

# Ariel D. Smith, Ph.D.

Assistant Teaching Professor  
Center for Entrepreneurship  
Wake Forest University  
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## EDUCATION

- Ph.D.**                      **Purdue University**, American Studies, 2022  
Concentration: African American Studies
- M.Ed.**                      **Vanderbilt University**, Learning, Diversity, and Urban Studies, 2017
- B.S.**                        **University of Alabama at Birmingham**, Business Management, 2015  
*Magna Cum Laude*  
Honors College: Global and Community Leadership

## GRANTS & AWARDS

- 2023 Mellon Foundation Course Enhancement Grant, Wake Forest University (\$3,700)
- 2023 Igniting the Flame Award, Experiential Classroom at University of Notre Dame
- 2022 Paul and Eslanda Robeson International Studies Award, Purdue University (\$1,500)
- 2022 Howard Zinn Memorial Award, Purdue University (\$350)
- 2022 Berenice A. Carroll Memorial Feminism, Peace, and Social Justice Award, Purdue University (\$1500)
- 2021 American Studies Graduate Travel Award (\$400)
- 2021 College of Liberal Arts PROMISE grant (\$750)
- 2021 Charles Esinger Research Award, Purdue University (\$700)
- 2019 American Studies Graduate Travel Research Award (\$400)
- 2019 School of Interdisciplinary Studies Supplemental Travel Grant (\$750)
- 2019 College of Liberal Arts PROMISE Grant, Purdue University (\$750)
- 2019 UNC Black Communities Conference Travel Grant (\$400)
- 2019 Howard G. McCall for Outstanding Leadership, Dedication, and Service to the Purdue Black Cultural Center (\$1,500)
- 2019 Charles Esinger Research Award, American Studies, Purdue University (\$700)
- 2019 Ford Foundation Fellowship Honorable Mention
- 2018 Google Podcast Creators Program, Semifinalist
- 2018 College of Liberal Arts PROMISE Grant, Purdue University (\$750)
- 2019 American Studies Graduate Travel Award, Purdue University (\$400)
- 2018 African American Studies Resource Center's Remmer's Award, Purdue University (\$1,000)
- 2018 American Studies Esinger Research Award, American Studies, Purdue University (\$750)
- 2018 Outstanding Professional Promise Award for M.Ed in Research and Practice, Vanderbilt University Peabody College of Education and Human Development
- 2018 Ford Foundation Predoctoral Fellowship Honorable Mention
- 2018 UNC Black Communities Conference Travel Grant (\$250)
- 2018 College of Liberal Arts PROMISE Grant, Purdue University (\$750)
- 2017-2019 Frederick N. Andrews Doctoral Fellowship, Purdue University
- 2017 American Studies Graduate Student Travel Grant, Purdue University (\$400)
- 2016-2017 Peabody College Dean's Tuition Scholarship, Vanderbilt University
- 2015 Office of Financial Aid Experiential Learning Stipend to China, University of Alabama at

- Birmingham (2,500)
- 2014 Scholarship Recipient for Chinese Cultural and Language Immersion Program, Anshan Normal University in Anshan, Liaoning Province, China
  - 2014 Birmingham City Council Certificate of Recognition for District Strategic Development Plan, Birmingham, AL
  - 2014 Office of the President's Diversity Award, University of Alabama at Birmingham
  - 2013 National Student Role Model Award, Minority Access, Inc.
  - 2013 Aaron Lamar Academic and Service Scholarship, University of Alabama at Birmingham (\$1,000)
  - 2011-2015 Opportunities in Business (Collat Scholars) Four-Year Academic Scholarship, University of Alabama at Birmingham Collat School of Business (\$20,000)
  - 2011-2015 Presidential Four-Year Full Academic Scholarship, University of Alabama at Birmingham
  - 2011-2015 Academic Scholarship, Linly Heflin (12,000)
  - 2011 Outstanding Scholar and Service Scholarship, Shades Valley Rotary Club (\$3,100)
  - 2011 Youth of the Year, Birmingham Kiwanis (\$4,000)
  - 2011 National Achievement Finalist, National Merit Corporation
  - 2010 Berea College Pinnacle Regional Scholar Award of Excellence for Service

#### ENTREPRENEURIAL EXPERIENCE

##### **BuyBrokoli**

*Co-Founder/CEO*

**West Lafayette, IN**

Apr 2022-Present

##### **The Food Truck Scholar**

*Founder*

**West Lafayette, IN/Birmingham, AL**

Jun 2018-Nov. 2023

##### **PrimeTime Movement**

*Founder/CEO*

**Birmingham, AL**

Jan 2015-2016

#### TEACHING EXPERIENCE

##### **Wake Forest University | Center for Entrepreneurship**

*Assistant Teaching Professor*

- Entrepreneurship 303: Entrepreneurial Marketing (in-person, 2 sections) Spring 2024
- Entrepreneurship 304: Black Entrepreneurship in America (designed, in-person) Spring 2024
- Entrepreneurship 303: Entrepreneurial Marketing (in-person, 2 sections) Fall 2023
- Entrepreneurship 304: Black Entrepreneurship in America (designed, in-person) Fall 2023

