



Curriculum Vitae
Will Puente
MBA, PhD

Academic Education



Doctor of Philosophy in Leadership Studies
Our Lady of the Lake University
November 2020



Master of Business Administration
Marketing Concentration
University of Houston-Victoria
December 2014



Bachelor of Science in Commerce and Business Administration
University of Alabama
August 2008

Dissertation

The Relationship Between Startup Entrepreneurs' Emotional Intelligence and Their Self-Reported Transformational Leadership

OLLU IRB and Dissertation Proposal Committee approved in February 2020

OLLU Committee Defense passed in October 2020

OLLU Pre-Public Defense passed in October 2020

OLLU Public Defense passed in November 2020

Business Lecturing Experience

University of Houston

Lecturer of Technology

DIGM 3357 Content Strategy and Development – Hybrid
Summer 2020

[VIDEO LECTURE EXAMPLE](#)

- Plan and develop a marketing strategy
- Conduct user experience research
- Create personas for audience development
write a positioning statement for a company
- Learn how to create an authentic brand story
- Produce a marketing campaign for social media
- Promote, maintain, and iterate company's content
- Track and analyze social media content

Lone Star College System

Adjunct

BMGT-2303 Problem Solving & Decision Making – Online
Spring 2015, Fall 2015, Spring 2016, Fall 2016.

[VIDEO LECTURE EXAMPLE](#)

- Lecture over decision exercises that will prepare future managers of small staffs
- Lecture Business Principles of strategy
- Test student's ability to comprehend business terms
- Work with companies in the surrounding area to volunteer information for our class

Lone Star College System

Adjunct

BUSI-1301 Principles of Business – Face to Face

Fall 2016

- Lecture over all aspects of Business (Accounting, Finance, Marketing, Management, MIS, etc.)
- Projects over possible small business scenarios while utilizing Business Principles
- Test student's ability to comprehend business terms

Lone Star College System

Adjunct

MRKG-2333 Principles of Selling – Online

Fall 2016

[VIDEO LECTURE EXAMPLE](#)

- Lecture over resource-based selling and strategies
- Lecture over competitive advantage management
- Test student's ability to sell ideas or products
- Prepare student for future positions in sales
- Point out misconceptions of the selling career

Lone Star College System

Adjunct

MRKG-2312 E-Commerce Marketing – Online

Spring 2015

[VIDEO LECTURE EXAMPLE](#)

- Lecture over key advantages of E-Commerce marketing
- Lecture over differences in types of E-Commerce
- Lecture over proper use for small businesses
- Prepare student for future positions in the E-Marketing field
- Strategic use of Social Media for commercial reasons

Business Practice Experience

Licensed Broker, Startup Founder & President Savvy Way Realty, Inc,

May 2011 – Present

- Savvy Way Realty, Inc. (formerly Expert Way Realty, LLC.) is a Real Estate Discounted services startup operating in the Texas and California markets. Promotion of this Startup is based on the business principle of Low-Cost and Focused Marketing.
- Savvy Way Realty's services a metro area of over 10 million people, the Houston, DFW, Austin and San Antonio metro areas

- The company had 551 activated listings for 2019 and 446 activated listings for 2020, an inventory average of \$42,707,274.00 for 2019 and \$32,904,272.00 for 2020
- The main two brand names of Savvy Way Realty, Inc. are currently FlatFeeByYOU.com and FlatFeeClose.com Both brands concentrate on the customer's ability to reduce their cost through a Real Estate transaction
- Savvy Way Realty's office is located in the West University area of Houston
- Successfully Built and Manage *FlatFeeByYOU.com* brand name
 - Focused brand name of company that operates with the Flat Fee Model of Listings in the Texas markets of Houston, Dallas-Fort Worth, San Antonio and Austin. This means sellers and tenants pay a flat fee in order to save on their real estate commission
 - Heavy reliance on Google AdWords Marketing
 - Heavy reliance on data entry. Virtual assistants have been hired and trained to pick up customer from inquiry to customer management
 - Mostly geared for the experienced investor and/or seller that knows very well how to handle intake of listing
- Successfully Built and Manage *FlatFeeClose.com* brand name
 - Focused brand name of company that operates with the Flat Fee Model of Listings in the California markets of Los Angeles, San Diego and Bay Area. This means sellers and tenants pay a flat fee in order to save on their real estate commission.
 - Most successful numbers as far as customers for Puente & Associates
 - Heavy reliance on Google AdWords Marketing
 - Heavy reliance on data entry. Virtual assistants have been hired and trained to pick up customer from inquiry to customer management
 - Mostly geared for the experienced investor and/or seller that knows very well how to handle intake of listing
- Manage cooperative Licensed Salespersons to perform Real Estate transactions
- Answer to any client about complaints or questions about Coordinators

Real Estate Investor Myriad Financial, LLC.

