

ERNIE SILVERS, MBA

Moreno Valley, CA 92551
www.linkedin.com/in/erniesilvers

Phone: (951) 313-1179
Email: esilvers@csusb.edu

EDUCATION

Master of Business Administration University of Redlands, Redlands, CA	2010
Bachelor of Science – Business Administration University of Phoenix, Ontario, CA	2003
Human Resource Generalist Certification Employers' Group, Los Angeles, CA	2005

TEACHING EXPERIENCE

Jack H. Brown College of Business and Public Administration California State University, San Bernardino, CA School of Entrepreneurship	2014 – Present
---	-----------------------

- **Entrepreneur & Innovation – ENTR-3000**
Exploration of the key concepts of entrepreneurship and innovation. Examines the sources of new ideas and innovation, how ideas move from mind to market, the facets of the entrepreneurial mindset, and how entrepreneurial models and approaches can be applied in any organizational or societal context.
- **Small Business Management – ENTR-4420**
This course focuses on managerial considerations for the small business entrepreneur. Operations, strategy, marketing, human resources, finance, accounting and other issues relating to being a small business owner are explored and discussed during the course.
- **Advanced Managerial Communications – ADMN-6020**
Course focuses on the principles, strategies, and techniques of effective written, oral, and digital business communication. Emphasis is placed on reviewing grammar and mechanics as students create successful written messages including e-mails, memos, letters, reports, and résumés. Students learn productive techniques for business meetings, presentations, and interviews, as well as communicating professionally in an increasingly global, digital workplace.
- **Organizational Behavior – MGMT-3020**
Course covers the core areas of organizational behavior through an exploration of theory, research, and selected publications on topics such as the changing nature of work, work motivation, power and leadership, group dynamics, and organizational effectiveness.
- **Administrative Communication - MGMT-3500**
Course is an introduction to communication theory and focuses on concepts, analysis and methods of improvement for interpersonal communication, communication within organizations and communication between organizations and their external environments.

- **Marketing Principles – MKTG-3050**

Course provides an overview of the field of marketing and its interactions with other aspects of business. Topics include consumer and industrial buying behavior, target marketing, segmentation, positioning, and differentiation; marketing research, product, distribution, promotion, and pricing decisions; industrial, services and international, marketing as well as legal and ethical dimensions.

Associate Faculty – Riverside Community College District

2015

Norco College, Norco, CA (2015)

- **Opportunity Analysis** (Fall 2015)

In this course, students follow a four-step process to identify and evaluate business ideas and take initial steps toward launching a business. Students assess their skills, talents, education and work experiences for potential business ideas. An initial market feasibility assessment is made and students test their business concept through basic market research.

Workshop Leader – Teen Challenge, Riverside, CA

2014 - 2016

(Teen Challenge is a network of corporations that offer Christ-centered, faith-based solutions to youth, adults, and families struggling with life-controlling problems, such as substance abuse.)

- Monthly speaking engagement to prepare graduating students for returning to a regular lifestyle free from drugs and alcohol as well as engaging in productive work. Workshop topics focus on goal setting, job interviewing skills, various alternative career opportunities as well as life and transitioning skills.

UNIVERSITY SERVICE

Jack H. Brown CPBA

2014 - Present

Director, JHBC Graduate Programs (2019 to Present)

Guest Lecturer – WorkAbility IV (November 2022)

- Emotional Intelligence

College Recruitment Committee: CSUSB Career Center Director (2022)

Guest Lecturer – CYBER Camp (January, August 2022)

- Being a Likeable Candidate on Zoom
- Interviewing Skills and Likeability

Guest Lecturer – ADMN-1500 (October 2021)

- Emotional Intelligence

College Recruitment Committee: Associate Dean for CECE (2021)

Silvers Connection Podcast Host – CSUSB MBA YouTube Channel, Spotify – (2020 – 2021, 2023)

WorkAbility IV Advisor – (2020 – Present)

JHBC Senior Leadership Team (2019 – Present)

MBA Curriculum Committee (2019 – Present)

JHBC Assurance of Learning (AOL) Committee (2019 – Present)

Emcee - Jack H. Brown College Student Awards Luncheon (2019, 2023)

Commencement – Lead Marshall (2018 – Present)

Guest Speaker – Oak Valley College (October 2019)

- The life of an entrepreneur – How I got here

Guest Lecturer – PA-315 (October 2019)

- Introduction to Emotional Intelligence

Guest Speaker – Latino Business Students Association (Fall 2017)

- Best Meeting Ever – Making Things Happen and Getting Results!

Faculty Advisor - SEMA Show, Las Vegas, NV (2014 - 2019)

- Facilitate and support an interactive internship program designed to introduce JHBC Business students to career opportunities within the global automotive aftermarket.

Guest Lecturer – CNAM-MBA Course (2013 - 2015)

- Introduction to Entrepreneurship and Building a Personal Brand for French foreign exchange students.

Advisor – Inland Empire Center for Entrepreneurship (2015)

- Entrepreneurship Course Curriculum Review, Planning and Strategy Retreat

Faculty Advisor and Competition Judge - Kinesiology Department (2015)

- Advised students on building a web-based business and judge final team presentations.

Guest Lecturer - Student Health Administration Club (2015)

- Networking Etiquette and Building a Professional Brand

Cypress College, Cypress, CA

Guest Lecturer - Automotive Career Workshop (2014)

- Exploring Manufacturing Job Opportunities

California State University, San Bernardino, CA

Guest Lecturer - Marketing Principles Course (2012)

- Marketing Concepts from an Automotive Aftermarket Perspective

PROFESSIONAL EXPERIENCE

California State University, San Bernardino - Jack H. Brown College 2019 – Present

Fulltime Faculty – School of Entrepreneurship - Lecturer teaching Small Business Management (ENTR-4420) and Entrepreneurship and Innovation (ENTR-3000).

