

ROBERT N. YALE

Assistant Professor
 Satish & Yasmin Gupta College of Business
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EDUCATION

- Ph.D. **Purdue University** | Brian Lamb School of Communication
 Communication
 Minor Areas: Quantitative Research Methods, Strategic Messaging
 Major Professor: Jakob D. Jensen, Communication
 Committee Members: Howard E. Sypher and W. Bart Collins, Communication; Jeffrey D. Karpicke, Cognitive Psychology
 Dissertation: *Development and Validation of the Narrative Believability Scale*
- M.A. **Miami University** | Department of Communication
 Speech Communication
 Thesis: *Instant Messaging Communication: A Quantitative Linguistic Analysis*
- B.A. **Cedarville University** | Communication Studies (with high honors)

PROFESSIONAL DEVELOPMENT

- 2014 **Rutgers University** | Rutgers Business School
 Mini-MBA: Social Media Marketing. Twelve-week intensive graduate program exploring ways to connect marketing and public relations objectives with social media strategies, platforms, and tactics.
- 2013-2014 **University of Dallas** | College of Business
 Concentration in Marketing courses. Six MBA marketing concentration courses: Foundations of Marketing, Value Based Marketing, Services Marketing, Brand Marketing, Digital Marketing Strategies, and Strategic Marketing.
- 2008 **Purdue University** | Center for Instructional Excellence
 Graduate Teaching Certificate. Documents involvement in classroom teaching, formal teacher development, consultative feedback, self-analysis, and teaching evaluations by supervisors and more senior faculty.

AWARDS AND DISTINCTIONS

- 2017 **Nominee, Piper Professor Award** | Selected by committee as the University of Dallas nominee for the Minnie Stevens Piper Foundation Piper Professor award, given annually to ten educators in the state of Texas in recognition of their superior teaching at the college level.
- 2014 **Most Interesting Professor at UD** | SPUD (Student Programming @ University of Dallas) Academic Committee.
- 2012 **2011 Article of the Year Award** | AEJMC Communicating Science, Health, Environment and Risk Division. *Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash.*

- 2011 **Alan H. Monroe Graduate Scholar Award** | Purdue University, Brian Lamb School of Communication. Recognizes graduate students who demonstrate high standards of scholarly excellence.
- 2011 **CETA Excellence in Teaching Award** | Purdue University. University-wide award recognizing excellence in teaching by graduate students.
- 2010 **Honorable Mention, Bruce Kendall Award for Excellence in Teaching** | Purdue University, Department of Communication. Recognizes excellence in graduate student teaching.
- 2009 **Honorable Mention, Bruce Kendall Award for Excellence in Teaching** | Purdue University, Department of Communication. Recognizes excellence in graduate student teaching.
- 2009 **Award for Excellence in Distance Education** | Purdue University
\$1000 cash award for developing and delivering the best online course offered during the academic year at Purdue University.
- 2008 **Honorable Mention, Bruce Kendall Award for Excellence in Teaching** | Purdue University, Department of Communication. Recognizes excellence in graduate student teaching.
- 2008 **Graduate Scholar Award** | Purdue University Regenstrief Center for Healthcare Engineering. Recognizes contributions to research in the Health Informatics & Learning Technologies working group.

ACADEMIC APPOINTMENTS

- 2012-Present **Assistant Professor of Marketing (tenure track)** | *University of Dallas*, Irving, Texas
Satish & Yasmin Gupta College of Business
- 2011 **Visiting Instructor** | *Purdue University*, West Lafayette, Indiana
Brian Lamb School of Communication
- 2010-2011 **Graduate Lecturer** | *Purdue University*, West Lafayette, Indiana
Department of Communication
- 2008-2010 **Research Assistant** | *Regenstrief Center for Healthcare Engineering, Purdue University*, West Lafayette, Indiana
Health Informatics and Learning Technologies working group.
- 2007-2010 **Graduate Teaching Assistant** | *Purdue University*, West Lafayette, Indiana
Department of Communication
- 2007 **Research Assistant** | *Miami University*, Oxford, Ohio
Department of Communication
- 2006-2007 **Head Coach, Forensics Individual Events** | *Miami University*, Oxford, Ohio
Department of Communication
- 2005-2007 **Graduate Teaching Assistant**, *Miami University*, Oxford, Ohio
Department of Communication
- 2005-2006 **Assistant Coach, Forensics Individual Events** | *Miami University*, Oxford, Ohio
Department of Communication

