

## STEVE MATUSZAK

Curriculum Vitae / April 2024  
**Assistant Professor of Practice**  
**Pamplin College of Business**  
Dean's Office, Undergraduate Education and Assessment of Learning  
Department of Management  
Department of Marketing

Pamplin Hall, Room 2123, Virginia Tech, Blacksburg, VA 24061  
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### EDUCATION

**M.S. Business Administration (HRM emphasis) (3.90 GPA) 2013 - 2015**  
*Virginia Tech, Pamplin School of Business (PCOB)*

Research and Focus Areas:

Business & Organizational Communication, Behavior, & Education  
Human Resources Management (HRM) & Organizational Behavior  
- *Staffing: Recruitment/Selection, Training, Turnover/Retention*  
- *Workforce Metrics & Analytics*  
- *Training & Development*  
Data Analytics & Statistics  
Strategic Management & Planning  
Management Consulting and Training

**M.A., Communication (Organizational emphasis) (3.96 GPA) 2011 - 2013**  
*Virginia Tech, Department of Communication*

Research Areas:

Business Communication Education - Pedagogy & Curriculum  
Organizational Communication  
Data Analytics & Statistics  
Non-Profits and Creative Industry Communication  
Strategic & Crisis Communication Management

**B.A. Communication (Public Relations emphasis) (3.75 GPA) 1987 – 1991**  
*Miami University of Ohio*

**B.A. Theatre (Performance emphasis) (3.75 GPA) 1987 – 1991**  
*Miami University of Ohio*

**TEACHING – [Summary: 13 courses, 70 sections, 3,610 students, 5.5/6 Overall Instructor Effectiveness Rating Average across 70 sections]**

Semester/ Year	Course	Enroll- ment	Students' Perceptions of Learning the LOs (6-point scale)	Overall Instructor Effectiveness Rating (6-point scale)	% Student Responses
Spring 2024	MGT 3404: Principles of Management	96	5.25 (SD = .22)	5.19	61.46%*
Spring 2024	MKTG 4304: Marketing Communications –	33	5.46 (SD = .06)	5.41 (SD = .71)	51.52%*
Spring 2024	MKTG 4304: Marketing Communications	59	4.92 (SD = .15)	4.66 (SD = 1.51)	61.02%*
Winter '23- '24	MKTG 4304: Marketing Communications	18	5.43 (SD = .18) (Mean across 8 LOs)	5.11	55.56%
Fall 2023	MKTG 4304: Marketing Communications – 2 Sections	58 45	5.35 (SD = .11) 5.50 (SD = .12) (Mean across 8 LOs)	5.58 5.14	87% 88%
Fall 2023	MGT 1104: Introduction to Business – 2 Sections	63 65	5.09 (SD = .12) 5.25 (SD = .07) (Mean across 7 LOs)	5.33 5.49	98.41% 98.46%
Spring 2023	MKTG 4304: Marketing Communications	50	5.2 (Mean across 5 LOs)	5.15	72.00%
Spring 2023	MKTG 4304: Marketing Communications	50	5.2 (Mean across 5 LOs)	4.83	70.00%
Fall '22	MKTG 4354: Marketing Channels & Logistics	50	N/A	5.0	83.33%
Fall '22	MKTG 4304: Marketing Communications – 2 Sections	81 51	N/A N/A	4.88 4.18	81.48% 90.00%
Fall '22	MGT 1104: Introduction to Business – 2 Sections	63 67	N/A N/A	5.40 5.36	92.54% 89.23%
Spring '22	MKTG 4354: Marketing Channels & Logistics – 2 Sections	50 19	N/A N/A	5.24 5.5	94.74%
Spring '22	MKTG 4304: Marketing Communications	11	N/A	5.86	72.73%
Spring '22	MGT 3984: Managing Professional Relationships	19	N/A	5.65	89.47%
Spring '22	MGT 1104: Introduction to Business	32	N/A	5.28	98.41%
Fall '21	MKTG 3054: Advertising	49	N/A	4.55	95.92%
Fall '21	MKTG 4554: Professional Sales	55	N/A	4.3	100%
Fall '21	MKTG 4354: Channels & Logistics	49	N/A	4.92	100%
Fall '21	MGT 1104: Introduction to Business (2 Sections)	60 61	N/A N/A	5.51 5.29	100%, 95.08%
Summer '21	MKTG 4354: Channels & Logistics	15	N/A	5.64	93.33%
SPRING '18	MGT 1104 Foundations of Business	40	TBD	TBD	

<b>Semester/ Year</b>	<b>Course</b>	<b>Enroll ment</b>	<b>Students' Perceptions of Learning the LOs (6-point scale)</b>	<b>Overall Instructor Rating (6-point scale)</b>	<b>% Student Responses</b>
Fall 2017	MGT 3304 Management Theory & Leadership Practice - HYBRID	240 (six section s)	N/A	5.46	
Summer '17	Professional-MBA (PMBA) MGT 5984 - Business Communication: Strategic and Tactical Approaches to Interpersonal and Organizational Communication	30	N/A	N/A	
Spring 2017	Professional-MBA (PMBA) MGT 5984 - Business Communication: Strategic and Tactical Approaches to Interpersonal and Organizational Communication	30	N/A	5.38	
Spring 2017	MGT 3304 Management Theory & Leadership Practice	121	N/A	5.66	
Spring 2017	MGT 3304 Management Theory & Leadership Practice - HYBRID	360 (six section s)	N/A	5.58	
Fall 2016	MGT 3304 Management Theory & Leadership Practice - HYBRID	360 (nine section s)	N/A	5.5	
Summer '16	Professional-MBA (PMBA) MGT 5984 - Business Communication: Strategic and Tactical Approaches to Interpersonal and Organizational Communication	32	N/A	5.1	
Summer '16	MGT 3304 Management Theory & Leadership Practice	21	N/A	5.92	
Spring 2016	MGT 3304 Management Theory & Leadership Practice ONLINE & HYBRID	500 (4 section s)	N/A	5.18	
Fall 2015	MGT 3304 Management Theory & Leadership Practice	125	N/A	5.81	
Summer '15	MGT 3304 Management Theory & Leadership Practice	15	N/A	6.0	
Fall 2014	BUS 1984 Quickstart to Business	53	N/A	5.20	
Fall 2014	BUS 1984 Quickstart to Business	49	N/A	5.20	
Fall 2014	BUS 1984 Quickstart to Business	58	N/A	5.0	
Summer '14	MGT 3304 – Management Theory & Leadership Practice	27	N/A	5.40	
Fall 2013	MKT 4554 Relationship-Based B2B Sales (Business Development)	40	N/A	5.80	

