

## DARDEN LEADERSHIP COMMUNICATIONS COUNCIL

We aim to be the best management communications program in the world. This means constantly improving our curricula and advancing impactful knowledge as thought leaders. We have established the Darden Leadership Communications Council (the Council)—composed of leading communications professionals and academics—to advise us and help us chart a path to achieve this objective.

Steering Committee members for the Council are:

Kenneth Askew, MUFG/Bank of Tokyo, Mitsubishi  
Charles McNair, MAS Leadership Communication, Inc.  
Steve Soltis, The Coca-Cola Company, MAS Leadership Communication, Inc.  
June West, University of Virginia, The Darden School of Business

Council members include:

### JOHN ALDERMAN

John Alderman has spent his life at the intersection of leadership and communications. He simply loves helping leaders communicate better.

John enlisted at age 17 and spent more than 20 years in the National Guard, Army Reserves, and on active duty including a year in Iraq commanding a 150-man Cavalry Troop in places like the charmingly named Triangle of Death. He subsequently commanded a Mobile Public Affairs Detachment comprised of photographers and videographers, using his combat experience to operationalize it into a crack domestic crisis and organizational communications team. John led all Ga. Department of Defense communications for three years as State Public Affairs Officer.

In the civilian world, John first focused on literature, earning a B.A. in English from North Georgia College and an M.A. in English from Georgia State. He managed Customer Communications publications at UPS and served four years as head of executive communications for Manheim and later Cox Automotive as it grew from a \$1.8B to a \$7B global company. John currently leads Executive and Internal Communications at Equifax, where he and his team work hard daily to connect, explain, and inspire.

### KEN ASKEW

Ken Askew has worked in political, corporate, small-business, and agency environments for 30+ years, with emphasis on executive communication. He was senior White House speechwriter for President George H. W. Bush ('41'), chief communicator for U.S. Senator Sam Nunn (D-GA), head of executive communication for Pfizer Inc. and for Mitsubishi Financial Group/Bank of Tokyo, and executive speechwriter for Chairmen & CEOs Lee Iacocca at Chrysler and John Clendenin at BellSouth. For ten years, he operated a private communication consultancy, serving C-suites of more than 20 Fortune 100 companies. Raised in Japan as the son of missionaries, he earned a B.A. with honors in philosophy and history from Baylor University. He works in Tokyo, San Francisco and New York.

## KELLY BEAN

Kelly Bean is president and CEO of Darden Executive Education, ranked the No. 1 in the world among executive education open-enrollment programs in six categories by Financial Times, and the School's non-degree programs. In her role, Bean leads Executive Education's effort to inspire and develop executive leaders at all stages of their careers, whether it be through certificate, custom, open-enrollment or online programs delivered in Charlottesville; Washington, D.C.; or around the world. She elevates Darden's efforts to partner with organizations to help them achieve world-class performance and to drive growth and innovation.

Bean joined Darden from the UCLA Anderson School of Management, where she served as associate dean of executive education. In her previous position, Bean successfully positioned Anderson as a leader in the field, significantly increasing the number of custom clients and developing strong and enduring relationships with client companies and partner institutions.

Bean has also been a leader in curriculum innovation with faculty, working with school clients to deliver business solutions. Bean is also the past chair of the board of UNICON, a global consortium of executive education organizations, and previously served on the board of ASCENT, an organization focused on leadership development of multicultural women.

Bean completed her bachelor's degree in business administration in marketing and her master's degree in human resources from the Moore School of Business at the University of South Carolina.

## ROGER BOLTON

Roger Bolton is the president of the Arthur W. Page Society, the premier global professional association for senior corporate communications executives.

Previously, Bolton served as senior vice president of communications at Aetna, with responsibility for all internal and external communications, advertising and brand management. He chaired Aetna's Council for Organizational Effectiveness, a group of senior executives responsible for high performance through culture change.

Before Aetna, Bolton led IBM's global media relations and also directed communications for the IBM server and software groups.

Prior to his business career, Bolton served as assistant secretary of the Treasury for public affairs under President George H.W. Bush; assistant U.S. trade representative for public affairs under President Reagan; and special assistant to President Reagan in the White House, with responsibility for the president's relations with business and labor.

Bolton is a recipient of the U.S. Treasury Distinguished Service Award and was named one of the 100 Most Influential in Business Ethics by Ethisphere Institute.

Bolton serves on the boards of the Darden Leadership Communication Council, the Yale Center for Faith & Culture, the Elon University School of Communications, the Arthur W. Page Center for Integrity in Public Communication at Penn State University, and the Baruch College MA in Corporate Communication Program.