##### **Purdue University College of Liberal Arts | School of Interdisciplinary Studies**

*Instructor*

- African American Studies 271: Intro to African American Studies (online Summer 2021)
- American Studies 101: America and the World (synchronous, online) Spring 2021
- African American Studies 371: Contemporary Black Entrepreneurship (designed, online) Spring 2021
- American Studies 201: Cultural Politics of Entrepreneurship (designed, hybrid) Fall 2020
- American Studies 101: America and the World (asynchronous, online) Fall 2020
- African American Studies 271: Intro to African American Studies (distance learning) Summer 2020
- African American Studies 271: Intro to African American Studies (in person) Fall 2019
- African American Studies 271: Intro to African American Studies (distance learning) Summer 2019
- African American Studies 271: Intro to African American Studies (in person) Spring 2019

*Teaching Assistant*

- African American Studies 271: Intro to African American Studies (in person) Fall 2018

## **Ivy Tech Community College | Upward Bound at Muncie Central**

### *Instructor*

- English 10: Close Reading and Literary Analysis (online) Summer 2021
- English 11: Activism through Literature and Pop Culture (online) Summer 2021
- English 10: Close Reading and Literary Analysis (online) Summer 2020
- English 11: Activism through Literature and Pop Culture (online) Summer 2020

## **Vanderbilt University | Peabody College of Education and Human Development**

### *Teaching Assistant*

- Education 6751: Diversity Studies Seminar I (in person) Fall 2016
- Education 6752: Diversity Studies Seminar II (in person) Spring 2017

## **University of Alabama at Birmingham | Collat School of Business**

### *Teaching Assistant*

- Information Systems 103: Applied Information Systems & Technology (online) Summer 2013
- Information Systems 103: Applied Information Systems & Technology (online) Summer 2013
- Information Systems 103: Applied Information Systems & Technology (in person) Spring 2013
- Information Systems 103: Applied Information Systems & Technology (in person) Spring 2013
- Information Systems 103: Applied Information Systems & Technology (in person) Fall 2012
- Information Systems 103: Applied Information Systems & Technology (in person) Fall 2012
- Information Systems 103: Applied Information Systems & Technology (online) Summer 2012
- Information Systems 103: Applied Information Systems & Technology (online) Summer 2012
- Information Systems 103: Applied Information Systems & Technology (in person) Spring 2012
- Information Systems 103: Applied Information Systems & Technology (in person) Spring 2012

## COURTESY FACULTY APPOINTMENTS

### **University of Florida**

Center for Arts, Migration, + Entrepreneurship

**Gainesville, FL**

Oct. 2023-Present

### **Wake Forest University | African American Studies Program**

African American Studies Program

**Winston Salem, NC**

Sept. 2023-Present

## GUEST LECTURES

- **BuildUp Community School**
  - Speaker Series, Feb 2023
- **McDaniel College | Environmental Studies**
  - FYS 1260: Food Trucks on Every Corner, Nov. 2022
- **University of Alabama at Birmingham | Collat School of Business**
  - Management 405: Nonprofit Strategies and Entrepreneurship, Mar. 2021
- **University of Alabama at Birmingham | Academic Success Center**
  - UASC 105: Keys to Academic Success, Sept. 2020
- **Purdue University | Brian Lamb School of Communication**
  - Communication 425: Podcasting, Oct. 2020
  - Communication 303: Intercultural Communication, Nov. 2017
- **Vanderbilt University | Peabody College of Education and Human Development**
  - Education 7500: Critical Race Theory in Education, Nov. 2017
- **University of Alabama at Birmingham | Honors College**

- Honors College 211: Leadership in Action, Oct. 2016
- Honors College 311: Pop Culture Theory and Practice, Oct. 2016

## RESEARCH EXPERIENCE

### **Black Yield Institute**

**Baltimore, MD**

*Qualitative Research Analyst*

May 2023-Jun 2023

- Support Cherry Hill Food Apartheid study by analyzing transcription data and supporting reports using qualitative research methods from community listening sessions
- Capture themes and summarize findings in brief report used to influence policy and advocate for community food system planning

### **Black Thought Collective**

**West Lafayette, IN**

Purdue University Black Cultural Center

Jul 2019- Apr 2023

*Scholar-in-Residence*

- Responsible for creating an undergraduate think tank for research and arts that is grounded in Black history and culture on a local, national, and global scale by exposing students to various methodologies including semi-structured interviews, literature reviews, surveys, ethnography, and other appropriate approaches necessary for the project.
- Mentored undergraduate students on how to analyze, synthesize, and interpret findings and ideas to be delivered to Purdue and Greater Lafayette communities (students, faculty, staff, community members of various majors, fields, and backgrounds) in a manner that is clear, concise, compelling, and engaging using surveys, videos, activities, dance, and other mediums.
- Created and disseminate marketing material for shows and festivals including copy for program show notes
- Communicated the vision of cultural arts festival, research tour, and cultural arts series through a variety of mediums for marketing plan to be effectively executed across intergenerational and multicultural audiences.
- Collaborated with team of 5 Performing Arts Ensemble Artists in Residence and Assistant Director to create semester themes and 4 performances for Purdue and Greater Lafayette Community.
- Increased and retained student membership by 200% in the first year of leadership.
- Managed transition to remote and hybrid platforms throughout pandemic.

