

Paul K. Toprac

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.