RESEARCH

PEER-REVIEWED PUBLICATIONS

- Krakow, M. M., **Yale, R. N.**, Perez Torres, D., Christy, K., & Jensen, J. D. (in press). Death narratives and cervical cancer: Impact of character death on narrative processing and HPV vaccination. *Health Psychology*.
- Christy, K., Jensen, J. D., **Yale, R. N.**, Weaver, J., & Pohkarel, M. (in press) Theorizing the impact of targeted narratives: Model Admiration and Narrative Memorability. *Journal of Health Communication*.
- Jensen, J. D., **Yale, R. N.**, Krakow, M., John, K. K., & King, A. J. (2017). Theorizing foreshadowed death narratives: Examining the impact of character death on narrative processing and SSE intentions. *Journal of Health Communication* 22, 84-93. doi: 10.1080/10810730.2016.1252816.
- Guntzviller, L. M., **Yale, R. N.**, & Jensen, J. D. (2016). Foreign language communication outside of a classroom: Scale validation and curvilinear relationship with foreign language use. *Journal of Cross-Cultural Psychology* 47(4), 605-625. doi: 10.1177/0022022116635743.
- Yale, R.N.**, Jensen, J.D., Carcioppolo, N., Sun, Y., & Liu, M. (2015). Examining first- and second-order factor structures for news credibility. *Communication Methods and Measures*, 9(3), 1-24. doi: 10.1080/19312458.2015.1061652
- Jensen, J.D., **Yale, R. N.**, Krakow, M. M., John, K., & Weaver, J. (2015). Confirming the two-factor model of dispositional cancer worry. *Psycho-Oncology*, 24(6), 732-735. doi: 10.1002/pon.3723
- Yale, R. N.** (2014). The impromptu gauntlet: An experiential strategy for developing oral communication skills. *Business and Professional Communication Quarterly*, 77(3), 281-296. doi: 10.1177/2329490614537874
- Yale, R. N.** (2013). Measuring narrative believability: Development and validation of the narrative believability scale (NBS-12). *Journal of Communication*, 63, 578-599. doi: 10.1111/jcom.12035
- Jensen, J.D., Carcioppolo, N., King, A.J., Bernat, J.K., Davis, L., **Yale, R. N.**, & Smith, J. (2011). Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash. *Journal of Health Communication*, 16(5), 486-503. doi: 10.1080/10810730.2010.546491
- Jensen, J. D., Bernat, J., Davis, L., & **Yale, R. N.** (2010). Dispositional cancer worry: Convergent, divergent, and predictive validity of existing scales. *Journal of Psychosocial Oncology*, 28(5), 470-489. doi: 10.1080/07347332.2010.498459
- Fyke, J. P., **Yale, R. N.**, Corbett, C., & Litera, N. (2008). Medication therapy management implementation, part 3: Barriers and recommendations to overcome barriers. *International Journal of Pharmaceutical Compounding*, 12(6), 514-519.
- Fyke, J. P., **Yale, R. N.**, Corbett, C., & Litera, N. (2008). Medication therapy management implementation, part 2: Study methodologies, barriers, and recommendations to overcome barriers. *International Journal of Pharmaceutical Compounding*, 12(5), 410-414.
- Fyke, J. P., **Yale, R. N.**, Corbett, C., & Litera, N. (2008). Medication therapy management implementation, part 1: Review of literature. *International Journal of Pharmaceutical Compounding*, 12(4), 329-333.