### **Purdue University**

**West Lafayette, IN**

School of Interdisciplinary Studies

Aug 2017-Oct 2022

*Principal Investigator*

- Designed and managed a 5.5-year independent research project centering the experiences of African Americans within the food truck industry
- Recognized for innovation in researcher as first to design research project specifically on Black food truck owners
- Analyzed current communications and framing practices of Black entrepreneurship and the food truck industry through news, academic literatures, media, television, and film
- Conducted empirical research that led to the creation of new frames to potentially shift the mindset of the public and academia regarding the impact of street food entrepreneurship on Black communities and Black economic freedom
- Performed historical analysis to identify contemporary trends and challenges
- Presented results before stakeholders within the fields of, but not limited to social science, humanities, and STEM as well as municipalities, tech companies, and nonprofits
- Applied and successfully secured grant funding totally over \$13,350

**DISCO Network, University of Michigan**  
Humanities and Technology Lab, Purdue University  
*Principal Doctoral Researcher*

**Ann Arbor, MI**  
Aug 2021- May 2022

- \$4.8 million funding support from the Andrew Mellon Foundation, to work on topics of racial inequality, histories of exclusion, disability justice, economic justice, techno-ableism, and digital racial politics within the academy, the technology industry, innovation and beyond.
- Worked to develop new opportunities for STEM and humanities students and researchers to address digital inequality. Lead research assistant for Humanities and Technology Lab.
- Partnered with interdisciplinary, diverse, remote team to expand existing cross-functional relationships between stakeholders in the School of Interdisciplinary Studies, the School of Engineering Education, the School of Design, Art, and Performance, the Honors College, and the College of Engineering's Innovation and Leadership Studies Program
- Developed publications about Black creators, business, and entrepreneurship in physical and digital spaces.
- Presented findings virtually before stakeholders representing multiple fields within and beyond the academy such as digital media studies, science and technology studies, sociology, anthropology, engineering, computer science, English, and American Studies

**Black Girls in STEM**  
Vanderbilt University Peabody College of Education  
*Graduate Research Assistant*

**Nashville, TN**  
Jan 2017- Jul 2017

- Explored the ways undergraduate Black women develop mathematics identities. Addressed underrepresentation of racialized minorities in mathematics or STEM
- Conducted literature reviews, data collection and analysis. Organized and conducted 8 semi-structured interviews with participants and assisted in organizing focus group for participants
- Coded and analyzed data in preparation for manuscript as first author. Submitted proposal and was accepted into leading conference for field of education.

**Rac(e)ing Towards Diversity: Peabody's Racial Climate**  
Vanderbilt University Peabody College of Education  
*Qualitative Team Researcher*

**Nashville, TN**  
Aug-Dec 2016

- Developed semi-structured interview questions to ask graduate students about on-campus racial climate and diverse curriculum
- Recorded, transcribed, and analyzed responses
- Collaborated with quantitative and video groups to present full project and paper detailing findings
- Presented work to administration to review

**Phd Prep Lab**  
*Academic & Applied Science Research Assistant*

**Birmingham, AL**  
Feb 2015-Jul 2016

- Team researcher responsible for assisting community development organization Urban Impact, Inc. by creating strategic plan
- Provide business consulting for historic 4th Avenue Business District and its merchant association
- Conducted community asset mapping for district to meet key stakeholders
- Gather market data for district to be used for current and prospective business and property owners
- Developed curriculum to prepare minority students applying to doctoral degrees in business.
- Conducted business model canvas for program structure.
- Led graduate test prep workshops covering GMAT and GRE exams

- Served as peer mentor as new doctoral student by sharing resources with other members

**The Birmingham Business Project**

University of Alabama at Birmingham Collat School of Business

**Birmingham, AL**

May 2013-Dec 2015

*Principal Student Project Researcher*

- Transformed the Business Student Scholars Program into The Birmingham Project by creating new summer research intensive program to introduce high schoolers to community based participatory research
- Led, trained, and mentored 10 undergraduate students and 20 high school students in conducting [historical analysis](#) and forecasting economic industry projections of the City of Birmingham and conducting a strategic development plan for District 6.
- Taught students to do qualitative and quantitative data collection and analysis using primary and secondary sources such as interviews, oral histories, census tracts, city development plans databases and news articles.
- Responsible for creating daily schedules and adjusting in the moment when needed
- Chief liaison for all communication with local stakeholders such as city council, local businesses, clergy, city school system superintendent, police captains, neighborhood residents and university affiliates, dignitaries, local civil rights icons who contributed to the project through interviews and ethnographic work conducted by students.
- Spearheaded final report with over 50 recommendations for implementation and before City Council and general audience of 300 including press and high profile stakeholders
- Successfully convinced City of Birmingham to implement some of the project's recommendations for community safety and wellbeing
- Engaged press before and after the launch of the program via local radio, university news, local news, and blogs.

**Lobbying Disclosure Act**

University of Alabama at Birmingham Collat School of Business

**Birmingham, AL**

Aug 2013-Apr 2015

*Research Assistant*

- Researcher for multi-million-dollar and multi-university NSF grant to understand lobbying disclosure data in relation to the Affordable Care Act
- Collaborated with researchers across various fields within and beyond the university including computer science, healthcare management, and political science
- Analyzed and coded lobbying disclosure data so algorithm could be generated
- Recruited, trained, and mentored other researchers on relevant research methods and data analysis. Reported team findings to principal investigator in weekly meetings
- Conducted literature reviews
- Created reports to be published in academic journals based upon findings

**Birmingham Neighborhood Asset Mapping**

University of Alabama at Birmingham

**Birmingham, AL**

Aug-Dec 2011

*Mixed Methods Team Researcher*

- Compiled historical and archival data on the Woodlawn community of Birmingham, AL through the use of primary and secondary sources as well as field observations
- Collected data on the cultural mindsets of long-time and new residents of Birmingham and specifically the Woodlawn community to understand key similarities, differences, and reasonings for differences in mindsets.