Fall 2013	GRAD 5004 Teaching Skills	150	N/A	5.7	
Fall 2013	GRAD 5004 How Learning Works	115	N/A	5.7	
Spring 2013	COMM 2004 Public Speaking - Two sections	74	N/A	5.80	
Fall 2012	MKT 4554 Relationship-Based B2B Sales (Business Development)	25	N/A	5.0	
Spring 2012	COMM 2004 Public Speaking - Two sections	76	N/A	5.7	
Fall 2011	COMM 2004 Public Speaking - Two sections	71	N/A	6.0	

\* Spring 2024 – Percentages of SPOT completions are low because I gave students the wrong deadline.

## TEACHING Continued

### Recent Short Courses, Professional Development Instruction, and Guest Lectures

VT CETL Conference on Higher Education Pedagogy Feb 2024  
- *Presenter: Assessment of Learning for Instructors & Course Design*

VT Carilion School of Medicine Dec 2023  
- *Keynote: Leadership for Medical Students*

VT CETL Course Design Clinic Aug 2023  
- *Keynote: Assessment of Learning and Course Design*

VT CETL Course Design Clinic May 2023  
- *Keynote: Assessment of Learning and Course Design*

VT CETL Conference on Higher Education Pedagogy Feb 2023  
- *Presenter: Converting Courses to Project-Based Learning*

VT's Center for Excellent in Teaching & Learning (CETL) Oct, 2022  
- *Panel Member/Presenter: Project-Based Learning for Faculty*

Marketing Department Sep, 2022  
- *Workshop: How to turn a course into project-based learning*

APEX Center for Entrepreneurship Sep., 2022  
- *Workshop: Communication Skills for Entrepreneurs*

Francis Marion University 2021-2022  
- *MBA Program: Communication Skills for Future Managers*

Pamplin Leadership Academy 2021-2022

- *Presentation: Communication Skills for Future Leaders*
- Pamplin College of Business, Marketing Dept., Sales Advisory Board Fall 2021
  - *Presentation: Communication Education for Sales Students*
- Virginia Tech, Hokie Wellness 2021-2022
  - *Wellness Seminar: Improvisation & Communication*
- Marketing Department & Real Estate Department, Pamplin Fall 2021
  - *Special Presentation to REAL Students: MKTG Concentrations*
- MGT 2104, Careers in Management, Pamplin College of Business Fall 2021
  - *Business Communication Skills Series, Guest Lecture*
- Francis Marion University (FMU) Spring 2021
  - *Honors Business Students Retreat – Business Communication Skills*
- California State University, San Bernadino California (CSUSB) 2020
  - *Communication Skills Seminar*
- MGT 4394 – Strategic Management 2020-2021
  - *Designed, produced, and delivered presentation skills video for Pamplin’s MGT 4393 classes*
- Francis Marion University (FMU) Fall 2020
  - *Honors Business Students Retreat – Business Communication Skills*
- VT, College of Liberal Arts & Human Sciences (CLAHS) Fall 2020
  - *The Art of Improvisation & Communication*
  - *Designed and delivered seven workshops to over 500 students*
- 12<sup>th</sup> Annual Conference on Higher Education Pedagogy 2020
  - *Interdisciplinary Large-Scale Assessment: A Balancing Act*
  - *VT Center for Excellence in Teaching & Learning*
- Francis Marion University (FMU) 2019
  - *Honors Business Students Retreat – Business Communication Skills*
- VT, MGT 4394, Strategic Management (Kennedy & Jamison – Instructors) 2019
  - *Group Presentation Skills, Guest Lecture – 5 Sections*
- VT, College of Liberal Arts & Human Sciences (CLAHS) Fall 2019
  - *The Art of Improvisation & Communication*
  - *Designed and delivered five workshops to over 500 students*
- Visiting Saudi University Exec’s – VT Language & Cultural Institute 2019