## JULIE DAUM

Julie Daum is Executive Director of Communication & Marketing at the University of Virginia Darden School of Business and leads the institution's global branding, marketing and public relations efforts to advance strategic goals.

With global marketing communications experience gained working in Europe and the United States, Daum joined Darden in 2008. She is a member of the University of Virginia's Communications Council and in 2016 graduated from UVA's Cornerstone Program for high-potential leaders.

Her passion to lift ideas and thought leaders first developed in book publishing in New York City, where she led publicity campaigns to create bestsellers at Simon & Schuster and Rizzoli International Publications.

She then moved to Barcelona, Spain, where she earned a M.S. in Journalism from the University of Barcelona and Columbia University Graduate School of Journalism. Over a decade in Spain, she worked and consulted with organizations including Loft Publications/HarperCollins, the White House Writers Group and IESE Business School, where she served as founding English-language editor of the knowledge portal IESE Insight.

Daum earned a B.A. from UVA and attended New York University's book and magazine publishing institute.

## DAIN DUNSTON

I help people live more rewarding leadership lives. I provide executive coaching and communications for C-suite leaders of public companies. That includes personal coaching, development of leadership and cultural platforms, and communication campaigns. I'm a speechwriter as well as an emcee and speaker on leadership and innovation and the author of two books on those topics. I've been helping craft corporate stories since 1987, when an automotive article landed me speechwriting work at Chevrolet. I spent 25 years primarily doing creative direction, speech writing and speech coaching for high end corporate events for clients like IBM, Sherwin-Williams, GE, BMW, Ricoh and several hospitality brands. I was honored with the 2016 Cicero Grand Award, for a speech on giving great speeches. My work focuses around a simple question: what if we came to work as though it were a path to enlightenment? A fifth generation San Franciscan, I studied classics at UC Santa Cruz. I live in the hills outside of Austin, Texas, with my wife, writer and art dealer Jean Compton, where we are surrounded by fine wine and fine dogs.

## MICHAEL GOODMAN

Michael B. Goodman, Ph.D. is Professor and Director of the MA in Corporate Communication at Baruch College, The City University of New York. He is the founder and director of CCI Corporate Communication International [www.corporatecomm.org](http://www.corporatecomm.org). He is Visiting Professor of Corporate Communication at Aarhus University (Denmark), Bangkok University, Hong Kong Polytechnic University, and Universita IULM (Italy).

He has published widely, including most recently: *Corporate Communication: Critical Business Asset for Strategic Global Change*; *Corporate Communication: Strategic Adaptation for Global Practice*; *Corporate Communication: Tactical Guidelines for Strategic Practice*; *Corporate Communication for Executives*; *Intercultural Communication for Managers*; *Intercultural Communication for Managers*; *Crisis Communication*; and *Work with Anyone Anywhere: A Guide to Global Business*.

He is on the Editorial Advisory Board and Associate Editor for North America of *Corporate Communication: An International Journal* (UK). He is a member of the Arthur W. Page Society; a Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce), London; a Fellow of The Society for Technical Communication; and a member of the Board of Directors of the Association for Business Communication. He has been a consultant to more than 40 corporations and institutions on corporate communication, managerial communication, problem-solving, new business proposals, change, and corporate culture.

## J.R. HIPPLE

J.R. Hipple is managing partner of SIR, a 50-year-old strategic consulting and market research firm, where he leads the firm's organizational leadership and communications practice area. He is an advisor to senior leaders and decision makers in corporations, universities, municipalities and nonprofits throughout the U.S.

J.R. spends the majority of his time helping clients prepare for and manage change, often developing strategies around complex and sensitive issues. Current issues he is involved with include: diversity and inclusion, organizational change and workforce planning, and leadership transitions. He also is skilled at helping organizations manage crisis situations.

When he isn't practicing management communications, he is teaching it as a visiting lecturer and adjunct instructor at the Darden School of Business at the University of Virginia. He also was a founding faculty member of the executive master's program in public relations at the Robertson School of Media and Culture at Virginia Commonwealth University.

He has been a contributing writer to national and regional publications including the Harvard Business Review, Public Relations Strategist magazine, PRTactics monthly newsletter, Insight to Diversity magazine and the Atlanta Journal Constitution.

He is active in community affairs as a member of the boards of the Richmond Memorial Health Foundation and SwimRVA, and he is a former member of the boards of The Community Foundation of Central Virginia and the Center for Ethics and Corporate Responsibility at Georgia State University. He also is one of the co-founders and former president of the Richmond Sports Backers, one of the nation's leading regional sports commissions.