- Spearheaded community asset mapping of Woodlawn’s five neighborhoods on the basis of educational access, economic opportunities, health access, housing, and recreation
- Conducted semi-structured interviews with community stakeholders to understand community points of pride and areas for growth
- Led the drafting of and presented 20-page report summarizing findings

## PUBLICATIONS

### **Peer Reviewed Articles**

- Smith, A. D. (2022). The Black Podcaster-Scholar: A Critical Reflection of Using Podcasting as Methodology as a Black Doctoral Student. In: Clark, M.D., Banks, A.J. (eds) *Interrogating Digitized Blackness. Social Media + Society.*

### **Reports**

- Davis, E.E., **Smith, A.D.** (Eds.). (2015). Birmingham Land Bank Authority and Habitat for Humanity Strategy Planning. *Birmingham Business Project.*
- Smith, A.D. (Ed.). (2014). Strategic Development Plan for District 6 of Birmingham, AL. *Birmingham Business Project.*
- Smith, A.D. (Ed.). (2013). Birmingham Then, Now, and Tomorrow: 50th Anniversary of Civil Rights. *Birmingham Business Project.*

### **Book Chapters**

- Brown, N.E., Jackson, J., Ingram, A., Leneer, I., **Smith, A.D.** (2021). Black Lady Classroom. In: Mallinson, D.J., Marin Hellwege, J., Loepf, E.D. (eds) *The Palgrave Handbook of Political Research Pedagogy. Political Pedagogies. Palgrave Macmillan, Cham.*  
[https://doi.org/10.1007/978-3-030-76955-0\\_20](https://doi.org/10.1007/978-3-030-76955-0_20)
- Smith, A.D. (2019). Under Reconstruction: A Black Woman’s Journey Through Insecurity. In *A Second Helping of Gumbo for the Soul: More Liberating Stories and Memories to Inspire Females of Color.* Charlotte, NC: *Information Age Publishing.*

### **Books**

- Smith, A.D. *Before You Launch a Food Truck: 8 Questions Every Aspiring Food Trucker Should Ask.* Self-Published. *The Food Truck Scholar.* 2021.

### **In Preparation**

- **Smith, A.D.,** Fouche, R.D. (in prep-a). Reframing Blackness and Black Entrepreneurship in the Digital Sphere.
- Smith, A.D. (in prep-b) The Revolution is Partially Televised and Underestimated: (Mis) Representation of Black-owned Food Trucks in Popular Culture. In preparation for *Journal of Popular Culture*
- Smith, A.D. (in prep-c). The Revolution Will Be Recorded: Understanding the Experiences of Black Entrepreneurs in the Food Truck Industry
- Smith, A.D. (in-prep-d). The Revolution Will be Collectivized: Understanding Food Trucks as Vehicles for Collective Action in Black Communities
- Smith A.D. (in prep). Black Food Trucks Matter: Understanding Contemporary African American Street Food Entrepreneurship. In preparation for University of North Carolina Press

### **Public Scholarship**

- Smith, A. D. (2022, March 30). From Pig Foot Mary to Pinky Cole. Whetstone Magazine. Retrieved from <https://www.whetstonemagazine.com/journal/from-pig-foot-mary-to-pinky-cole>
- Smith, Ariel D. (2019, October 4) “Food Truck Me Please! Tips for Having Food Trucks at Your Wedding.” anghstudio. Ang H. Studio, LLC.
- Smith, A. D. (2019, April 29). Two Nashville Food Truck Owners Offer Hope One Plate at a Time. Retrieved from <https://www.cuisinenoirmag.com/nashville-food-truck-owners-terry-key-patrick-lanier/>
- Smith, A. D. (2019, January 29). Black Food Trucks as Agents of Change. Retrieved from <https://www.cuisinenoirmag.com/black-food-trucks-community-activism/>

### **INVITED TALKS**

- MLK Day Keynote. Forsyth Technical Community College. Winston Salem, NC. January 11, 2024.
- Cooking With Grease. Black Food Symposium. UNC Wilmington Upperman Cultural Center. November 1, 2023
- EmpowHer Lunch Series. HUSTLE+. Winston Salem, NC. October 11, 2023.
- Of Hearth and Table: Black Food Symposium. Wake Forest University. Winston Salem, NC. March 24, 2023.
- Kushinda Celebration. Purdue University. West Lafayette, IN. May 12, 2022
- Office of Service Learning and Undergraduate Research Expo. University of Alabama at Birmingham. Birmingham, AL. November 30, 2020.
- Commencement Speaker. Brighton Elementary School. Brighton, AL. May 2016
- Career Day Speaker. Brighton Elementary. Brighton, AL. April 2016
- Commencement Speaker. University of Alabama at Birmingham. Birmingham, AL. December 12, 2015.