MANUSCRIPTS UNDER REVIEW

- Jensen, J. D., Fenech, E., **Yale, R. N.**, Krakow, M. M., Scherr, C. L. & Yeo, S. (revised and resubmitted). Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators. *Communication Monographs*.
- Jensen, J. D., Krakow, M., Weaver, J., **Yale, R. N.**, Pokharel, M., & Bush, C. (under review). Message Impact Theory: Testing a process-oriented framework for communication evaluation and research. Manuscript under review at *Communication Theory*.
- Pokharel, M., Jensen, J. D., **Yale, R. N.**, Christy, K., & Ratcliff, C. (under review). Personal testimonies and the parasocial contact hypothesis: Evaluating the character impact of the CDC's "Let's stop HIV together" campaign. Manuscript under review at *AIDS and Behavior*.
- Sun, Y., Jensen, J. D., Wilson, K. M., **Yale, R. N.**, Liu, M., & Weaver, J. (under review). "Thinking with" versus "feeling with": Dual dimensions of character Identification and differential roles in delayed effects of fictional narratives. *European Journal of Social Psychology*.
- Yale, R. N.**, Jensen, J. D., Krakow, M. M., & Carcioppolo, N. (under review). Comparing narrative- and argument-based advertising: Examining believability, counterarguing, and emotion as mediators. Manuscript under review at *Human Communication Research*.

MANUSCRIPTS IN PROGRESS

- Christy, K. R., Jensen, J. D., Martin, M., **Yale, R. N.**, & Ratcliff, C. L. (in progress). *Narratives, obesity, and support for policy change: Examining mechanisms of effect*. Manuscript to be submitted to *Health Communication*.
- Jensen, J. D., Payton, W., **Yale, R. N.**, & John, K. K. (in progress). Psychological reactance theory and advertising: Impact of trait versus state reactance on attitudes toward the brand and purchase intentions. Data collection completed. Manuscript to be submitted to *Journal of Communication*.
- Jensen, J. D., **Yale, R. N.**, John, K. K., & Weaver, J. (in progress). Can advertising decrease perceived brand-product singularity? An experimental test of product de-emphasis advertising. Data collection completed. Manuscript to be submitted to *Journal of Advertising*.
- Jensen, J. D., **Yale, R. N.**, Perez, D., Liu, M., & Krakow, M. (in progress). Narrative persuasion and the dominant thought disruption hypothesis: Modeling adolescents' psychological reactance to AT&T's "It Can Wait" advertisements. Data collection completed. Manuscript to be submitted to *Human Communication Research*.
- Krakow, M. M., Jensen, J. D., & **Yale, R. N.** (in progress). A longitudinal comparison of the health belief model and the theory of planned behavior: HPV vaccination behavior in young women aged 18-26. Data collection completed. Manuscript to be submitted to *Communication Monographs*.
- Sun, Y., Jensen, J. D., Krakow, M. M., & **Yale, R. N.** (in progress). Narrative transportation across message contexts: An examination of factorial invariance. Data collection completed. Manuscript to be submitted to *Journal of Communication*.
- Yale, R. N.** (in progress). Amazon Mechanical Turk as a participant recruitment and data collection platform for message-testing research. Data collection in progress. Manuscript to be submitted to *Communication Methods and Measures*.
- Yale, R. N.**, Jensen, J. D., & John, K. K. (in progress). Segmentation alternatives: Comparing brand schematicity, opinion leadership, brand engagement, and brand importance as audience differentiators. Data collection completed. Manuscript to be submitted to *Journal of Marketing Research*.

Weaver, J., Jensen, J. D., **Yale, R. N.**, Krakow, M. & Ratcliff, C. L. (in progress). Vicarious Replotting in Colorectal Cancer Screening PSAs: A Message Experiment with U.S. Adults. Manuscript to be submitted to *Journal of Communication*.