January 2009- May 2017

- Real Estate Investment Project: 6023 Ettrick Dr Houston, TX 77035
- Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Short-Term Flip) September 2009.
- Real Estate Investment Project: 6111 Yorktown Meadow Ln Houston, TX 77084
Managed Acquisition, Repairs & Sale of this Buy-Fix-Occupy Project (Long-Term Flip) October 2013.
- Real Estate Investment Project: 19806 Medicine Bow Dr Humble, TX 77346
Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Short-Term Flip) November 2011.
- Real Estate Investment Project: 19702 Oak Branch Ct, Atascocita, TX 77346
Managed Acquisition, Repairs & Sale of this Buy-Fix-Sell Project (Long-Term Flip).

Real Estate Investment Consultant Network Realty of Houston (Formerly RealNetUSA)

January 2018- May 2010

- Manage Investor clientele and consult on all types of investment real estate strategies
- Analyze Real Estate holdings for acquisition of the company up to \$3,000,000 in holdings
- Submit offers and negotiate on behalf of the company
- Represent the company on major Real Estate events
- Promote Real Estate educational courses among new investor

Partner Professional Business Developers, LLC. (Digital Marketing Firm)

January 2013- March 2014

- Managed Project Team for PorterPowers.com
(Law Firm dedicated for Litigation in all fields)
- Managed on Project Team for PasaporteAzul.com
(Law Branch in Spanish for Immigration Law)
- Managed with Project Team for Social Media for Antonio's
FlyingPizzaAntonios.com
- Hired Personnel in order to run client paid campaigns
- Conducted focused testing for website and Social Media effectiveness

Conference Presenter Experience

Texas Southern University

26th Annual Southwestern Business Administration Teaching Conference

November 1st, 2018

Presentation Title: Marketing Professor Running for Office Against Establishment

- Demonstrated social media data and strategies based on a Kingwood, TX area election campaign against an established political candidate

Lone Star College- Kingwood

Adjunct Conference

January 23rd, 2016 & September 10th, 2016

Presentation Title: Digital Communication

- Google voice as a tool of communication is now only one of plenty different types of communication software. Are there more interactive tools?

Lone Star College- University Park

EduCon – Conference for Lone Star College Online

April 29th, 2016

Presentation Title: Digital Connectivity with Students by Using Different Strategies and Apps

- Successfully reach online students by getting close to a face-to-face experience using different technology aids. Find out how a few apps may help, including What's App Messenger.

Professional Licenses and Certificates

Broker License from the Georgia Real Estate Commission

Lic. #402294

May 2020

Broker License from the California Department of Real Estate

Lic. #02110771

March 2020

Certified Family and Civil Mediator by BarnHam Graduate School and Seminary

October 2019

Certified Anger Resolution Therapist™ by the Center for Anger Resolution

Cert. #2524-6108

September 2018

Broker License from Texas Real Estate Commission

Lic. #586952

March 2010

NMLS Residential Mortgage Originator

Lic. #332938, (Inactive)

December 2009

Affiliations/Memberships

Member of National Society of Hispanic MBAs

January 2013

Member of National Association of Realtors

May 2008

Member of Sigma Lambda Beta International Fraternity, Inc.

May 2006

Founder of Theta Gamma Chapter of Sigma Lambda Beta

(Univ. of Alabama)

May 2006

Interests & Other

Mountain Climbing Experience

2018-Present

- Climbed over 10 mountains above 14,000 and 15,000 feet which include Mount Whitney (highest in Continental US), Pico de Orizaba (highest in Mexico) and Mount Rainier (mountaineering)

Chevron Houston Marathon

2018

- Full 26.2 Race at 05:23:23

Rider of MS-150

2014

- Bike ride from Houston to Austin for the benefit of the Multiple Sclerosis Foundation

Try Andy's Tri Triathlon 2012

2012