Tatiana Erukhimova is the Texas A&M Presidential Professor for Teaching Excellence and the inaugural holder of M. L. '69 and R. F. Schilling '68 Endowed Chair in the Department of Physics & Astronomy. She received her PhD from the Russian Academy of Sciences in 1999 and joined Texas A&M University in 2001. She develops innovative education programs by incorporating outreach activities as an integral element of the student learning experience, both inside and outside the classroom. She leads the NSF-funded nationwide study of the impact of outreach physics programs on the university students. Tatiana organizes annual Physics & Engineering Festivals attended by thousands of visitors. Her recent videos featuring physics demonstrations have attracted 1 billion views on the department's social media platforms. She has also created more than two hundred educational videos for her undergraduate physics courses. Tatiana appeared on CBS Mornings, ABC news, NPR, and Jennifer Hudson Show. She is a recipient of numerous awards including the 2023 APS Nicholson Medal for Outreach and the 2024 AAPT Halliday and Resnick Award for Excellence in Undergraduate Physics Teaching.