CONFERENCE PRESENTATIONS (PEER-REVIEWED)

Jensen, J. D., Martin, M., **Yale, R. N.**, Bush, C., Crossley, K., & Weaver, J. (under review). *Narratives, obesity, and support for policy change: Examining mechanisms of effect*. Paper under review for presentation at the annual meeting of the International Communication Association.

Jensen, J. D., Krakow, M., Weaver, J., **Yale, R. N.**, Pokharel, M., & Bush, C. (2017, May). Message Impact Theory: Testing a process-oriented framework for communication evaluation and research. Paper accepted for presentation at the annual meeting of the International Communication Association in San Diego, CA.

Pokharel, M., Jensen, J. D., & **Yale, R. N.** (2016, November). *Personal Testimonies and the Parasocial Contact Hypothesis: Evaluating the Narrative Impact of the CDC's "Let's Stop HIV Together" Campaign*. Paper presented at the 102nd annual meeting of National Communication Association in Philadelphia.

Weaver, J., Jensen, J. D., **Yale, R. N.**, Krakow, M. & Ratcliff, C. L. (2016, October). *Vicarious Replotting in Colorectal Cancer Screening PSAs: A Message Experiment with U.S. Adults*. Paper presented at the annual meeting of the American Public Health Association in Denver, CO.

Yale, R. N., Jensen, J. D., Krakow, M., & Carcioppolo, N. (2016, April). *How do narrative advertisements impact brand attitudes and purchase intentions? Examining believability, counterarguing, and emotion as mediators*. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

Jensen, J. D., Sarapin, S. H., **Yale, R. N.**, Weaver, J., Pokharel, M., & Loewen, S. (2016, April). *Theorizing the impact of targeted narratives: Model admiration and narrative memorability*. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

Jensen, J. D., Sarapin, S. H., **Yale, R. N.**, Weaver, J., Pokharel, M., & Loewen, S. (2016, April). *Mechanisms of narrative impact in targeted health communication*. Poster presented at the annual meeting of the Kentucky Conference on Health Communication in Lexington, KY.

Jensen, J. D., Fenech, E., **Yale, R. N.**, Krakow, M. M., Scherr, C. L. & Yeo, S. (2015, May). *Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators*. Paper accepted for presentation at the annual meeting of the International Communication Association in San Juan, Puerto Rico.

Jensen, J. D., **Yale, R. N.**, Krakow, M., John, K. K., & King, A. J. (2014, November). *Death narratives and melanoma: Examining the impact of character death on transportability, believability, and SSE intentions*. Paper presented at the 100th annual meeting of the National Communication Association in Chicago.

Krakow, M. M., **Yale, R. N.**, & Jensen, J. D. (2014, November). *Character death, barrier-focused narratives, and cervical cancer: Manipulating narrative features to influence HPV vaccination intentions*. Paper presented at the 100th meeting of the National Communication Association in Chicago.

Sun, Y., Jensen, J. D., Wilson, K. M., **Yale, R. N.**, Liu, M., & Weaver, J. (2014, November). *Fictional narratives and scary world beliefs: Comparing content-specific versus spreading activation models of cultivation*. Paper presented at the 100th annual meeting of the National Communication Association in Chicago.

