

MAUREEN (MO) McGUINNESS

DBA

Isenberg School of Management • University of Massachusetts • Amherst, MA 01003
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EDUCATION

DBA — Temple University, Fox School of Business, Philadelphia, PA
Doctor of Business Administration, DBA (AACSB)

M.B.A. — Bay Path University, Longmeadow, MA
Entrepreneurial Thinking and Innovative Practices

Bachelors — University of Massachusetts, Amherst, MA
BDIC Major (Business, Economic, & Political Science)

Additional Study — Elms College, Longmeadow, MA
Legal Studies (19 credits)

ACADEMIC APPOINTMENTS

Adjunct Professor, Isenberg School of Management, University of Massachusetts — 2023–present

Assistant Coordinator for Workforce Training, Holyoke Community College — 2021–2023

Assistant Professor & Adjunct Professor, School of Science & Management, Bay Path University — 2014–2021

TEACHING

MBA — University of Massachusetts

Entrepreneurship, MGMT719 (2026); Leadership/Organizational Behavior, MGMT680 (2025)

MBA — Bay Path University

Strategies for Fiscal Management, CIM634Z1 (2019–2022); Financial Management in the Nonprofit Sector, NMP605Z; Integrated Marketing & Communication, COM650 (22–23); Media Preferences, DGM620 (21–23); Applied Research Strategies, CIM507Z; Strategic Innovation, CIM640Z; Emerging Media, COM600Z; Integrated Marketing, DGM650Z

BBA — University of Massachusetts

Social Entrepreneurship, MGT462; Principles of Management, MGT301, 400+ students (2024–26); Organization Design & Change, MGT331 (2024–26); New Ventures, MGT341 (2024–26)

BBA — Bay Path University

Business Policy and Strategy; Macroeconomics, ECO211 (2015–2019); Principles of Management; ERP & Cyber Security; Social Media & eBusiness; Small Business Management; Financial Wellness; Dynamics of Management, BSU235H; Enterprise Resource Planning Systems, BUS339Z; Entrepreneurship Management, BUS201 (2016–19); Principles of Marketing, BUS226; Principles of Sales, BUS223; Dynamics of Management, BUS235 (2015–17); Integrated Marketing & Communication, BUS260 (2016–18); Organization Development and Change, BUS300; Small Business Consulting, BUS325; Operations Management, BUS334; Strategies for Career and Personal Growth (2018–2022)

Pre-College & Secondary

UMass Entrepreneurship: Game Changer MGT Summer School Program for High School Students (2024–2025). Middle School Teacher, Math and Science, Grades 7–8, N.D.I.C. School, Easthampton, MA

PROFESSIONAL / EXECUTIVE EXPERIENCE

Business Experience, Founder and CEO

President, Sylvester's Fine Foods, Inc., d.b.a. Sylvester's, Northampton, MA — 1983–present

President, R. B. & G. Inc., d.b.a. Roberto's Restaurant, Northampton, MA — 2004–present

Founded, designed, constructed, and successfully operated two restaurant concepts across a 35+ year career, continuously reinventing vision, mission, and brand to grow, adapt, and thrive in a demanding industry.

Leadership

- Crisis Management: Sustained two businesses through three national economic crises — 9/11 (2001), the 2008–2009 recession, and COVID-19 — through proactive risk management, revenue diversification, and decisive strategic pivots that preserved both operations and staff livelihoods
- Loan & Grants: Secured Payroll Protection Program (PPP) funding and implemented full CDC-, state-, and locally-compliant safety protocols during the pandemic, protecting employees, guests, and the broader community
- Marketing: Redefined brand identity, organizational vision, and mission at key growth inflection points, repositioning both concepts to remain competitive and culturally relevant across decades of market change
- Community Servant: Coordinated community relief efforts during periods of crisis, including meal programs serving homeless populations in the Northampton area
- HRM: Cultivated a high-performance organizational culture rooted in accountability, professional development, and genuine care for people at every level of the organization

Operations & Strategic Management

- Direct all facets of small business operations across two entities, including strategic planning, supply chain management, financial management (accounting, bookkeeping, banking), legal compliance, loan applications, and business model development
- Oversee human resource management and professional development for an 80-member staff, with training spanning food and alcohol service, food sanitation, customer service protocols, and organizational culture
- Implement and maintain LEAN operational systems across supply chain, human resources, and marketing functions to drive efficiency and continuous improvement
- Conduct ongoing market research using Google Analytics and social media platforms to track industry trends and inform strategic decision-making
- Design and implement environmental sustainability programs across three business entities, including energy efficiency measures, waste management systems, compostable and biodegradable product sourcing, recycling programs, and strategic partnerships with regional environmental organizations

Organizational Culture & DEI

- Designed and successfully delivered comprehensive diversity, equity, and inclusion (DEI) training programs for staff and stakeholders, addressing LGBTQ+ support, racial equity, unconscious bias, inclusive language, and mental health awareness
- Established and maintain high-performance customer service standards that reflect the values and culture of both brands

Real-Estate Investment Firm

Real Estate Investor and Manager, Managing LLCs in New Hampshire & Massachusetts — 1987–present

Manage comprehensive real estate investment portfolio and construction project oversight, including budget development and administration, contractor and subcontractor procurement and supervision, architectural design implementation, innovative construction practices, and historical preservation compliance. Execute contract negotiations and management across multiple concurrent projects. Direct financial planning, accounting, and short- and long-term risk analysis for real estate investments. Apply expertise in banking regulations, landlord-tenant law, and commercial real estate legal frameworks to ensure regulatory compliance and mitigate operational risks.