- *Time Management Training*
- Pamplin College of Business (PCOB) Student Leadership 2019
  - *"Business Leadership and Communication"*
- VT, College of Liberal Arts & Human Sciences (CLAHS) Fall 2018
  - *The Art of Improvisation & Communication*
  - *Designed and delivered five workshops to over 500 students*
- Visiting Saudi University Exec's – VT Language & Cultural Institute 2018
  - 1) *"Total Team Training"*
  - 2) *"Time Management Training"*
  - 3) *Moderator – Training Panel*
  - 4) *"Leading & Communicating Change Training"*
  - 5) *"Effective Communication for Academic Leadership"*
- VT Honors Students 2017
  - *"How to Make an Impression: Understanding Recruiters"*
- Pamplin College of Business (PCOB) Student Leadership 2016
  - *"Business Leadership and Communication"*
- Virginia Association of Colleges and Employers (VACE) 2016
  - *"Metrics and Analytics: A Recruitment Perspective"*
- Lewisgale Hospital, Nurses Research Conference 2015
  - *"Presenting and Translating Research Results"*
- MBA Professional Development, PCOB 2013-2014
  - *"Communication Apprehension and Professional Presentations"*
- MBA Professional Development, PCOB 2013-2014
  - *"Techniques for Management and Executive Interviewing"*
- Instructor, GRAD 5004, *Learning and Pedagogy Theory* 2013  
Faculty Development Institute, Virginia Tech
- Strategic Communication for Non-Profits 2012-2103  
NRV Community Foundation
- Instructor, GRAD 5004, *Teaching Techniques and Skills* 2012-2013  
Faculty Development Institute, Virginia Tech  
Highest enrollment (n=120) among 30 sections (M=35)
- Guest Lecture  
MTG 4394, MGT 2104, etc. – *Business Communication Skills* 2020-2021

MKTG 4554 – Buyer Seller Relationships <i>Communication Skills for Sales</i>	2019
VT Honors College & Student Associations	2016-2017
Student Marketing Association	2017
Ag-Econ Leadership, <i>Residential Honors Community</i> Virginia Tech	2015-2017
Interdisciplinary Program, <i>Translating Research Results</i> Virginia Tech, TPS	2015
Leadership Studies, <i>Residential Learning Community</i> Virginia Tech	2012-2017
Delta Sigma Pi, <i>Business Fraternity</i> Virginia Tech, Pamplin School of Business	2013-2017
MGMT 450, <i>Managing New Venture Creation</i> Radford College of Business & Economics	2012-2013
COBE 150, <i>Dean’s Speaker Series</i> Radford College of Business & Economics	2013
Montgomery County Chamber of Commerce <i>Leadership Academy</i>	2012–2017

### Awards & Recognition

VT/CETL – Faculty Award – Project-Based Learning - <i>University-level teaching award for best project-based learning design and execution.</i>	2024
VT’s Center for Teaching Excellence - <i>Awarded for grant work with Jim Dubinsky – VT English Dept.</i>	2022
VT Outstanding GS Teacher - Certificate of Merit - <i>100% Student Satisfaction, Fall 2012, COMM 2004 - 2 sections</i>	2013
Favorite Faculty Award – Virginia Tech	2012

## **SERVICE & LEADERSHIP**

### Leadership

Beta Gamma Sigma Business Honor Society - <i>Faculty President of BGS</i>	2023 – cont.
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### Committees & Communities of Practice

VT – Digital Assessment Tools & Strategies - <i>Elected Member – Faculty Innovation COP</i>	2023 – cont.
New Faculty Orientation – PCOB - <i>Chair</i>	2022-2023
Assurance of Learning Committee (AOL) – PCOB - <i>Ex Officio</i>	2017-cont.
Study Abroad Scholarship – PCOB - <i>Member</i>	2020-2022
Commission on Student Affairs - VT - <i>Elected AP Faculty Representative from Pamplin College</i>	2020-2021

- Undergraduate Studies and Policies Committee (USP), PCOB 2017-2018  
 - *Ex Officio*  
 Service Committee - Comm Graduate Student Assoc. - CLAHS 2012  
 - *Chair*

### Assessment

- PCOB Oral and Written Skills Assessment 2017-cont.  
 - Oversight, Administration, Assessment, & Reporting  
 - PCOB SLO #1: Effective Communication – Expansion '17-cont.  
 PCOB ETS Exam 2017-2019  
 - Produced PCOB and departmental reports  
 - Evaluated validity & reliability for Pamplin Assessment '19-'20

- Pamplin Strategic Plan/Mission 2019  
 Workshop on defining & communicating mission/vision

### Speaker

- Montgomery County Chamber of Commerce 2022-2024  
 - Marketing for Small Businesses  
 Marketing Department 2022  
 - Sales Program Advisory Board Meeting  
 Student Leadership, Honors, and Business Organizations 2011-2017

### Video Production

- MGT Department, video series for new Web Site and recruitment efforts

### Faculty Representative

- Marketing Department - presentation to REAL Students. 2021-2022  
 Virginia Tech Undergraduate Honor Court 2012-2014

### Faculty Advisor

- HOSA – National Student Org. (Pre-Med), VT Chapter 2018-2022

### Coaching & Mentorship

- Pamplin Sales Program April 2022  
 - Faculty proctor/rep for Sales competition against JMU  
 Marketing Mentorship Program 2021-2022  
 - Provided mentoring to graduating Marketing students  
 Pamplin Undergraduate Mentoring Programs (PUMP) 2020-2021  
 - Faculty mentor to students  
 Pamplin Academic Advising 2020-2021  
 - Advised for roster of 525 students



Virginia Tech National Sales Competition Team 2010-2012  
 - Pamplin College of Business  
 - *Awarded First Place 2011 RBI U.S. National Sales Challenge*

Commencement Ceremonies 2020-2022  
 - Pamplin College of Business - *Marshall, Volunteer, etc.*

Judge/Reviewer  
 Pamplin Diversity Case Competition, Faculty Judge March, 2022  
 Academy of Management National Conference, HR Division 2013-2015

Professional Consultant, Trainer, Speaker  
 The Montgomery County Chamber of Commerce  
 The Community Foundation of the NRV  
 Warm Hearth Village  
 The City of Roanoke  
 Delta Sigma Pi Business Fraternity  
 TEDx  
 PCOB - MBA Program  
 Numerous local businesses and non-profit organizations