- Yale, R. N.**, Jensen, J. D., Carcioppolo, N., Sun, Y., & Liu, M. (2014, May). *Are the latent factors of news credibility distinct? Discriminant validity of the news credibility scale*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
- Guntzviller, L. M., **Yale, R. N.**, & Jensen, J. D. (2014, May). *Examining foreign language communication apprehension: Testing models in geographically and linguistically diverse populations*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
- Yale, R. N.** (2014, March). *A course-based experiential strategy for reducing anxiety, increasing confidence, and building lasting oral presentation skills*. Paper presented at the 2014 Association for Business Communication Southwestern U.S. Conference in Dallas, TX.
- John, K. K., Jensen, J. D., **Yale, R. N.**, Carcioppolo, N., Krakow, M., & Weaver, J. (2014, March). *Confirming the two-factor model of dispositional cancer worry*. Paper presented at the 38th annual meeting of the American Society for Preventive Oncology, Arlington, VA.
- Yale, R. N.**, Morris, P. L., & Russell, B. (2013, November). *Relationship between perceived argument strength, juror verdicts, and verdict confidence: A test of the perceived argument strength scale*. Paper presented at the 2013 National Communication Association Annual Convention in Washington, D.C.
- Thomas-Maddox, C., Blau, N., Wrench, J. S., Broekelman-Post, M., Stutzman, J., **Yale, R. N.**, Scroggin, K. T., & Lawless, B. (2013, November) *Flipping the Communication Classroom: Creating Effective Blended Learning Environments to Empower the 21st Century Student*. Paper presented at the 2013 National Communication Association Annual Convention in Washington, D.C.
- Wysong, S., Bell, R. G., & **Yale, R. N.** (2013, June). *Communicating socially responsible corporate behaviors in sports enterprises*. Paper presented at the 2013 International Conference on Sport and Society in Chicago.
- Yale, R. N.** (2013, April). *Extreme Makeover, Slide Edition: Teaching the Assertion-Evidence Model for PowerPoint Slide Design*. Paper presented at the Central States Communication Association 2013 Conference in Kansas City.
- Bell, R. G., Collins, J., & **Yale, R. N.** (2013, January). *Angel Investments, Family Ownership, and Management Development in New Ventures: The Role of Institutions*. Paper presented at the United States Association for Small Business and Entrepreneurship (USASBE) 2013 Conference in San Francisco.
- Yale, R. N.** (2011, November). *Creation and Validity Testing of the Narrative Believability Scale (NBS-22)*. Paper presented at the 2011 National Communication Association Annual Convention in New Orleans, Louisiana.
- Yale, R. N.** (2011, November). *The Influence of Narrative Believability on Juror Verdicts and Verdict Confidence: A Test of the Narrative Believability Scale (NBS-22)*. Paper presented at the 2011 National Communication Association Annual Convention in New Orleans, Louisiana.
- Jensen, J. D., Bernat, J., Davis, L., & **Yale, R. N.** (2010, November). *Dispositional Cancer Worry: Convergent, Divergent, and Predictive Validity of Existing Scales*. Paper presented at the 2010 National Communication Association Annual Convention in San Francisco, California.
- Jensen, J. D., Carcioppolo, N., King, A., Bernat, J., Davis, L., **Yale, R. N.**, & Smith, J. (2010, June). *Including Limitations in News Coverage of Cancer Research: Effects of News Hedging on Fatalism, Medical Skepticism, Patient Trust, and Backlash*. Paper presented at the 2010 International Communication Association Annual Convention in Singapore.

Yale, R. N., Fyke, J., Litera, N., Corbett, C., and Morgan, M. (2008, September). *Barriers to Medication Therapy Management in Indiana*. Competitively selected poster presented at 20th annual Organizational Communication Mini Conference in West Lafayette, Indiana.

Yale, R. N. (2006, November). *Using Technology to Enhance Student Awareness*. Paper presented at the annual conference of the National Communication Association, San Antonio, Texas.

INVITED PRESENTATIONS

Yale, R. N. (2017, February). Sharktooth Brands: A case study in entrepreneurship. Invited lecture for the Entrepreneurship Society at University of Dallas.

Yale, R. N. (2016, January). *What makes stories persuasive?* Invited lecture in the Current Work: Storytelling & Believability Faculty Colloquium at University of Dallas.

Yale, R. N. (2015, September). *Survey Research in Qualtrics*. Invited lecture in DBUA 8105: Colloquium at University of Dallas.

Yale, R. N. (2014, July). *Better Slides through Science: The Assertion Evidence Structure*. Invited lecture in the Department of Communication at Southern Methodist University.

Yale, R. N. (2014, May). *Personal Branding and LinkedIn*. Invited lecture in GST 1117: Career Development class at University of Dallas.