### **PRESENTATIONS**

- Smith, A.D. Presenter. “Kitchen Table Pedagogy in Entrepreneurship Education.” United States Association of Small Business and Entrepreneurship. Birmingham, AL. January 2024.
- Smith, A.D. Presenter. “Redefining What It Means to be Black Owned.” DISCO Network. Virtual. May 23, 2022.
- Lloyd, D., Balthrop-Lewis, A., Jackson, C., Ho, T., **Smith, A.D.**, Gupta-Carlson, H., “Theorizing Resilience Through On the Ground Expressions of Creative Revolt.” The American Studies Association Annual meeting. Virtual. October 12, 2021.
- Smith, A.D. Panel Presenter. “The Revolution will be Mobilized and Podcasted: Interrogating ‘The Food Truck Scholar Podcast’ Influence in Changing the Black Food Trucker Narrative.” Emerging Research in Podcast Studies, International Graduate student symposium, virtual. February 2021
- Smith, A.D. “Crossroads of Education, Entrepreneurship & Activism.” Vanderbilt University. Nashville, TN. September 2020.
- Terrell, S. & **Smith, A.D.** “Covid-19 and Food Security.” Black Communities Conference Virtual Sessions. June 2020.
- **Smith, A.D.**, Crider, J.M., Case, W.P. & Smith, E.A. Workshop. “Hip Hop at 45: A Critical Look at what Hip Hop was, is, and could be.” Black Communities Conference Durham, NC. September 9-11, 2019
- Leon, R., **Smith, A.D.**, Ramirez, E., & Orellana, J. (2019). American Studies Association Annual

- Meeting- [submitted session title] “Placemaking to Fight Erasure: Imbuing Grassroots Resistance into Marketplaces and Public Space.” Honolulu, Hawai’i. November 2019
- Smith, A.D. Panel Presenter. “Hungry Hustlers: Introducing Food as the Unrecognized Founding Element of Hip Hop.” European Hip-hop Studies Network Conference. University of Bristol. Bristol, UK. June 2019
  - Smith, A.D. Paper Presenter. “Servin’ Up Resistance: Reclaiming the Narrative of Black Women Cooks of the Antebellum Era.” Conspiracy: A Graduate Student Conference. Princeton University. Princeton, NJ. April 2019.
  - Williams, M. M. and **Smith, A.D.** Panel Presenters. “Cravings: The Hunger for a Food Analytic in Black Studies.” African American Studies and Resource Center Biennial Symposium. West Lafayette, IN. November 2018.
  - Smith, A.D. Poster Presenter. “Trapping from the Kitchen to the Streets: The Economic and Social Capital of the Foodminati.” American Studies Annual Symposium. West Lafayette, IN: May 2018
  - **Smith, A.D.**, Challenger, V.L., and Warren, G.E. Panel Presenters. “The economic citizenship of Black-owned food trucks in Birmingham.” Black Communities Conference. Durham, NC: April 2018.
  - **Smith, A.D.** and Joseph, N.M. Panel Presenters. “Black Woman First, Mathematician Second: Toward an Understanding of Black Women’s Construction of Mathematics Identity.” American Education Research Association Annual Meeting. New York City, NY: April 2018.
  - Smith, A.D. Moderator. “Spatial Geography.” Critical Race Studies in Education Association Conference. Indianapolis, IN: May 2017.
  - **Smith, A. D.** & Davis, E. (May 2016). *Empowering the Next Generation of Advocates*. Panelist for the Building Alabama Reinvestment Conference. Birmingham, AL USA.
  - Davis, E., Abrahams II, L., & **Smith, A.D.** (February 2016). *Resurgence* in Birmingham’s 4th Avenue District Filling the Black Millennial Need. Presenter and Panelist for the A.G. Gaston Conference. Birmingham, AL, USA
  - Smith, A.D. (October 2015). *Civil Rights and Wrongs: A Discussion on Structural Racism*, Moderator for the Community Engagement Institute. Birmingham, AL, USA.
  - Liao, L., Zhang, C., **Smith, A.D.**, Savage, G. (August 2015) *A Multi-topic Meta-classification Scheme for Analyzing Lobbying Disclosure Data, in Information Reuse and Integration (IRI)*, 2015 IEEE International Conference on , vol., no., pp.349-356.
  - Kharel, R., Shrestha, N., Zhang, C., Savage, G. & **Smith, A.D.** (March 2014). *Consolidating Client Names in the Lobbying Disclosure Database Using Efficient Clustering Techniques*, Proceedings of the 52nd Annual ACM Southeast Conference. Kennesaw, GA, USA.
  - **Smith, A.D.** & Long, V. (February 2014). *Where are the Gastons?* Presenter for the A.G. Gaston Conference: Economic Empowerment Through Enterprise Development. Birmingham, AL, USA.
  - Bohannon, N., Selles, H. & **Smith, A.D.** (2012). *Peer Mentoring Through Blueprints College Access Initiative*, Presenter for the National Outreach Scholarship Conference, September 30, 2012, Tuscaloosa, AL, USA.

## SERVICE

### **Service to Community**

- Help Patrick Keep Truckin, *Fundraising Organizer*, 2022
  - Raised over \$8,000 to keep food truck operational
- Clayton County Schools- Clayton County, GA, *Guest speaker*, 2021
- KIPP Indy Public Schools, *Guest Speaker*, 2020
- Western Communities Redevelopment Alliance Advisory Board, 2020-Present
- Blueprints College Access Initiative Advisory Council, 2013-2015
- Youth Leadership Forum of Birmingham Presenter, 2013

- Alabama Possible Program Coordinator Search Committee and Interview Panelist, 2012

