

## STEVE MATUSZAK

Curriculum Vitae / December 31, 2022  
**Pamplin College of Business**  
Dean's Office, Undergraduate Education  
Department of Management  
Department of Marketing

Pamplin Hall, Room 1037, 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

**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**

Semester/ Year	Course	Enrollment	Overall Course Rating (6-point scale)	Overall Instructor Rating (6-point scale)	% Student Responses
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	
Fall 2017	MGT 3304 Management Theory & Leadership Practice - HYBRID	240 (six sections)	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 sections)	N/A	5.58	
Fall 2016	MGT 3304 Management Theory & Leadership Practice - HYBRID	360 (nine sections)	N/A	5.5	
Summer '16	Professional-MBA (PMBA) MGT 5984 - Business Communication: Strategic and Tactical Approaches to Interpersonal and Organizational Communication	32	4.3 (5-point scale)	5.1	
Summer '16	MGT 3304 Management Theory & Leadership Practice	21	5.92	5.92	

Spring 2016	MGT 3304 Management Theory & Leadership Practice ONLINE & HYBRID	500 (4 sections)	5.15	5.18	
Fall 2015	MGT 3304 Management Theory & Leadership Practice	125	5.65	5.81	
Summer '15	MGT 3304 Management Theory & Leadership Practice	15	5.89	6.0	
Fall 2014	BUS 1984 Quickstart to Business	53	4.50	5.20	
Fall 2014	BUS 1984 Quickstart to Business	49	4.80	5.20	
Fall 2014	BUS 1984 Quickstart to Business	58	4.80	5.0	
Summer '14	MGT 3304 – Management Theory & Leadership Practice	27	5.30	5.40	
Fall 2013	MKT 4554 Relationship-Based B2B Sales (Business Development)	40	4.70	5.80	
Fall 2013	GRAD 5004 Teaching Skills	150	3.80 (4-point scale)	3.80 (4-point scale)	
Fall 2013	GRAD 5004 How Learning Works	115	3.60 (4-point scale)	3.80 (4-point scale)	
Spring 2013	COMM 2004 Public Speaking - Two sections	74	4.30	5.80	
Fall 2012	MKT 4554 Relationship-Based B2B Sales (Business Development)	25	4.0	5.0	
Fall 2012	COMM 2004 Public Speaking - Two sections	74	5.7	5.9	
Spring 2012	COMM 2004 Public Speaking - Two sections	76	5.3	5.7	
Fall 2011	COMM 2004 Public Speaking - Two sections	71	4.6 (5-point scale)	4.0 (4-point scale)	

## TEACHING Cont...

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

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

**Guest Lecture**

MTG 4394, MGT 2104, etc. – <i>Business Communication Skills</i>	2020-2021
MKTG 4554 – Buyer Seller Relationships	2019
<i>Communication Skills for Sales</i>	
VT Honors College & Student Associations	2016-2017
Student Marketing Association	2017
Ag-Econ Leadership, <i>Residential Honors Community</i>	2015-2017
Virginia Tech	
Interdisciplinary Program, <i>Translating Research Results</i>	2015
Virginia Tech, TPS	
Leadership Studies, <i>Residential Learning Community</i>	2012-2017
Virginia Tech	
Delta Sigma Pi, <i>Business Fraternity</i>	2013-2017
Virginia Tech, Pamplin School of Business	
MGMT 450, <i>Managing New Venture Creation</i>	2012-2013
Radford College of Business & Economics	
COBE 150, <i>Dean’s Speaker Series</i>	2013
Radford College of Business & Economics	
Montgomery County Chamber of Commerce	2012–2017
<i>Leadership Academy</i>	

**Awards & Recognition**

VT’s Center for Teaching Excellence	2022
- <i>Awarded for grant work with Jim Dubinsky – VT English Dept.</i>	
VT Outstanding GS Teacher - Certificate of Merit	2013
- <i>100% Student Satisfaction, Fall 2012, COMM 2004 - 2 sections</i>	
Favorite Faculty Award – Virginia Tech	2012

**SERVICE & LEADERSHIP****Committees**

New Faculty Orientation – PCOB	2022 -
- <i>Chair</i>	
Assurance of Learning Committee (AOL) – PCOB	2017-cont.
- <i>Ex Officio</i>	
Study Abroad Scholarship – PCOB	2020-2022
- <i>Member</i>	
Commission on Student Affairs - VT	2020-2021
- <i>Elected AP Faculty Representative from Pamplin College</i>	
Undergraduate Studies and Policies Committee (USP), PCOB	2017-2018
- <i>Ex Officio</i>	
Service Committee - Comm Graduate Student Assoc. - CLAHS	2012
- <i>Chair</i>	