Yale, R. N. (2014, April). *Flipping the University Classroom: Techniques, Technology, and Tips*. Professional development workshop for faculty members presented at University of Dallas.

Yale, R. N. (2012, November). *Personal Branding*. Guest address presented at the Fall 2012 Sigma Iota Epsilon professional fraternity initiation ceremony at University of Dallas.

Yale, R. N. (2012, November). *Using PowerPoint Effectively*. Development workshop for College of Business faculty members presented at University of Dallas.

Yale, R. N. (2011, May). *Persuasive strategies for public health nurses*. Workshop presented at the Indiana Department of Health Public Health Nurse Conference in Indianapolis, Indiana.

Yale, R. N. (2011, May). *Organize and illustrate: Maximizing oral presentation effectiveness*. Workshop presented at the Indiana Department of Health Public Health Nurse Conference in Indianapolis, Indiana.

Yale, R. N. (2011, January). *Argument as method: Communication research in 2011 and beyond*. Visiting scholar address delivered at the annual Communication Studies Capstone Research Symposium in Cedarville, Ohio.

Yale, R. N. (2009, April). *Using Adobe Acrobat to enhance immediacy and instructor feedback*. Workshop presented at the annual Teaching and Learning with Technology Conference in West Lafayette, Indiana.

Yale, R. N. (2008, August). *Online course management using Blackboard Vista*. Workshop presented at the annual incoming COM 114 teaching assistant orientation week in West Lafayette, Indiana.

Yale, R. N. (2008, March). *Using Adobe Presenter to develop interactive course content*. Workshop presented at the annual Teaching and Learning with Technology Conference in West Lafayette, Indiana.

TEACHING EXPERIENCE

- 2012-Present **Assistant Professor** (Tenure-Track)
University of Dallas, Satish & Yasmin Gupta College of Business
- *Business Foundations* (BUS 1301), undergraduate
 - *Business Foundations* (BUS 1301), undergraduate, online
 - *Business Practicum* (BUS 3095), undergraduate
 - *Communication in Business* (BUS 3306), undergraduate
 - *Social Media Marketing* (BUS 4V52), undergraduate
 - *Advanced Microsoft Excel Certification* (BUS 4V61), undergraduate
 - *Business Communication* (BUAD 6330), graduate
 - *Business Communication* (BUAD 6330), graduate, online
 - *Internship* (BUAD 8101), graduate
- 2011 **Visiting Instructor**
Purdue University, Brian Lamb School of Communication
- *Special Topics in Public Relations: Narrative and Visual Persuasion* (COM 495)
 - *Intercultural Communication* (COM 303)
 - *Introduction to Advertising* (COM 256), (400+ students)
- 2007-2011 **Graduate Lecturer/Graduate Teaching Assistant**
Purdue University, Department of Communication
- *Science Writing and Presentation* (COM 491M)
 - *Communication and Emerging Technologies* (COM 435), TA
 - *Interviewing: Principles and Practice* (COM 325)
 - *Principles of Persuasion* (COM 318), online
 - *Principles of Persuasion* (COM 318), TA (300+ students)
 - *Advanced Presentational Speaking* (COM 314)
 - *Introduction to Advertising* (COM 256), TA (400+ students)
 - *Fundamentals of Speech Communication* (COM 114), online
 - *Fundamentals of Speech Communication for Engineers* (COM 114R)
- 2005-2007 **Graduate Teaching Assistant**
Miami University, Department of Communication
- *Public Expression and Critical Inquiry* (COM 135)
 - *Head Coach*, Individual Events
 - *Assistant Coach*, Forensics Individual Events

PROFESSIONAL EXPERIENCE

- 2016-Present **Entrepreneur** | *Sharktooth Brands*, Dallas, Texas
 Co-founded a small business with a partner specializing in online retail sales of niche electronics and textile products.
- 2013-2016 **Principal** | *Sharktooth Consulting*, Dallas, Texas
 Provide sales and marketing consulting services for small- to medium-sized businesses. Provide personal sales and communication training for sales teams and executives. Assist businesses with the addition of digital and social media marketing to existing marketing communication portfolios.

