



David Faucheux received his bachelor's degree in business administration and MBA from Southeastern in 1982 and 1984 respectively. He enjoyed a successful 25-year career in advertising and marketing. In his last nine years with AT&T advertising, he was responsible for recovering and producing \$42 million in revenue.

Originally from Gramercy and now a resident of Hammond, Faucheux retired in 2012 from AT&T and joined the Southeastern faculty, where he currently teaches six classes and nearly 300 students per semester. Faucheux is an instructor in the Department of Marketing and Supply Chain Management, and currently teaches Public Relations and Marketing Principles.

"I decided to give up my career so that I could follow my heart, pursue one of my true passions, and cross off another item from my bucket list, which is to teach and make a difference for Southeastern students," he said. "I believe if students are motivated to be in your class, they are also motivated to learn. People are driven by a purpose. When they see a clear vision and trust a defined purpose, they will invest emotionally," he said. "One of the guarantees that I make to all of my students in the first class of the semester is that, 'The person you see in the mirror today will not be the person you see in the mirror at the end of the semester. Wherever you want to go, whatever you want to do, whatever you want to be, it's there waiting for you.'"

Recently, Faucheux was ranked No. 2 in the nation by the website RateMyProfessors.com in its annual Top 25 list of professors for 2014-15.