**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	
	<u>Pamplin Strategic Plan/Mission</u>	2019
	Workshop on defining & communicating mission/vision	
	<u>Speaker</u>	
	Montgomery County Chamber of Commerce	2022
-	Marketing for Small Businesses	
	Marketing Department	2022
-	Sales Program Advisory Board Meeting	
	Student Leadership, Honors, and Business Organizations	2011-2017
	<u>Video Production</u>	
	MGT Department, video series for new Web Site and recruitment efforts	
	<u>Faculty Representative</u>	
	Marketing Department	2021-2022
-	Marketing major presentation to REAL Students	
	Virginia Tech Undergraduate Honor Court	
	<u>Faculty Advisor</u>	
	HOSA – National Student Org. (Pre-Med), VT Chapter	2018-2022
	<u>Coaching &amp; Mentorship</u>	
	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	
-	<i>Awarded First Place 2011 RBI U.S. National Sales Challenge</i>	
	<u>Commencement Ceremonies</u>	2020-2022
-	Pamplin College of Business - <i>Marshall, Volunteer, etc.</i>	

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**

Francis Marion University (FMU) 2021-2022

*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)*

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.*

BUS 1984, Quickstart to Business 2014

*Member of course design team*

MKT 4554, Relationship-Based B2B Sales (Bus. Development) 2012 – 2013

*Created new course prep and delivery*

COM 2004, Public Speaking 2011 – 2013

*Team-based approach to refining course*



GRAD 5004, Graduate Teaching School

2013

*Solo design and delivery of two courses:**1) How Learning Works; 2) Teaching Skills***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. (CURRENT). *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. (CURRENT). *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. (CURRENT). *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. (CURRENT). *Internet Applicant Screening: Who, What, When, Where, and Why of this Emerging Practice*. Conceptual design for series of studies.

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

**Matuszak, S.** (CURRENT). *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.** (CURRENT) *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*

**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>

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)  
 AAGE (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**

Positions Held

*Assistant Professor of Practice* Virginia Tech, 2021 – 2022  
 Management Department, Marketing Department

*Business Communication Education, Special Assist to Dean* VT, 2017 – 2022  
*Professional & Administrative Faculty*  
 Pamplin College of Business (PCOB) Deans Office  
 Department of Management

*Adjunct Instructor* Virginia Tech, 2011-2016  
 MGT Department, MKTG Department, & COMM Department (GTA)

*Consultant, Trainer, Instructor, & Speaker* Nationwide, 1995 – Present  
 - Organizational Communication

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

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

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

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 academic and professional work at VT)

Montgomery County Chamber of Commerce	Oct, 2022
- <i>Sales Director Training</i>	
Francis Marion University	Jan, 2022
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Montgomery County Chamber of Commerce	May, 2022
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Francis Marion University (FMU)	April 2022
- <i>Corporate Training: Analytics for Managers</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Montgomery County Chamber of Commerce	Feb, 2022
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Francis Marion University	Jan, 2022
- <i>Corporate Training: Executive &amp; Organizational Communication</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
Montgomery County Chamber of Commerce	July 2021
- <i>The Arts &amp; Economics (Blacksburg, VA)</i>	
Montgomery County Chamber of Commerce	May - June 2021
- <i>Series of 3 Presentation and Sales Skills Trainings</i>	
- <i>Sales Seminar Series (Blacksburg, VA)</i>	
Francis Marion University (FMU)	April 2021
- <i>Corporate Training: Analytics for Managers</i>	
- <i>FMU Executive Certificate Program (Florence SC)</i>	
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

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

Matuszak	December 2022
Montgomery County Chamber of Commerce	Feb., 2018
- <i>Executive Communication Seminar</i>	
- <i>Executive Leadership Academy (Blacksburg, VA)</i>	
Montgomery County Chamber of Commerce	Sep., 2017
- <i>"Building Trust as a Business" (Blacksburg, VA)</i>	
HCA Healthcare/Lewisgale Hospital	May, 2017
- <i>Service Awards (New River Valley, VA)</i>	
Montgomery County Chamber of Commerce	May, 2017
- <i>"Converting Shoppers to Buyers" (Blacksburg, VA)</i>	
Alcova	April, 2017
- <i>"Building Brand: Telling Alcova's Story" (Roanoke, VA)</i>	
HCA Healthcare/Lewisgale Hospital	Dec., 2016
- <i>Director-Level Leadership Development (New River Valley, VA)</i>	
Montgomery County Chamber of Commerce	Oct., 2016
- <i>Board of Directors Training (Blacksburg, VA)</i>	
Virginia Association of Colleges & Employers (VACE) Conference	July, 2016
- <i>"Metrics and Analytics: A Recruitment Perspective"</i>	
- <i>Christopher Newport University (Newport News, VA)</i>	
Lewisgale Hospital, Nurses Research Symposium,	Dec, 2015
- <i>Executive Communication Seminar</i>	
- <i>Presenting and Translating Research Results (Roanoke, VA)</i>	
Montgomery County Chamber of Commerce	2012-2017
- <i>Executive Leadership Academy (Christiansburg, VA)</i>	
Montgomery County Chamber of Commerce	2012-2014
- <i>Executive Coaching &amp; Presentations (Christiansburg, VA)</i>	
Roanoke Institute of Internal Auditors	Sep, 2014
- <i>Executive Presentations (Roanoke, VA)</i>	
Brown, Edwards, and Company, Client Educational Conference	Jun, 2014
- <i>Executive Presentations (Blacksburg, VA)</i>	
Deans Office, College of Science, Virginia Tech	Jun, 2014
- <i>Staff Retreat, Keynote Speaker (Blacksburg, VA)</i>	
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
- (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

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

- (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
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- 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