Ladies Launch Lincoln
- American Marketing Association
- Barnabas Community Volunteer
- City Impact Marketing Advisory Team