### **Service to Business and Entrepreneurship**

- Creator/Host. The Food Truck Scholar Podcast March 2019-Present
- Presenter. “Monetizing a Niche Podcast.” Blk Pod Festival. Atlanta, GA. May 28, 2022.
- Presenter. “How to Write a Book that Makes Readers Take Action.” Podfest Multimedia Expo. Orlando, FL. May 29, 2022.
- Interview Trainer. Food and Business Summit. Los Angeles, CA. May 1, 2022.
- Moderator. Food and Business Summit. Norfolk, VA; Houston, TX, Indianapolis, IN. April 4-April 25, 2022.
- Organizer/Moderator. Positioning for Investment Through Understanding ROI. In Partnership with Alamerica Bank. Virtual. February 24, 2022.
- Presenter. “Expanding Your Niche Podcast.” Podfest Origins. Tampa, FL. November 4, 2021.
- Presenter. “The Future of the Food Truck Industry.” Green Eyed Ambition YouTube Live. November 2, 2021.
- Presenter. “State of The Food Truck Industry.” Food Titans Summit on Clubhouse. October 28, 2021.
- Organizer. “Counterfeit Money Awareness and Cash Handling Tips.” In partnership with Regions Bank. The Food Truck Scholar. Birmingham, AL. October 18, 2021.
- Panelist. “Building Your Brand: Mentoring for Entrepreneurial Activities. Mentoring @ Purdue. Purdue University. West Lafayette, IN. April 28, 2021.
- Organizer/Presenter. “Relationship Between Farmers and Food Truckers.” In Partnership with Ag in Color. Clubhouse. April 27, 2021.
- Organizer/Moderator. Alabama Melanated Food Truck Mini Con. In partnership with Urban Impact Birmingham and Grow with Google. Virtual. April 19, 2021.
- Presenter. “Food Trucks 101.” In partnership with EatOkra. Virtual. April 12, 2021.
- Panelist/Moderator. “How Do I Get Legit...Food Trucks.” In Partnership with Be BHM and Urban Impact Birmingham. Virtual. March 30, 2021.
- Session Chair. “Black Business and Economic Freedom.” Black Communities Conference. Virtual. March 16, 2021.
- Presenter. “Mindset Before Monetization.” Podfest Masterclass. Virtual. March 2, 2021.
- Presenter. “Pushing Academic Boundaries as a Mixed-Medium EntreScholar.” Lunch and Learn Series. Asian American and Asian Resource and Cultural Center. Purdue University. West Lafayette, IN. February 18, 2021.
- Organizer/Moderator. “Race and Entrepreneurship with Alumni.” Purdue Black Cultural Center. West Lafayette, IN. October 8, 2020.
- Moderator. “Race and Entrepreneurship with Arlan Hamilton.” Purdue Black Cultural Center. West Lafayette, IN. October 9, 2020.
- Presenter. “Simple Strategies: Building an Email List for New Podcaster.” Podfest Masterclass. Virtual. September 2020.
- Presenter. “Crossroads of Education, Entrepreneurship & Activism.” Vanderbilt University. Nashville, TN. September 2020.
- Organizer/Moderator. Black Food Entrepreneurship Webinar: Lessons Learned in First Year of Food Trucking. In Partnership with EatOkra. Virtual. August 15, 2020.
- Organizer/Moderator. Black Food Entrepreneurship Webinar: Mastering Menu Creation and Online Delivery. In Partnership with EatOkra. Virtual. August 1, 2020.
- Organizer/Moderator. Black Food Entrepreneurship Webinar: Marketing Strategies. In Partnership

with EatOkra. Virtual. July 18, 2020.

## UNIVERSITY SERVICE

### **Program/Department Level**

- Wake Forest University. Center for Entrepreneurship Strategic Meeting, August 2023
- Wake Forest University, Center for Entrepreneurship Marketing Initiative, August 2023-Present
- Purdue University American Studies Graduate Student Organization, 2017-Present
  - *President 2020-2021; Vice President, 2018-2019*
- Purdue University. American Studies Steering Committee, 2018-2019; 2020-2021
- Purdue University. “Navigating the IRB Process in Covid.” Organizer, April 2021
- Purdue University. “Publishing Beyond the Academy, Part 2.” Organizer, March 2021
- Purdue University. “Publishing Within and Beyond the Academy, Part 1.” Organizer, November 2020
- Purdue University. “Navigating Interdisciplinarity through CVs, Resumes, and Portfolios.” Organizer, October 2020
- Purdue University. “Exploring Alt-Ac & Academia as an Interdisciplinary Scholar.” Organizer, September 2020
- Purdue University. “Research Statements and Teaching Philosophies Workshop.” February, 2019.
- Purdue University. American Studies Symposium Committee, 2017-2018
- Purdue University American Studies Graduate Student Curriculum Committee, 2017
- Vanderbilt Advisory Board Member for Website rebranding, 2017
- Vanderbilt University Prospective Faculty Job Talk, 2016
- UAB Society for Human Resource Management, 2012-2015
  - *President, 2014-2015; Secretary, 2013-2014*

### **College Level**

- Purdue University Focus Group for Grad Student Experience-African American/Black Women in the College of Liberal Arts, 2020
- Purdue University Women in Liberal Arts Youth Conference, 2019, Workshop Facilitator
- Purdue University College Liberal Arts Prospective Graduate Student Diversity Recruitment, Graduate Student Program Coordinator, 2019
- Purdue University College Liberal Arts Prospective Graduate Student Diversity Recruitment, Graduate Student Program Coordinator, 2018
- Vanderbilt University Prospective Graduate Student Visitation Day, 2017
- UAB Collat School of Business Employer Drive-in Presenter, 2015
- UAB High School Business and Financial Academy Summit Panelist, 2015
- UAB Accounting Career Awareness Program Board of Directors, 2014
- UAB Ambassador for South African Dignitaries, 2014
- UAB Freshman/Transfer Student Open House Panelist, 2014
- UAB Collat School of Business Dean Search Process Focus Group, 2013
- UAB Campus Dining Team Focus Group for Business-Engineering Complex, 2012
- UAB “Life Skills for Students” Luncheon Presenter, 2012
- UAB Business Student Leaders, 2012-2015