Leadership Team  
 Center for Applied Behavioral Studies  
 Industrial Organization, Virginia Tech Psychology Department  
 Actively Caring For People (AC4P)  
 New Life Church, Blacksburg, VA

## **CURRICULUM & PEDAGOGY DEVELOPMENT & INSTRUCTION**

Executive Certificate: Professional Communication, Sales, and Marketing 2023  
*Marketing Department, Pamplin College of Business*

Francis Marion University (FMU) 2021-cont.  
*MBA Program, Communication Skills For Managers*

MGT 3984, Developing Business Relationships 2021-2022  
*Design and development of new special study for Management Dept.*

Francis Marion University (FMU) 2018-2021  
*Executive Program Design & Development*  
*FMU Executive Certificate Program (Florence SC)*  
 1) *Executive Communication* and 2) *Business Analytics for Executives*

MGT 5984, PMBA, Business Communication: Strategic & Tactical Approaches to Interpersonal and Organizational Communication 2016

*Solo design and delivery of new course in PMBA program that is now included in Spring 2017 & Summer 2017 PMBA program.*

<u>BUS 1984, Quickstart to Business</u> <i>Member of course design team</i>	2014
<u>MKT 4554, Relationship-Based B2B Sales (Bus. Development)</u> <i>Created new course prep and delivery</i>	2012 – 2013
<u>COM 2004, Public Speaking</u> <i>Team-based approach to refining course</i>	2011 – 2013
<u>GRAD 5004, Graduate Teaching School</u> <i>Solo design and delivery of two courses: 1) How Learning Works; 2) Teaching Skills</i>	2013

## PUBLICATIONS

### Refereed Journal Articles

**Matuszak, S.** (2013). Community-based nonprofits' barriers to leveraging communication technology for managing critical stakeholder relationships. *Business Research Yearbook*.

## WORKING PAPERS AND MANUSCRIPTS

### Work in Progress

**Matuszak, S.,** Wojdyski, B., & Carlson. *Employment Web site aesthetics: An orthogonal approach to understanding the impacts of specific aesthetic factors on job seekers' intentions to apply.* Study/paper for conference and publication submission.

**Matuszak, S.,** Carlson, K. *HR professionals and hiring managers ability to ignore EEOC protected information in hiring decisions.* Research under design for data collection.

**Matuszak, S.,** Hamby, A., & Carlson, K. *Screening-oriented content and narrative formatting of job ads: Implications for shaping employers' applicant pool quality.* Under design for data collection.

**Matuszak, S.,** & Carlson, K. *Internet Applicant Screening: Who, What, When, Where, and Why of this Emerging Practice.* Conceptual design for series of studies.

Carlson, K., & **Matuszak, S.** *Analyzing Staffing Decision Outcomes.* Completed first stages of research, additional studies to follow.

**Matuszak, S.** *Rubrics, assessment tools, and student-led feedback: An innovative approach to assessing and enhancing business students' oral communication skills while decreasing workload!* Teaching Conference Seminar/Pre-Conference Submission

**Matuszak, S. Thesis:** *Assessing business students' communication apprehension and subsequently building their competency to meet the communication demands of modern industry.*

**Matuszak, S.** (2013, March). *Whose crisis is it anyway? The improvisational nature of crises and subsequent implications for training communication and organizational leaders.* Conceptual paper under design for data collection.

## CONFERENCE PAPERS PRESENTED

**Matuszak, S.** (2014). *The power of no words: Implications of stakes on assessing business students' oral skills apprehension.* Paper to be presented at the 2014 Academy of Management (AOM) Meeting – Philadelphia, PA.

**Matuszak, S.** (2014). *Far from the public relations good life: Small, community-based non-profits and local community stakeholders.* Paper presented at the International Communication Association (ICA) Conference –Seattle, WA.

**Matuszak, S., & Wojdyski, B., & Carlson, K.** (2013, June). *Looks good to me ... or not: The impact of Web site aesthetics on online job seekers.* Paper presented at the International Communication Association (ICA) Conference – Organizational Communication Division, London, England.

**Matuszak, S.** (2013). *Community-based nonprofits' barriers to leveraging communication technology for managing critical stakeholder relationships.* International Association of Business Disciplines (IABD) Conference, Atlanta.

**Matuszak, S.** (2013, March). *Whose crisis is it anyway? The improvisational nature of crises and subsequent implications for training communication and organizational leaders.* Paper accepted at the Michigan Academy of Sciences, Arts, and Letters 2013 Annual Conference, Holland, MI.

**Matuszak, S.** (2013, February). *I Kant believe what I am seeing ... literally: A Kantian approach to the ethics of using Internet searches and social networking sites for applicant screening.* Paper presented at the 26<sup>th</sup> Annual Communication Ethics Conference, Azusa, CA.

**Matuszak, S.** (2012, November). *Prophetic imagination: Balancing criticizing and energizing to create spiritual community that fosters secular action: Bono's 2006*

*National Prayer Breakfast keynote.* Paper presented at the National Communication Association Conference, Orlando, FL.

### Conference Sessions and Panels

#### **Presenter**

**Matuszak, S.** (2018). *Conversations: Confronting the Complexity of the Communication Skills Education Gap: Effectively Identifying, Defining, Prioritizing, and Assessing Amongst A Constellation of Potential Skills and Dimensions.* Interactive conversation session to be led at the 2018 Conference on Higher Education Pedagogy & Teaching Large Classes, Blacksburg, VA.

