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COLORADO STATE UNIVERSITY

Dear Colleagues:

It is our honor to announce that, after a comprehensive national search, Dr. Ronn Smith has been appointed as the next dean of the Colorado State University College of Business, effective July 1, 2026. Dr. Smith currently serves as the Senior Associate Dean and Professor of Marketing at the University of Wyoming, where he has demonstrated exceptional leadership in academic administration, strategic growth, and student success.

Dr. Smith brings a wealth of experience in the land-grant tradition, having spent more than two decades in high-level academic roles. At the University of Wyoming, he successfully led AACSB accreditation reviews, facilitated the launch of innovative undergraduate and graduate programs, and responsibly stewarded a \$100 million endowment. Prior to his time in Wyoming, he spent 14 years at the University of Arkansas's Walton College of Business, where he served as the Department of Marketing Chair.

An award-winning teacher and researcher, Dr. Smith's scholarly work focuses on consumer psychology and behavioral topics at the intersection of marketing and supply chain management. His research has been published in premier journals such as the *Journal of Marketing* and the *Journal of Consumer Research*. Before entering academia, Dr. Smith also co-owned and managed a retail and service venture, providing him with a unique, first-hand perspective on the practical challenges and opportunities within the business world.

Dr. Smith's leadership style is defined by collaboration, removing barriers, and building inclusive, high-performing teams. He is deeply passionate about the role of business schools as engines of innovation and community engagement representing a vision that aligns perfectly with our college's mission of "Business for a Better World."

Dr. Smith and his wife, Deanna, look forward to becoming engaged members of the CSU community. Outside of their professional commitments, they enjoy

staying active outdoors and spending time with family. They are proud parents of three adult children, Gavin, Meyer, and Roman, and are excited that Roman will be attending CSU this fall.

As we welcome Dr. Smith, we also want to express our profound gratitude to Dean Beth Walker for her 11 years of transformative leadership. Under her guidance, the College of Business has achieved global recognition for its commitment to responsible business education. Dr. Walker's legacy provides a robust foundation for Dr. Smith to further propel the college into its next chapter of excellence.

We also wish to thank Dr. Allen Robinson, Professor and Dean of the Walter Scott, Jr. College of Engineering, for chairing the search and to the entire search committee for their diligent work. And, as always, we share our gratitude with the CSU community for your active participation in this important search.

Please join us in giving a warm Ram welcome to Dr. Ronn Smith. We look forward to the bold vision, dedicated leadership, and spirit of collaboration he will bring to our campus.

Sincerely,

Amy Parsons
President, Colorado State University

Lise M. Youngblade
Interim Provost and Executive Vice President



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