### **University Level**

- Purdue University Summer Research Opportunities Program, panelist, Jun 2022
- Purdue University. “Food Justice: A Dialogue and Cooking Demonstration with Chef Oya.” Moderator, February 2022.
- Purdue University Diversity Taskforce, Sept. 2020-Oct 2020

- Purdue University Cultural Center Virtual Tour, BCC Tour Guide/Voiceover, Jun 2020
- Purdue University. “An Evening with Chef Bryant Terry.” Host/Facilitator. February, 2019
- Vanderbilt University Graduate Diversity and Inclusion Committee, 2016-2017
- UAB Undergraduate Research Expo, oral presentation moderator/event facilitator, 2016
- UAB AmeriCorps Career Fair Representative, 2016
- UAB Academic Success Center, presenter- “Making a Difference on Your Campus & in Your Community.” 2016
- UAB Community Speed Matching, Event Organizer, 2016
- UAB Faculty Fellows in Engaged Scholarship Program, Program Assistant, 2015-2016
- UAB Fall Service Learning Expo, Event Organizer, 2015
- UAB Vice President for Equity and Diversity Search Process Focus Group, 2015
- UAB Shades Valley Rotary Club: “Importance of Service Learning at UAB” Presenter, 2015
- UAB Bridge to Doctorate Winter Research Conference Facilitator, 2014
- UAB Louis B. Stokes Alabama Alliance for Minority Participation Conference Oral Presentation Judge, 2014
- UAB Louis B. Stokes Alabama Alliance for Minority Participation Conference Assistant, 2013
- UAB Montgomery, AL Higher Education Day Rally UAB Committee Organizer, 2013
- UAB Scholars Day Panelist, 2012-2015
- UAB Blazer Women of Mentoring Excellence Network Steering Committee Member, 2012
- UAB Honors College Open House, retreat facilitator, 2012

#### PROFESSIONAL EXPERIENCE

##### **Kentucky Governor’s School for Entrepreneurs**

KEEN Start  
*Team Leader*

**Highland Heights, KY**

May-Jul 2021

##### **Western Communities Redevelopment Alliance**

*Advisory Board Member*

**Birmingham, AL**

Apr 2020-Apr 2021

##### **Nashville After Zone Alliance**

*External Quality Consultant*

**Nashville, TN**

Aug 2016-May 2017

##### **KIPP Collegiate High School**

*Student Support Intern*

**Nashville, TN**

Aug 2016-May 2017

##### **AmeriCorps VISTA**

UAB Office for Service Learning & Undergraduate Research  
*Outreach & Engagement Fellow*

**Birmingham, AL**

Jul 2015-Jul 2016

##### **Alabama Possible: Blueprints College Access Initiative**

*Student Liaison*

**Birmingham, AL**

Sept. 2011- Dec. 2014

#### MEDIA APPEARANCES

- Greenlee, C. (2023, April 17). Meet Ariel D. Smith, “The food truck scholar.” Andscape. <https://andscape.com/features/ariel-d-smith-the-food-truck-scholar-interview/>
- Stuart, S. (2022, April 12). *Alabama 'food truck scholar' to moderate food and business summit.* al.com. Retrieved June 4, 2022, from <https://www.al.com/business/2022/04/alabama-food-truck-scholar-to-moderate-food-and-business-summit.html>

