

Christa Kiersch, PhD, specializes in the 'people side of business'. As a professor in the Management Department since 2012, her approach to teaching is based on facilitating, coaching and empowering students through engaging learning experiences. This approach has been fundamental in her creation of multiple community-engaged learning experiences for students and her involvement with the Kwik Trip CBA Integrated Core Program and the Global Consulting Study Abroad Program. In sum, she has engaged over 400 students with 30 different partnering organizations through applied course projects.

Dr. Kiersch is an active scholar of leadership development and employee experience with 6 published academic journal articles since 2020 in addition to a strong stream of professional reports and news briefs through which she shares her research findings more directly with practitioners.

Dr. Kiersch also applies her professional expertise to service in various leadership capacities at UWL and within the surrounding community, including leading the UWL Employee Engagement initiative, serving on Faculty Senate and the Senate Executive Committee, supporting student leadership development initiatives, and creating organizational learning and development workshops for nonprofits in the La Crosse region.