- 2006-Present **Strategic Messaging Analyst** | *Jurinex Legal Services, Inc.*, Dallas, Texas
Moderate focus groups, mock trials, and other message-testing activities to understand juror reactions to case themes and evidence. Develop and test demonstrative exhibits to clarify case issues and provide persuasive visual support for clients' case theory. Perform quantitative analysis of data from research activities to identify strengths and weaknesses in clients' trial narratives. Collect and compile background research on potential jurors for use in voir dire. Monitor attorney performance at trial to provide recommendations for increasing persuasiveness and narrative consistency. Evaluate expert and fact witnesses before trial and deliver communication training to ameliorate weaknesses. Compile and deliver comprehensive reports detailing results and recommendations to clients.
- 2004-2005 **Double Agent/Agent Trainer** | *The Geek Squad*, Columbus, Ohio
Provided on-site consumer and small business application and hardware training and support for individuals and groups of up to 40 trainees. Served as a regional trainer for The Geek Squad, conducting week-long on-the-job training with new agents in various Ohio and West Virginia markets.
- 2003-2004 **Department Supervisor** | *Best Buy Co., Inc.*, Columbus, Ohio
Oversaw all operations in the highest-volume Best Buy appliance department in the state of Ohio. Developed retail sales talent through training and evaluation. Set business expectations, goals, and practices while motivating sales team to achieve. Analyzed business statistics to identify and eliminate performance gaps. During my tenure as supervisor, the department realized an 11% year-on-year revenue growth.
- 2000-2003 **Computer/Network Technician** | *Cedarville University*, Cedarville, Ohio
Diagnosed and repaired hardware and software problems in a 2500+ system Novell network. Trained, scheduled, and supervised team of technicians responsible for all dormitory computers. Maintained tracking database documenting all problems from identification to resolution.
- 1998-2003 **Proprietor** | *CBR Technologies*, Bellingham, Washington
Owned and operated a custom personal computer sales, hardware repair, and software troubleshooting business.
- 1997-1999 **Beginning Systems Engineer** | *DIS Corporation*, Bellingham, Washington
Configured complex IBM AS/400 networks for shipment to customer locations. Developed technical documentation for installer and customer use. Completed in-house repair and troubleshooting and telephone technical support for remote customers.
- 1994-1995 **Intern** | *Wall Data, Inc.*, Bellingham, Washington
Completed software quality assurance testing for Japanese versions of the RUMBA product for Mainframe and IBM AS/400.

PROFESSIONAL SERVICE

UNIVERSITY SERVICE

- 2015-Present **Faculty Peer Mentorship Committee** | *University of Dallas*
Member of a four-person committee tasked with developing a framework for formative peer teaching mentorships across the University.
- 2014-Present **Quality Enhancement Plan Council** | *University of Dallas*
Member of a small group of faculty who consult on all aspects of the University of Dallas Quality Enhancement Plan and assist with drafting components relevant to the implementation of the plan.

- 2013-2015 **College of Business Building Committee** | *University of Dallas*
Member of committee tasked with making decisions and providing feedback related to the COB building project.
- 2013-Present **Copyright & Intellectual Property Committee** | *University of Dallas*
Member of committee tasked with developing and updating the official University policies related to copyright and intellectual property issues.
- 2013-Present **Undergraduate Strategic Planning Curriculum Committee** | *University of Dallas*
Member of committee tasked with evaluating the practices and offerings of the University related to majors, concentrations, cooperative programs, delivery modes, classroom technologies, assessments, and overall student experience.
- 2005-2007 **Co-Chair, myMiami Design Team** | *Miami University*
Chair of committee tasked with completing cross-university surveys regarding Miami University's web portal, reviewing feedback to develop requirement specifications for new modules and features, reviewing developments from and forwarding enhancement requests to vendors.

