

# Paul K. Toprac

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## *Education*

**Ph.D., University of Texas at Austin, Spring 2008**

Instructional Technology, Curriculum and Instruction Department, College of Education

**M.B.A., University of Texas at Austin, 1991**

**B.S., Chemical Engineering, University of Texas at Austin, 1982**

## *Administrative, Research, and Teaching Experience in Academe*

**University of Texas at Austin: Summer 2012 – Present**

Associate Director of Game Development and Senior Lecturer.

**The Guildhall at Southern Methodist University; Fall 2008 – Summer 2012**

Lecturer: Responsible for a variety of administrative, research, and teaching duties.

**University of Texas at Austin (UT): Spring 2004 – Spring 2008**

Wrote grant proposals, designed instructional technologies, and managed research, design, and development projects.

Assistant Instructor, Fall 2005 – Fall 2007: Created and taught a new upper-division course, titled “Digital Games and Society,” in the Science, Technology, and Society (STS) program.

## *Professional Experience*

**CEO, Topcat Productions, LLC. January 2011 – Present**

Producing games or gamified applications to improve learning, motivation, and performance in the classroom and the workplace.

**Executive Director, Austin Technology Council, February 2000 – February 2003**

Responsible for building the non-profit trade association to become the largest independent high technology trade association in Texas by early 2002.

**Senior Product Marketing Manager, PSW Technologies, March 1998 – February 2000**

Responsible for strategic planning, branding, web site development, sales tools creation, research and analysis, and leadership of the marketing function.

**Technical & Management Consultant. U.S. Direct Consultancy, January 1992 – March 1998**

Assisted in the commercialization of technology and designed solutions for firms facing technical and business challenges, both domestically and internationally.

**Founder and President, Microserve Inc., January 1985 – December 1991**

Led all aspects of an authorized value-added reseller and service provider including consulting, management, sales, marketing, information systems, and product development. Provided consulting and training, in groups and one-on-one, on using computer solutions.

**Project Engineer, Union Pacific Resources, August 1982 – November 1984**

Created software-based models to simulate and optimize process performance. Based on models' results, proposed process changes, capital requirements, and managed projects.