#### **Presenter**

**Matuszak, S.** (2018). *Whose Class Is It Anyway: The Power of Improvisation and Public Speaking Performance to Engage Large Student Audiences.* Instructional strategy session to be presented at the 2018 Conference on Higher Education Pedagogy, Blacksburg, VA.

#### **Presenter**

Dean Sumichrast, R., Associate Dean Carlson, K., **Matuszak, S.** (2017). *The Grand Communication Canyon: Filling the Business Communication Skills Education Gap.* Plenary session presented at the Southern Business Administration Association (SBAA), Amelia Island, FL.

#### **Presenter**

Eury, J. L., **Matuszak, S.**, Brymer, R. A., Smith, J. G., Pichler, S., Sheremata, W., Loyd, D. L., & Block, E. S. (2015). Personal, Relational, and Structural/Organizational Work-Life Change. In Hurt, C., Eury, J. L. Knippen, J. M., & Kossek, E. E. (Organizers-Chairs), *Changing the Conversation about Work-Life in the Academy to Transform Organizations.* Symposium conducted at the meeting of the Academy of Management, Vancouver, CA.

#### **Presenter**

Carlson, K., & **Matuszak, S.** (June, 2014). *Staffing cycles, retention, & turn-over functionality.* International Human Resources Information Management Association (IHRIM) Conference Educational Session, Anaheim, CA.

#### **Panel Organizer & Member**

Valenzano, J. M. (Chair), Denker, K. J., Wildermuth, S., Upchurch, W. R., Phelps, R., **Matuszak, S.**, & Quinlan, S., (2012, March). *Challenges and opportunities faced by industry professionals transitioning to GTA positions.* Panel presented at the 2012 Central States Communication Association Conference, Cleveland, OH.

#### **Panel Member**

Mitra, R. (Chair), **Matuszak, S.** (presenter), (2012, November). *Who are we anyway? A multimedia discussion about academia, industry, and organizational community research*. Panel presented at the 2012 National Communication Association Annual Conference, Orlando, FL.

### **Grants**

#### **Teaching & Assessment:**

Center for Excellence in Teaching & Learning, Virginia Tech 2019-2021

- *Scholarship of Teaching & Learning Grant, \$2,000 per annum*
- *Longitudinal Study of Business Students' Writing Skills*

VT- TLOS – Digital Assessment Tools Community of Practice

- Phase I and Phase II funding - \$25,000

#### **Research:**

National Communication Association (NCA) (\$3,500) 2013

- *Extending Communication Beyond the Discipline Honors.*
- Awarded to extend research to analyze additional business schools in the United States and Europe.

#### **Educational Conference Keynotes and Presentations** <sup>1</sup>

CETL Conference on Higher Education Pedagogy  
 AOM (Academy of Management)  
 ICA (International Communication Association)  
 NCA (National Communication Association)  
 IABD (International Association of Business Disciplines)  
 ACHA (American College Health Association)  
 NACA (Nat. Assoc. Collegiate Activities)  
 AAHE (American Association of Higher Education)  
 NACA Student Leadership Conference  
 National Student Alumni Conference  
 New York Student Personnel Conference  
 National Conference on Violence  
 World PRIDE Conference  
 National Young Life Conference  
 America's Promise  
 Initiative for Human Development  
 Youth-To-Youth International  
 Wisconsin School Counselor's Association  
 Captains Leadership Conference

### **PROFESSIONAL EMPLOYMENT**

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<sup>1</sup> Small selected sample.

Positions Held

*Assistant Professor of Practice* Virginia Tech, 2021 – cont.  
Management Department, Marketing Department

*Business Communication Education, Special Assist to Dean* VT, 2017 – 2021  
*Professional & Administrative Faculty*  
Pamplin College of Business (PCOB) Deans Office  
Department of Management

*Adjunct Instructor* Virginia Tech, 2012-2016  
MGT Department, MKTG Department, & COMM Department (GTA)

*Consultant, Trainer, Instructor, & Speaker* Nationwide, 1995 – Present  
- Organizational Communication  
Corporate, Non-Profit, U.S. Military, U.S. Government, Universities,  
Arts & Community Organizations

*Executive Director, Training Manager, Business Development, PR & Marketing*  
CCTC, A Chicago Corporate Training & Event Company, 1995 - 2008  
Divisions: 1) Training & Development; 2) Event Management  
Chicago, Toronto, Los Angeles

*Founder, Training Manager, PR & Marketing, Business Development*  
JOIN FORCES/CWAC, 1993–1995, [consult: Chicago, IL: '91–'05]  
Education and Communication Programming and Training  
Cleveland, OH

*P.R., Communication, & Marketing Director, Trainer, Performer*  
ARTS ETC, Arts Educational Company, 1991–1993  
Educational Programming and Training  
Cleveland, OH

*Public Relations, Communication, & Marketing Intern* 1990  
Spoleto Festival, Charleston, SC  
Arranged Celebrity and Festival Interviews and Media Coverage

**PROFESSIONAL MEMBERSHIP**

American Educational Research Association	2024
Beta Gamma Sigma (BGS) Business Honor Society	2015 – cont.
Academy of Management (AOM)	2012-2015
Society Of Human Resource Professionals (SHRM)	2014-2015
International Communication Association (ICA)	2012-2014
National Communication Association (NCA)	2012-2013