Director, MBA Graduate Programs - Overall operational responsibility for the JHBC Online, Traditional, and Executive MBA programs to ensure student success. Tasked with growth and development of each program as well as marketing and outreach programs to MBA candidates.

SILVERS CONNECTION, Moreno Valley, CA 2018 – Present

Silvers Connection specializes in leading mid-sized, small, and family-run businesses through development and implementation of lean operating systems to maximize efficiency and sustain profitability.

- Business Consulting • Family Business Consulting/Succession • Executive and Career Coaching

EGGE MACHINE COMPANY, INC., Santa Fe Springs, CA 1995 - 2022

(Privately held world-class automotive aftermarket manufacturer and distributor of nostalgic performance and restoration engine components)

President/CEO (2005 – 2022)

Reporting to the Chairman of the Board, directly responsible for development/execution and leadership of manufacturing, remanufacturing, sales and distribution of internal engine components for the enhancement and refurbishment of a broad array of vintage internal combustion engines for pre-1980 vintage automobiles, including management of an organization of up to 49 team members.

- Transitioned 100-year old family businesses into a professionally managed and profitable firm.
- Within three-years of assuming full leadership of the organization, achieved record year of revenues and profitability.
- Directed marketing activities including redesign of website, advertising and significant improvement in company's online/social media presence.

- Effectively made adjustments as needed to costs to appropriately balance revenue and expense throughout tenure, by increasing/decreasing marketing spending, revising headcount, flattening the organization, and negotiating with suppliers to ensure lowest raw material cost.

Vice President/General Manager (1998 – 2005)

Reporting to the President, responsible for direct oversight and leadership of operation, including management of an organization of 30 team members.

- Developed and implemented a fully functional human resource management system, which included writing and producing the first company handbook and establishing an employee benefits program, resulting in more effective personnel management.
- Improved the organization’s financial capabilities, by upgrading the accounting staff, increasing financial analysis performance and instituting annual audits.

General Manager (1997 – 1998)

Reporting to the Vice President, responsible for direct oversight and leadership of operation, including management of an organization of 28 team members.

- Developed an in-house marketing program to establish company/product branding strategies which resulted in increased revenues of 63% over a 3-year period.
- Implemented business operations system resulting in timely and reliable financial data of substantially improved quality for both reporting and management purposes.
- Developed and implemented quality assurance (QA) program for manufacturing operations.

Sales Manager (1995 – 1997)

Reporting to the Vice President/General Manager, responsible for the sales and customer service departments, including supervision of 5 telephone customer service agents.

- Recognized by management for demonstrating capability to present information in a manner that significantly facilitated and optimized the decision making process across the organization.
- Dramatically improved telephone order processes by capturing and utilizing data that allowed for evaluation and improvement of customer service agent productivity.
- Developed Customer Relationship Management Program that not only streamlined interaction with customers, but provided information critical to evaluation of the effectiveness of marketing activities and the source of our customers.

OTHER PROFESSIONAL EXPERIENCE

UNITED STATES NAVY, Naval Air Station, North Island, San Diego, CA
 Aviation Electrician (E-5), C-130A Hercules Aircraft
 Honorable Discharge

INDUSTRY LEADERSHIP POSITIONS/INVOLVEMENT

Advisor , Inland Empire Women’s Business Center	2014 - 2022
Director , SEMA PAC	2010 - 2019
Member , SEMA PAC President’s Club	2005 - 2019
Director , Oversight Board for SEMA 501c3 Entities	2016 - 2019
Member , Association of California Car Clubs	2011 - 2017
Member , National Association of Automobile Museums	2011 - 2017
Member , Regional Chamber Alliance, City of Santa Fe Springs, CA	2010 - 2017
Member , SEMA Memorial Scholarship Committee	2006 –2016

Member , SEMA Board Selection Committee	2008 - 2015
Director , Santa Fe Springs Chamber of Commerce	2014 - 2015
Member , Government Affairs Committee, Auto Care Association	2012 - 2014
Director , California Small Business Association	2012 - 2013
Vice Chair , Engine Rebuilder's Council, Auto Care Association	2012 - 2013
Advisor, Executive Director –Antique Automobile Club of America	2012
Director , SEMA Board of Directors	2010 – 2011
Advisor/Past Chair , Automotive Restoration Market Organization	2009 – 2010
Discussion Moderator , Super Charging Your Backyards Business- SEMA Show	2008
Chairman , Automotive Restoration Market Organization	2006 - 2008
Discussion Moderator , Who's Training Tomorrow's Workforce, Hot Rod Trade Show	2007

PROFESSIONAL DEVELOPMENT

Employment Law Update presented by legal firm of AALRR	2023
CASE Conference	2021
QLT – online Training	2020
ACUE Online Teaching Training	2019
Grief Following Trauma – Living Shield Ministries	2016
Crisis Intervention and Peer Support – Living Shield Ministries	2016
Teaching Secrets That'll Make Students Say "WOW!"	2014
Affordable Care Act Update presented by legal firm of AALRR	2013
Performance Leadership – Concordia University, Irvine, CA	2012
Employee Handbook and Policy Update presented by legal firm of AALRR	2011

AWARDS/RECOGNITION

Most Valuable Professor (VIP) – CSU Athletics Department	2019, 2020, 2021
Motoring Legacy Award - Classic Car Club of America	2012
Whitehead Leadership Society Member - University of Redlands	2010
California Small Business of the Year - California Small Business Association	2010
Person of the Year - SEMA/Automotive Restoration Marketing Organization	2008
Hall of Fame Inductee - Route 66 Cruisin' Hall of Fame, San Bernardino, CA	2004