Paralegal Specialist and Consultant

Specialist; Auditor and Accounting — 1987–1995

Conducted comprehensive legal research across multiple practice areas, including civil litigation, bankruptcy compilation, medical malpractice, and personal injury cases. Provided direct client representation in unemployment hearings and served as small claims court advocate. Completed auditing and accounting position at an international semiconductor manufacturing facility (MA and abroad).

RESEARCH & SCHOLARSHIP

Research Interests

Organizational Crises, Cross-Boundary Crises Management, Employability Skills, The Future of Work, Teaching Blockchain in Higher Education, Artificial Intelligence in Higher Education, and Entrepreneurship.

Publications

Mangaliso, M. P., Knipes, B. J., Gazillo, S. A., & McGuinness, M. (2025). Strategies for responding to organizational crises: Empirical insights and a proposed model. In M. Sarfraz (Ed.), *Crisis Management Dynamics – Strategies, Challenges, and Best Practices* (pp. 45–73). London, UK: Intech Open.

Conference Papers & Presentations

Rodgers-Tonge, D., McGuinness, M., & Shahid, N. (2026). Teaching Blockchain in Accounting: A Literature-Grounded Framework for Curriculum Integration. Academy of Business International Research Conference, New York, NY. Paper submitted to the Accounting Education Section: Learning Strategies. Scheduled to present October 14–16, 2026.

Mangaliso, M. P., Knipes, B. J., Gazillo, S. A., & McGuinness, M., Research Presentation: “Adaptive, Cross-Boundary Crisis Management: A Systems Framework for Consulting.” Accepted for presentation at the 86th Annual Meeting of the Academy of Management, 31 July–4 August 2026, Philadelphia, PA.

McGuinness, M. (2020). Employability Skills and the Future of Work. Presented at the Engaged Management Scholarship Conference 2020, EDBAC & Case Western Reserve University.

SERVICE

Institutional Service — University of Massachusetts

- GWIB Advisor for Club, University of Massachusetts Graduate Program — 2025 and 2026
- Cofounder, Tech Fusion, GWIB, student experiences designed to explore campus technology resources, including the Human Centered Robotics Lab, VR/AR experiences through the Technology Sandbox at Isenberg, and the Makerspace, University of Massachusetts (2025-2026)
- GSG Mentor and Support Faculty, Microsoft Trips and Gala — 2025 and 2026
- Student Mentorship — Advisor to Student Entrepreneurs and Pitch Contestants — 2023–present
- Coach and Judge, Innovation & Entrepreneur Pitch Contests, Entrepreneur Club; Guest Speaker for Bootcamps (2025 & 2026)

Professional & Community Service

- Board Member, Massachusetts Restaurant Association, Boston, MA — 2023–present
- Bank Corporator, TruNorth Bank (formerly Hometown Financial Group and BankESB) — 2023–present
- Treasurer and Executive Committee, CAC Hampshire County — 2018–2025
- Chair of Financial Committee, Hampshire County Child Advocacy Center (CAC) Board — 2014–2025
- Board Member, Hampshire County CAC Board — 2014–present
- Presidential Selection Committee Member, Bay Path University, Nomination term — April 2019–April 2020
- Advisory Board Committee Member, Bay Path University — 2014–2022
- Board Member (2016–2018) and Shelter Volunteer (2009–2026), Friends of Hampshire Homeless, Northampton, MA — 2009–2026
- Graduate, Leadership Institute for Political Impact (LIPPI), Women's Fund — 2011–2012

AWARDS & HONORS

- Merit-Based Doctoral Scholarship, Temple University, Doctor of Business Administration program, awarded in recognition of scholarly research endeavors & presentation of research to EDBAC & Case Western Reserve (2020)
- Invited Presenter, Engaged Management Scholarship Conference 2020, institutionally nominated by Temple University to disseminate research findings at EDBAC & Case Western Reserve University (September 2020)

- Academic Recognition for exemplary performance in DBA program Three-Minute Thesis (3MT) Pitch Competition (April 2020); distinguished as one of three finalists among doctoral cohort (2021)
- Presidential Search Committee Nominee, Bay Path University (2019–2020), nominated and selected for yearlong institutional leadership selection team

CERTIFICATIONS & LEARNING PLATFORMS (2023–2026)

- Video Design Institute, University of Massachusetts — May 12–August 31, 2026
- Teaching with AI, Harvard Business School — June 17–18, 2026
- Harvard Data Science Initiative, Online — Agentic AI: Contextualized and Applied Certificate course — December 2025–February 2026
- Certified AI Specialist, University of Lowell, 1000XAI, Nashua, NH — Certified A.I. Prompt Specialist (C.A.I.S.) (2024)
- Implications of AI in Change Management Global Webinar, Bay Path University (2024)
- Online Teaching Certificate, I.D.E.A.S., U.W.W., University of Massachusetts (2023)
- AI & Mastering AI Webinar and Applications, Babson Executive Education, Online (2023)