**PROFESSIONAL DEVELOPMENT**

Community Resilience Model (CRM) Training – VT	2024
American Educational Research Association Conference	2024
■ National Council on Measurement in Education	
Exploring Generative AI as an Assistant with Course Design	2023
How Assessment Practices Can Net a Bigger Payoff	2023
VT CETL’s Course Design Clinic	2022-2023
VT’s Project-Based Learning Institute (hosted by WPI)	2022
Pamplin’s Inclusive Leadership Miniseries – Part II	2022
Pamplin Inclusive Competencies Inventory (ICI) Workshop	2022
Pamplin Faculty DEIB- Inclusion & Diversity Workshop	2021
Equity Now: Racial Equality in a Colorblind World (Univ Conn)	2021
ICI Diversity Workshop – Pamplin	2021
Freshmen Year Experience (FYE) Faculty Kickoff	2021
Academic Advising	2020
PCOB – Principles of Community	2019
Assessment: Higher Education – TLOS, VT	2018
Diversity Keynote – Pamplin College of Business	2018
Aligning Course & Program Outcomes to Assessment – ETS	2018
Documenting Learning – Educational Testing Service (ETS)	2018
Assessment Methodology – Educational Testing Service (ETS)	2018
NLI Academic Assessment Extravaganza	2018
Conference on Teaching Large Classes	2018
Conference on Higher Education Pedagogy	2018

## PROFESSIONAL PRESENTATIONS, CONSULTING, TRAINING

### Recent Clients (since beginning at VT)

Francis Marion University (FMU)	April 2024
- <i>Corporate Training: Analytics for Managers</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Virginia Apartment Management Association (VAMA) – NRV	March, 2024
- <i>Marketing and Management for Business Success</i>	
- <i>Keynote and Training</i>	
Montgomery County Chamber of Commerce	Feb, 2024
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Francis Marion University	Jan 2024
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Francis Marion University (FMU)	Nov, 2023

- Negotiation & Conflict Management Certificate Program
  - FMU Executive Certificate Program Series (Florence, SC)
- Francis Marion University (FMU) May 2023
- *Corporate Training: Analytics for Managers*
  - *FMU Executive Certificate Program (Florence SC)*
- Francis Marion University April 2023
- *Corporate Training: Executive & Organizational Communication*
  - *FMU Executive Certificate Program (Florence SC)*
- Edward Via Osteopath School (VCOM) April 2023
- *Executive and Management Communication Training*
- Montgomery County Chamber of Commerce Oct, 2022
- *Sales Director Training*
- Francis Marion University Jan, 2022
- *Corporate Training: Executive & Organizational Communication*
  - *FMU Executive Certificate Program (Florence SC)*
- Montgomery County Chamber of Commerce May, 2022
- *Executive Communication Seminar*
  - *Executive Leadership Academy (Blacksburg, VA)*
- Francis Marion University (FMU) April 2022
- *Corporate Training: Analytics for Managers*
  - *FMU Executive Certificate Program (Florence SC)*
- Montgomery County Chamber of Commerce Feb, 2022
- *Executive Communication Seminar*
  - *Executive Leadership Academy (Blacksburg, VA)*
- Francis Marion University Jan, 2022
- *Corporate Training: Executive & Organizational Communication*
  - *FMU Executive Certificate Program (Florence SC)*
- Montgomery County Chamber of Commerce July 2021
- *The Arts & Economics (Blacksburg, VA)*
- Montgomery County Chamber of Commerce May - June 2021
- *Series of 3 Presentation and Sales Skills Trainings*
  - *Sales Seminar Series (Blacksburg, VA)*
- Francis Marion University (FMU) April 2021
- *Corporate Training: Analytics for Managers*
  - *FMU Executive Certificate Program (Florence SC)*



Montgomery County Chamber of Commerce	March 2021
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Francis Marion University (FMU)	Jan 2021
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Francis Marion University (FMU)	2020-2022
- <i>Design of new executive training – Conflict Resolution</i>	
- <i>Business School Leadership (Florence, SC)</i>	
ACS Technologies	
- <i>Executive Training: Management Development</i>	July-Aug '20
- <i>Executive Leadership Team (Florence, SC)</i>	
ACS Technologies	
- <i>Executive Training: The Role of Management</i>	July, 2020
- <i>Executive Leadership Team (Florence, SC)</i>	
Montgomery County Chamber of Commerce	Jan., 2020
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Francis Marion University (FMU)	Jan 2020
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Francis Marion University (FMU)	Sep 2019
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Montgomery County Chamber of Commerce, Leadership Academy	July 2019
- <i>Business Networking &amp; Collaboration (Blacksburg, VA)</i>	
Montgomery County Chamber of Commerce	July 2019
- <i>The Arts &amp; Economics (Blacksburg, VA)</i>	
Montgomery County Chamber of Commerce	Feb., 2019
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Montgomery County Chamber of Commerce	Dec., 2018
- <i>Keynote/MC – Annual Banquet (Blacksburg, VA)</i>	