DEPARTMENTAL SERVICE

- 2014-Present **College of Business Representative – Undergraduate Recruitment**
Develop and deliver presentations about the undergraduate business program to prospective students and their parents during the “Odyssey Days” recruiting weekends.
- 2013-Present **DBA Quantitative Methods Curriculum Development Committee**
Develop, refine, and deliver the quantitative methods courses for the newly launched Doctor of Business Administration program.
- 2012-Present **Director, Undergraduate Business Practicum Program**
Oversee the practical internship program for undergraduate business students, including placement approval, student evaluations, and practicum presentations.
- 2012-Present **Joint Committee on Business Education**
Serve as a member of the undergraduate curriculum committee for the College of Business at University of Dallas.
- 2012-Present **Educational Technologies Committee**
Member of committee tasked with identifying and implementing technology with the goal of improving learning quality.
- 2012-Present **Learning Engagement and Effectiveness Committee**
Member of committee tasked with coordinating and championing quality education across modalities, including driving assessment efforts.
- 2012-Present **Course Coordinator – Communication**
Develop curriculum and oversee all sections of undergraduate and graduate communication classes in the College of Business.
- 2012-Present **Concentration Director, Health Services Management**
Oversee the curriculum of the Health Services Management concentration in the MBA program at University of Dallas.
- 2012-Present **Academic Advisor**
Serve as advisor for approximately 60 undergraduate students.

DISCIPLINARY SERVICE

- 2016 **Ad-Hoc Reviewer** | *Business and Professional Communication Quarterly*
Participated in the peer-review process for manuscripts submitted to *Business and Professional Communication Quarterly*, published by SAGE Publications on behalf of the Association for Business Communication.
- 2014 **Respondent, Legal Communication Division** | *National Communication Association*
Served as a respondent for the Top Papers panel at the 2014 NCA convention.
- 2014 **Reviewer, Legal Communication Division** | *National Communication Association*
Reviewed papers and panels for the 2014 NCA convention.
- 2013-Present **Ad-Hoc Reviewer** | *The Journal of Legal Studies*, *Journal of Communication*
Participated in the peer-review process for manuscripts submitted to *The Journal of Legal Studies*, published by University of Chicago Press, and *Journal of Communication*, published by Wiley on behalf of the International Communication Association.
- 2013 **Reviewer, Sage Publications**
Reviewed proposals for potential textbooks in visual presentation of quantitative data, business communication, and PowerPoint presentation design.
- 2013 **Reviewer, Organizational and Professional Communication Division** | *Central States Communication Association*
Reviewed papers and panels for the 2014 CSCA convention.
- 2012-Present **Ad-Hoc Reviewer** | *Mobile Media & Communication*
Participate in the peer-review process for manuscripts submitted to the academic journal published by Sage.
- 2012 **Reviewer, Applied Communication Division** | *National Communication Association*
Reviewed papers and panels for the 2012 NCA convention.
- 2011 **Ad-Hoc Reviewer** | Austrian Science Fund
Served as external evaluator for a funding proposal submitted to the Austrian Science Fund related to cognitive processes underlying narrative persuasion.
- 2010 **Reviewer, Human Communication & Technology Division** | *National Communication Association*
Reviewed papers and panels for the 2010 NCA convention.
- 2009 **Reviewer, Applied Communication Division** | *National Communication Association*
Reviewed papers and panels for the 2009 NCA convention.

PROFESSIONAL AFFILIATIONS

American Marketing Association (Dallas/Ft. Worth local chapter)

Association for Business Communication

Central States Communication Association

National Communication Association (NCA)

EDUCATIONAL GRANTS

2007

Presentation Improvement Initiative, Miami University (\$50,000)

Authored funding proposal to provide digital video equipment for communication courses at Miami University, including ceiling mounted pan/tilt/zoom cameras and microphones, computer-based digital recording equipment, and acoustical and lighting enhancements. This funding proposal was approved and the recommended technology was installed.