

PACE UNIVERSITY

Lubin School of Business

Lawrence G. Singleton Biography

Lawrence G. Singleton is Dean and Professor of Accounting at the Lubin School of Business at Pace University in New York. He was previously Dean and Professor of Accounting and International Business in the School of Management at Marist College in New York. Before that he was a member of the faculty of the School of Business at The George Washington University in Washington, D.C. where he held many leadership positions, including associate dean for undergraduate programs.

The scope of Singleton's leadership spans a wide spectrum. At GW he led his team through a major vision/mission exercise that resulted in specific goals and metrics for success. Areas of strategic focus included curriculum development, professional academic advising, study abroad, experiential learning, communications skills, career management, diversity, and leveraging the opportunities of the Washington, DC community. The process greatly increased faculty and staff engagement, and resulted in a much more focused program with greatly expanded activities.

Major features of Singleton's curriculum work include an expanded emphasis on helping students identify their strengths, written communications skills, and an innovative, integrated four-year career management program with specific industry tracks to prepare students for career success. He also expanded liberal arts requirements while providing opportunities for more depth in the business concentrations. He greatly strengthened GWSB's First Year Development Program, academic advising, co-curricular programs, and dramatically increased alumni participation.

Singleton led the effort to develop GW's five-year accounting program that provided a path for students to easily obtain the 150 hours required by many states for the CPA examination. He has also held numerous leadership roles in GW's Executive, Full-time, Accelerated, and Professional MBA programs, including extensive work on curricular revision, academic advising, and student recruitment.

Singleton partnered with Deloitte Consulting to develop and fund the Battle of the Beltway case



competition, created the Undergraduate Business Association, and greatly expanded GW's New York Career Trek and DC Metropolitan Business Tour to provide additional opportunities for students. He also raised funds for support of faculty, student activities, and scholarships.

Singleton created new Study Abroad programs in Milan, Italy (Bocconi University), Florence, Italy (partnership with Kent State), Denmark/Sweden, Tunis, Dominican Republic, and Buenos Aires, Argentina (Di Tella University for international business majors), and greatly expanded undergraduate study abroad participation from 38% to 50%. During his tenure as associate dean GWSB rose significantly in the undergraduate international business rankings (4th by *U.S. News & World Report* and 8th by *Bloomberg Businessweek*).

At Marist he twice successfully oversaw the School of Management's successful AACSB reaccreditation and initial accreditation by NASPAA. The MBA curriculum was revised to leverage historic Marist ties with IBM and include business analytics throughout and include dramatic improvements in the school's online delivery methods. He partnered with the Thayer Leader Development Group at West Point to provide the first-ever Marist School of Management Graduate Student and Alumni Leadership Development Weekend, providing significant opportunities for students to engage and network with classmates, faculty, and alumni.

Under his leadership a new Master of Science in Professional Accountancy was developed with major accounting firms in New York. A major differentiator of the program is that Marist accounting students can receive both the B.S. and M.S. degrees in as little as four years and four months. He greatly expanded career services to students, including the establishment of a separate School of Management Career Center. He also established the Marist School of Management Undergraduate New York City Career Trek, Meet the Firms, and other career management programs to provide site visits and networking opportunities for students and alumni. He partnered with the Business Council of New York State and the Hudson Renewable Energy Institute to develop the Renewable Energy Conference - A Leadership Forum on Energy Policy, which is recognized as the "Premier Renewable Energy Conference on the East Coast."

Singleton has held numerous academic and professional positions throughout his career. He worked in the audit and National SEC Practice groups of Ernst & Young LLP's Washington office, and was a visiting professor at Grenoble Ecole de Management in France and Peking University in China. He has also served as a consultant to many of the world's leading organizations, including Cisco Systems, Inc., Harley-Davidson Motor Company, NASDAQ Stock Market, National Investor Relations Institute, National Geographic Society, Public Relations Society of America, Roche, Siemens Corporation, the United States Department of Housing and Urban Development, and The World Bank. He is also active in AACSB and EFMD, the leading worldwide business school accrediting bodies, and serves on AACSB accreditation peer review teams.

He founded Singleton Associates, LLC to provide consulting and training services to professional services firms, corporations, not-for-profit organizations, and government agencies. His most popular seminar, the Accounting Treasure Hunt®, is the most effective (and the most fun) way for non-financial professionals to learn accounting, finance, and financial management

fundamentals.

Singleton served as President of the Middle Atlantic Association of Colleges of Business Administration (MAACBA), an organization of business school deans and administrators from over 160 colleges and universities from throughout the Mid-Atlantic. He also serves as a member of the Board of Governors of Beta Gamma Sigma and a member of the Board of Directors of The Hudson Renewable Energy Institute.

He is a recipient of the George Washington Award, the university's highest, in recognition of exceptional contributions. He served as faculty advisor to Beta Alpha Psi, the national professional accounting fraternity, and received the Beta Alpha Psi Outstanding Faculty Vice President Award. He has served as President of the Mid-Atlantic Region of the American Accounting Association, and as Secretary/Treasurer of the Board of Directors of the Human Resource Certification Institute, Chair of its Finance Committee, and as a member of its Executive and HR Committees.

Singleton is a member of the American Institute of Certified Public Accountants, Beta Gamma Sigma, Beta Alpha Psi, the American Accounting Association, the National Investor Relations Institute, and the Society for Human Resource Management. He was recognized as Best Professor by GW's Accelerated MBA Program, awarded the Outstanding Executive MBA Faculty Award on numerous occasions, recognized by the Society for Human Resource Management on numerous occasions as one of its Annual Conference Top Ten Speakers, and is the recipient of the Outstanding Accounting Professor Award by Beta Alpha Psi.

Singleton received PhD, MS, and BS degrees in accounting from Louisiana State University. He is a Certified Public Accountant (Virginia) and a Chartered Global Management Accountant.