Matuszak	April 2024
Montgomery County Chamber of Commerce - <i>Sales Management Training (Blacksburg, VA)</i>	Sep., 2018
BF Saul Company - <i>Business Writing (Bethesda, MD)</i>	June, 2018
Montgomery County Chamber of Commerce - <i>Executive Communication Seminar</i> - <i>Executive Leadership Academy (Blacksburg, VA)</i>	Feb., 2018
Montgomery County Chamber of Commerce - <i>"Building Trust as a Business" (Blacksburg, VA)</i>	Sep., 2017
HCA Healthcare/Lewisgale Hospital - <i>Service Awards (New River Valley, VA)</i>	May, 2017
Montgomery County Chamber of Commerce - <i>"Converting Shoppers to Buyers" (Blacksburg, VA)</i>	May, 2017
Alcova - <i>"Building Brand: Telling Alcova's Story" (Roanoke, VA)</i>	April, 2017
HCA Healthcare/Lewisgale Hospital - <i>Director-Level Leadership Development (New River Valley, VA)</i>	Dec., 2016
Montgomery County Chamber of Commerce - <i>Board of Directors Training (Blacksburg, VA)</i>	Oct., 2016
Virginia Association of Colleges & Employers (VACE) Conference - <i>"Metrics and Analytics: A Recruitment Perspective"</i> - <i>Christopher Newport University (Newport News, VA)</i>	July, 2016
Lewisgale Hospital, Nurses Research Symposium, - <i>Executive Communication Seminar</i> - <i>Presenting and Translating Research Results (Roanoke, VA)</i>	Dec, 2015
Montgomery County Chamber of Commerce - <i>Executive Leadership Academy (Christiansburg, VA)</i>	2012-2017
Montgomery County Chamber of Commerce - <i>Executive Coaching &amp; Presentations (Christiansburg, VA)</i>	2012-2014
Roanoke Institute of Internal Auditors - <i>Executive Presentations (Roanoke, VA)</i>	Sep, 2014
Brown, Edwards, and Company, Client Educational Conference	Jun, 2014

- *Executive Presentations (Blacksburg, VA)*
- Deans Office, College of Science, Virginia Tech Jun, 2014
  - *Staff Retreat, Keynote Speaker (Blacksburg, VA)*
- Kroger Corp., Regional Managers Conference Mar, 2014
  - *Managing New Culture Shift: Train the Trainers (Roanoke, VA)*
- University of Virginia (UVA), Career Services Mar, 2014
  - *Effective Recruitment & Selection (Charlottesville, VA)*
- Forest Productivity Council Jan, 2014
  - *Lead/Moderator - Organizational Redesign Retreat (Bern, NC)*
- Virginia Police Chiefs Association Jun, 2013
  - *Institute for Leadership in Changing Times (ILCT)*
  - *Effective Problem Solving and Decision-Making (Roanoke, VA)*
- University Research Administrators, Annual Retreat Jun 2013
  - *Cross Functional Collaboration and Teams, VT (Blacksburg, VA)*
- Virginia Association of Colleges and Employers (VACE) Conf, Apr, 2013
  - *Effective Recruitment: Shaping Applicant Pool Quality (Richmond, VA)*
- MBA Program, College of Business, Radford University Apr, 2013
  - *Organizational Effectiveness & Strategy (Radford, VA)*
- Society for Human Resource Management (SHRM) Dr. Carlson Feb, 2013
  - *Measuring Talent Management Effectiveness: Beyond Quality of Hire*
  - *NRV Chapter (Christiansburg, VA)*
- University Relations, Virginia Tech, Annual Retreat Jan, 2013
  - *Strategic Communication: Planning & Execution (Blacksburg, VA)*
- City of Roanoke, Human Resources Department, Dec, 2012
  - *Driving City-Wide Initiatives (Roanoke, VA)*
- TEDx, TED Talk Conference, Speaker Nov, 2012
  - *Organizational Improvisation: Planning & Execution (Virginia Tech, VA)*
- TEDx, TED Talk Conference, 2013-2014
  - *Master of Ceremonies (Virginia Tech, VA)*
- Radford University, MGMT 450, Leadership and Motivation Oct, 2012
  - *Organizational Improvisation (Radford, VA)*

- College of Liberal Arts & Human Sciences, Virginia Tech 2011  
 - *Staff Annual Retreat - University Customer Service (Blacksburg, VA)*
- Warm Hearth Village, All-Employee Training 2011  
 - *Customer Service: Every Employee is a CSR (Blacksburg, VA)*
- Virginia Tech's Honors' Orientation, 2011  
 - *Campus Leadership (Blacksburg, VA)*

### **Sample Clients** (*Pre 2011 Move to Virginia Tech*)

- Mars/Wrigley, Merger 2010  
 - *Removing the Walls: Post-Merger Change & Integration (Chicago, IL)*
- National University, Psychology Department Annual Retreat 2008  
 - *The Culture of Psychology (La Jolla, CA)*

- Developing University Leaders – Faculty, Staff, and Students* 1999-2008
- (2008) Arizona Student Council Conference, AZ
  - (2006) St. Charles School System Peer Education Conference, IL
  - (2006) Peer Mediators Conference, IL
  - (2003)\*<sup>2</sup> Robert Morris University, IL
  - (2002) McHenry County College, IL
  - (2001)\* College of DuPage, IL
  - (2000) University of Colorado, CO
  - (1999-2000) Peer Interaction Conference, IL

- Business Development, Sales, Service, Customer Experience* 2005-2007
- (2007) NEC, IL
  - (2007) Weiss-Rohlig Inc., IL
  - (2007)\* U.S. Army Corps of Engineers, IL
  - (2006) Sara Lee, IL
  - (2006) Remax Realty Group, IL
  - (2006) GMC Software, IL
  - (2006) American Heart Association, IL
  - (2006) AIC Corporation, Toronto, CA
  - (2003-2005) U.S. Postmasters, IL
  - (2004)\* McDonalds, National Managers' Meeting, NV
  - (2004) Hill-Rom, IL

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<sup>2</sup> \* Indicates annual repeat programming with new staff/participants.