- Glover, E. (2022, February 15). *Nashville food truck owner serves community first, but operation lacks necessary funding*. WZTV. Retrieved July 16, 2022, from <https://fox17.com/news/local/nashville-food-truck-owner-serves-community-first-but-operation-lacks-proper-funding>
- Black News Channel. *Entrepreneur provides resources to food truck owners*. YouTube. (2021, October 26). Retrieved June 4, 2022, from <https://youtu.be/PGznnFNoe4k>
- Matthews, M. (2021, October 13). *'food truck scholar' is eating her way through her ph.D.* al.com. Retrieved June 4, 2022, from <https://www.al.com/life/2021/10/host-of-the-food-truck-scholar-podcast-is-eating-her-way-through-her-phd.html>
- Garner-Chambers, K. (2021, July 2). *Podcast recap: Food truck culture and entrepreneurship with podcaster Ariel Smith*. Brand Strategy and Business Marketing for Creatives and Entrepreneurs. Retrieved July 16, 2022, from <https://www.keetria.com/food-truck-culture-and-entrepreneurship-with-podcaster-ariel-smith/>
- Arnold, B. (2021, March 26). *Purdue Foundry - Foundry Grounds: An entrepreneur and a food truck scholar: Facebook: By Purdue Foundry: Join Us with Ariel Smith This Week and listen to her story as Phd candidate, an entrepreneur, and a food truck scholar - thefoodtruckscholar.com*. Facebook. Retrieved July 16, 2022, from <https://www.facebook.com/PurdueFoundry/videos/934577280693416/>
- Box, T. (2021, March 25). *Purdue entrepreneur finds success in food trucks*. WBIW. Retrieved June 4, 2022, from <https://www.wbiw.com/2021/03/25/purdue-entrepreneur-finds-success-in-food-trucks/>
- Townsend, A. (2021, February 11). *15 Black Trailblazers who are changing the way we eat and drink in 2021*. Time Out United States. Retrieved July 16, 2022, from <https://www.timeout.com/usa/food-drink/black-food-and-drink-leaders-to-watch>
- Sternke, R. (2020, November 26). *'food truck scholar' highlights black owners*. Purdue Exponent. Retrieved July 16, 2022, from [https://www.purdueexponent.org/campus/article\\_80fd8220-2da1-11eb-ae92-ebb46e1a90ee.html](https://www.purdueexponent.org/campus/article_80fd8220-2da1-11eb-ae92-ebb46e1a90ee.html)
- Fox 59. (2020, September 10). *Full Steam Ahead Podcast Episode 68 – Food Truck Scholar Ariel Smith*. Retrieved from <https://fox59.com/news/full-steam-ahead-podcast-episode-68-food-truck-scholar-ariel-smith/>
- Byrd, A. D. (2020, August 27). *Why The Food Truck Scholar Is Making Waves*. Retrieved from <https://swagher.net/why-the-food-truck-scholar-is-making-waves/>
- The Gourmet Goober. (2020, July 16). *Talking Food Trucks with Ariel D. Smith!* Retrieved from <https://thegourmetgoober.com/post/623796854690398208/talking-food-trucks-with-ariel-d-smith>
- Bartels, A. (2020, February 18). *Full Steam Ahead Podcast Episode 42 – Black History Month*. Retrieved from <https://fox59.com/news/full-steam-ahead-podcast-episode-42-black-history-month/>
- Caruso, I. (2019, August 30). *Food Truck Scholar*. Retrieved from <https://www.wlfi.com/content/news/Food-Truck-Scholar--558797711.html>
- Black and Highly Dangerous Podcast. (2019, June 12). *Episode 74: The Food Truck Scholar w/ Ariel D. Smith*. Retrieved from <https://www.blackandhighlydangerous.com/single-post/2019/06/12/Episode-74-The-Food-Truck-Scholar-w-Ariel-D-Smith>
- Learning, Diversity, and Urban Studies 2016-17 Cohort. (2017). Retrieved from <https://peabody.vanderbilt.edu/programs/learning-diversity-and-urban-studies-med/cohorts.php>
- Carsen, D. (April 2016). *Birmingham and Gentrification: Is There an Impact on Schools?* WBHM 90.3 FM. Radio.
- Moore, T. (February 2016). *Are You Leaving Free Cash for College on the Table?* AL.com. Alabama Media Group.

- Short, G. A. (April 2015). *The Community As Case Study*. UAB Magazine.
- Williams, R. (July 2014). *Teaching Young Adults About Entrepreneurship*. Biz Talk with Roy Williams. WAGG 610 AM.
- Blueprints AL (2014, November 11). Choosing a College. Retrieved from <https://blueprintsalabama.wordpress.com/choosing-a-college/>
- Bakken, Jim. "Collat School of Business Marks 50 Years of Civil Rights Progress." UAB News. University of Alabama at Birmingham, n.d. Web. 2013.
- Williams, R. (September 2013) UAB and Birmingham's Celebration of the Civil Rights Movement. Biz Talk with Roy Williams. WAGG 610 AM. Radio.
- Davis, M. "UAB, Local High-School Students Examine Impact of Civil Rights Movement on Business." UAB - Collat School of Business. University of Alabama at Birmingham, n.d. Web. 2013
- Alabama Possible. (2013, January 29). Alabama Possible Spotlight: Mentor Ariel Smith Extends a Hand, Opens Doors. Retrieved from <https://alabamapossible.org/2016/01/29/alabama-possible-spotlight-mentor-ariel-smith-extends-a-hand-opens-doors/>

#### CONTINUING EDUCATION & CERTIFICATIONS

- University of Notre Dame: Experiential Learning Classroom. South Bend, IN. Oct. 2023
- Be Nimble Foundation: Idea Stage Accelerator. Indianapolis, IN. May 2022-Present
- Auburn University: Government and Economic Development Institute. AU Inspires Small Business Program: Strategic Planning for Small Businesses. Auburn, AL. May 2022
- Auburn University: Government and Economic Development Institute. AU Inspires Small Business Program: Marketing for Small Business. Auburn, AL. May 2022.
- Maven Course Accelerator. Virtual. Oct. 2021
- Auburn University: Government and Economic Development Institute. Invincible Small Business Certificate. Auburn, AL. Aug. 2020
- Purdue University: Krannert School of Management-Executive Education. Applied Management Principles Certificate. West Lafayette, IN. Aug. 2020
  - Courses include strategy, entrepreneurship, negotiation and problem solving, digital marketing and social media, marketing, accounting, and executive presence
- University of Alabama: Culverhouse School of Accountancy. LIFT Financial Accounting Certificate. Tuscaloosa, AL. Jul. 2020
- Purdue University: Residential Academic Initiatives. Learning Communities Training. West Lafayette, IN. Aug. 2018
- Anshan Normal University. Chinese Language and Culture Certificate. Anshan, Liaoning Province, China. Jul. 2015

#### PROFESSIONAL MEMBERSHIPS

- United States Association of Small Business and Entrepreneurship, 2024
- Podfest Multimedia Expo, 2020-Present
- Blk Pod Collective, 2019-2022
- Western Communities Redevelopment Alliance, 2020-Present
- American Studies Association, 2017-Present
- R.A.C.E. Mentoring, 2017-Present
- Critical Race Studies in Education Association, 2017-2018
- American Educational Research Association, 2017-2018
- Alpha Kappa Psi Professional Business Fraternity
- Beta Gamma Sigma International Honor Society

- Golden Key International Honor Society
- Alpha Lambda Delta Honor Society
- Delta Epsilon Iota Academic Honor Society