



Office of the Provost

MSC 3445
New Mexico State University
P. O. Box 30001
Las Cruces, NM 88003-8001
575-646-2594, fax: 575-646-6334
provost@nmsu.edu

May 4, 2022

To: NMSU system faculty, staff and students

From: Dorothy “Dee Dee” Campbell, interim provost and chief academic officer

Subject: Bryan Ashenbaum selected as dean of College of Business

Faculty colleagues, staff members and students, I am pleased to announce that following a national search, we have selected Bryan Ashenbaum as the next dean of our College of Business. Dr. Ashenbaum begins his role July 5.

We are delighted to have Dr. Ashenbaum join NMSU. He is accomplished, ready to serve, and will bring a fresh perspective to NMSU. He is confident, and his background will support the goals of our campus with a focus on student excellence, embracing diversity, equity and inclusion, and community engagement – especially with the business community.

I want to thank Dean Lakshmi N. Reddi of the College of Engineering, who served as chair of the search committee, and I extend that thanks to all of the members who gave their time and consideration to this important selection.

Dr. Ashenbaum earned his Ph.D. in business administration from Arizona State University in 2006. He also holds a Master of Business Administration in supply chain management and a Bachelor of Science in microbiology from ASU.

He had this to say following his selection: “I am humbled and honored to be selected as the next dean of the College of Business. The college has top-notch programs, strong students, and faculty and staff devoted to education and research excellence. I am beyond enthusiastic to join the team as we continue our journey to be the destination business college in the Southwest and Borderlands.”

He is currently serving as the associate dean for Curriculum and Graduate Programs in the Farmer School of Business at Miami University. He was previously the chair of the Department of Management, and before that, director of the Miami Professional Institute for Management Education (PRIME) program.

Dr. Ashenbaum has been published in numerous academic journals such as the Journal of Supply Chain Management, the Journal of Business Logistics, and others. He is currently the co-editor-in-chief of Transportation Journal. He holds numerous honors and awards for achievements, including “Outstanding Professor” awards for undergraduate and graduate teaching.

Prior to his academic career, Ashenbaum held various positions with Procter & Gamble, Honeywell, NIBCO and Perrier. He also spent six years in the U.S. Navy’s Nuclear Propulsion Program, serving as a nuclear reactor operator and quality supervisor on the USS Bainbridge.

Please join me in welcoming Dr. Ashenbaum to his new role at NMSU this summer