

SPONSOR PROFILE

LISA REED, J.D.

ASSOCIATE DEAN, ASSOCIATE PROFESSOR, UNIVERSITY OF PORTLAND PAMPLIN SCHOOL OF BUSINESS



It is fast approaching 30 years since Lisa Reed traded a law career in North Carolina for a rewarding life of teaching, inspiration and service at the University of Portland. While her husband, John Orr, Ph.D., taught American literature for many years and recently retired as UP's Assistant Provost, Reed has prospered in the vital campus roles of Associate Dean and Distinguished Professor in Business Law. Beyond those titles, Reed likes to describe herself as "part of the University fabric," a dedicated member of the campus Care Team that helps students through personal or academic hardship.

"I want students to thrive, and I intentionally use the word 'thrive' instead of 'succeed,'" Reed says. "A parent's view of success — getting straight As or a job that makes good money — might be different than how a student views success. We want our students thriving, feeling healthy and engaged in the world."

For Reed, that means fighting for equity across the academic landscape, such as ensuring students from all backgrounds and economic means have the opportunity to study abroad. While Reed is embedded in UP's Pamplin School of Business, she won't hesitate to call a colleague across campus and help a struggling business student find a new major — a new pathway to thrive.

"I tell students they need to major in what they love and what they're good at," Reed says. "I love that it's within my job to care about the entire person."

In fact, "development of the whole person" is a tenant of the University of Portland mission, alongside a commitment to giving each student a foundation in ethics and moral formation. Reed, whose research has focused on employment law and social responsibility, is in her element watching business majors explore ethical problem-solving, organizational behavior and ethics-based capstone projects.

Devoted to her work as associate dean, Reed still makes time to teach in the University's Anchor Seminar, a semester-long introduction to UP's revitalized liberal arts core curriculum. In three decades, she has received the University's highest honors for faculty service and leadership. She and John raised two sons, Clarke and Jacob, who both earned UP degrees.

"This is my community, and I'm happy to come to work every day," Reed says. "I'm a part of something here."