- (2004) RHR International, IL
- (2004) Wrigley Corporation, IL
- (2004) KPMG Inc., IL
- (2003) Zurich North America, IL
- (2003) Allstate, IL
- (2002) Daimler Chrysler, IL
- (2002)\* Ford Motor Company IL/WI/IN
- (2002) Woodhaven Associates, IL
- (2001) Abbot Laboratories, IL
- (2001)\* RR Donnelley, IL
- (2000) Inforte, CA
- (2000) American Diabetes Association, IL

*Managing Creative People, Processes, and Production* 2001 - 2006

- (2006) Columbia College Administrators, Faculty and Staff, IL
- (2001) Hertzler, Innovation For Competitive Advantage, IL

*Designing & Delivering Effective Executive Presentations* 2001 - 2006

- (2006)\* United States Postal Service, Postmasters' Conference, IL
- (2004) Woodhaven Associates, IL
- (2004) Pepsico, IL
- (2004) People's Energy, IL
- (2001) AT&T/SBC/Ameritech, IL
- (2001) Performance Matters Association, IL
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*Communicating Diversity* 2000 - 2006

- (2006)\* General Electric (GE Aviation), IL, Boston, National
- (2004)\* Pepsico, IL
- (2004)\* Marsco Manufacturing, IL
- (2004)\* CHRIS Senior Services, IL
- (2002) IVCC, IL
- (2001) SCUPE Diversity Conference, IL
- (2000)\* Ismaili Cultural Center, IL
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*Train the Trainers: Developing Leadership Programs* 2000 - 2006

- (2006)\* HSBC Bank, International
- (2006) McDonalds Marketing Conference, IL
- (2006) KLM Inc., IL
- (2003)\* Dupage County Character Conference, IL
- (2003)\* North Central Behavioral Health Systems Conference, IL
- (2002) Young Life, National
- (2002) STARS Conference, IL
- (2001) OMNI Youth Services, IL
- (2000) REACH Conference, IL
- (2000) IDEA Conference Staff, IL

- Increasing and Improving Faculty-Student Interaction* 2000 - 2006
- (2006) Naperville School District, IL
  - (2005)\* Robert Morris University, IL
  - (2005) Culinary Institute of America, NY
  - (2004) Louisiana State University, LA
  - (2004) Emory University, GA
  - (2003) University of Missouri, MO
  - (2002)\* North Central Behavioral System, IN
  - (2002) American Association of Higher Education, National
  - (2001) Midwestern University, IL
  - (2001) Georgia College Personnel Association, GA
  - (2000) Joliet Teachers Inservice, IL
  - (2000) Sangamon County Education, IL
- Communicating Change Management* 2002 - 2010
- (2010) Mars/Wrigley, IL
  - (2006) Fleishman Hillard Public Relations, IL
  - (2005) Bellagio Hotel and Casino, NV
  - (2002) Nestle Purina, National
  - (2002) IMB/Hitachi, CA
- University Recruitment* 2001 - 2005
- (2005) Robert Morris University Admissions Office, IL
  - (2003) National Orientation Directors' Association Conference, National
  - (2002) Career Education Corporation (CEC), IL
  - (2001) Kaplan Education, NY
  -
- U.S. Army Corps of Engineers 2002 – 2004
- *Public Affairs and Media Relations, Chicago, IL.*
- Improving Performance Reviews* 2002 - 2003
- (2003)\* Oxford Instruments, NJ/NY/IL
  - (2002) The Field Museum, IL
- Effective Organizational Communication* 2002 - 2003
- (2003) University of Chicago – Human Resources, IL
  - (2003) McDonald's – Women's Leadership Network, IL
  - (2003) McDonald's – International Human Resources Division, Chicago, IL
  - (2002)\* McDonald's – United States Human Resources Division, IL
  - (2002) Precision Telemarketing, IA
- Onboarding: Communicating Culture* 2001 – 2002
- (2002) Ernst & Young, IL
  - (2001)\* Arthur Andersen Corporation IL

*Sample Clients 2000 – 2008*<sup>3</sup>

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<sup>3</sup> Over 30 Fortune 500 companies. Small, selected sample.

Abbott Laboratories  
Accenture  
AC Nielsen  
ACUTA  
Advocate Healthcare  
Allstate  
American Association of Higher Education  
American Heart Association  
Ameristeel, Inc.  
Argonne National Labs  
Ascension Healthcare  
Assmussen Waxler  
AT&T  
Avaya  
Brickman Group  
Broadsoft  
Brunswick  
Career Education Corporation  
Caesar's Entertainment  
Conagra Foods  
Daimler Chrysler  
Ernst & Young  
Field Museum  
Firestone/Bridgestone Tires  
Fleishman Hillard  
Ford Motor Company  
General Electric  
General Motors Company  
GCG Financial  
Grainger  
Hammacher Schlemmer  
Harrah's Casino Entertainment  
Hill-Rom  
Hitachi  
HSBC Financial  
Humana

IBM  
Kaplan Education  
KLM/Royal Dutch Airlines  
KPMG  
March of Dimes  
Marsco Manufacturing  
McDonald's Corporation  
MCI  
Midway Games, Inc.  
NEC Displays  
Nestle Corporation  
Norfolk Southern  
Northwestern Memorial Hospital  
[Omni Hotels](#)  
Orbis International  
Oxford Instruments  
People's Energy  
PepsiCo  
PolyJohn Corporation  
Praxair  
Purina Corporation  
Quality Stores, Inc.  
REMAX  
RHR International  
R. R. Donnelley  
Sarah Bush Memorial Hospital  
Sara Lee  
[Silverton Hotels & Casino](#)  
Stark Investments  
Stephenson Crane Service  
Toy & Game Industry Foundation  
TQ3 Navigant  
Union Local 881  
U.S. Army Corps of Engineers  
U.S. Gov. Accounting Office  
U.S. Postal Service  
Wrigley/Mars  
Zurich North America