J.R. began his career in public relations as an intern to Edward L. Bernays, the father of the public relations profession and a nephew of Sigmund Freud. He has held several national and local leadership roles with the Public Relations Society of America, and is a recipient of multiple PRSA Silver Anvil awards. He holds a master's degree in public relations from Boston University and a bachelor's in marketing-management from Miami University, Ohio.

## ARTEMIS BAKOPOULOS HISS

Artemis is an innovative communications leader and strategist. She is passionate about using communications to translate complex situations into clear and compelling messages that help businesses achieve business strategies.

Today, she drives alignment and planning across McDonald's global corporate relations function as the team works to help the business strengthen its reputation to support growth.

Before assuming her current responsibilities, Artemis spent nearly a decade driving executive and internal communications as a trusted advisor and speechwriter for several CEOs and members of McDonald's c-suite. In this role, she led a team responsible for communicating significant global business and change initiatives. This portfolio included the company's biennial convention for 15,000 franchisees, employees and suppliers to executive transitions, organizational restructurings and investor messaging.

Her experience at McDonald's builds on a strong background developing communication strategies, facilitating message creation, marketing and media relations. Prior to joining McDonald's, Artemis was a senior account executive at The Grossman Group, an award-winning boutique consultancy. There, she worked closely with clients including McDonald's USA and Canada, Greeley and Hansen and Cisco Systems.

Artemis began her career with the National Restaurant Association where she drove marketing, communications and media relations efforts for the Educational Foundation's recruitment and retention initiatives. She is an honors graduate of the University of Illinois at Chicago. There, she earned her Bachelor of Science in marketing, management and entrepreneurship.

## LYNN ISABELLA

Dr. Isabella teaches courses in organizational behavior, leadership and change and teams in the University of Virginia Darden School's MBA, MBA for Executives and Executive Education programs. She is the coauthor of two books (*Alliance Competence and Leader and Teams: The Winning Partnership*) and has published numerous articles in the areas of strategic alliances, change and career management. She has also researched and authored many original case studies focused on U.S. and international companies and issues.

As a management consultant, Dr. Isabella has extensive international experience with companies worldwide, helping them develop their global leadership talent and organizational effectiveness. She regularly works with companies in Central and Eastern Europe through the Bled School of Management, and has extensive experience in Latin and South America, China, Africa and Western Europe.

As a certified executive coach, Dr. Isabella also works one-on-one with executives and managers. Her executive coaching focuses on helping managers to achieve their best leadership and organizational performance as they learn to motivate, support and encourage others to achieve their best as well.

As a researcher, she focuses on questions of developing one's personal leadership expertise, leading change as a middle manager and the events that shape individual careers and propel organizational change. Before joining the Darden faculty in 1990, she was on the faculty of the Cox School of Business, Southern Methodist University, and taught at the Harvard Business School.

Dr. Isabella holds a BS in Mathematics from Tufts University, an Ed.M. in Organizational Development from Harvard University and an MBA and DBA from Boston University

### Expertise:

- Leading and Managing in a Global Environment
- Developing Global Leadership Competencies
- Unleashing the Potential for Teams and Team-Based Collaboration
- Changing the Way Individuals and Companies Think About Change
- Coaching for Leadership and Organizational Performance

## DEAN JONES

Dean Jones has more than 20 years of experience in the communication training field. Under Dean's leadership, The Communication Center has doubled in size and has significantly increased the company's global presence; delivering communication trainings on four different continents to hundreds of participants.

As President & CEO of The Communication Center, Dean serves as the primary liaison for clients, quality control and contract negotiation. Dean is a dynamic communicator and leverages her expertise in synthesizing complex data and scenarios to achieve successful business results.

Dean began her career in the accounting field working with a CPA firm outside Atlanta, Georgia. Dean was able to merge her financial background with her aptitude for public speaking when she joined The Communication Center in 1992.

Dean has a Bachelor of Arts in Business Finance from the University of Phoenix, and her Associates of Arts degree from Florida State College.

## MICHAEL MANEY

Michael Maney has served as a strategic communications advisor to a number of Fortune 500 companies, including Disney, Sony, and Target, as well as elected officials for state and national office.

He joined Target in 2016 as senior director of communications, overseeing the internal communications strategy and function for the national retailer. From 2013 to 2016, he served as director of communications for Sony Pictures Television, the studio responsible for such hit series as "Breaking Bad," leading corporate communications for Sony's distribution, production and networks businesses across Asia, Australia, Latin America and Canada.

Maney spent nearly nine years with The Walt Disney Company, where he was responsible for corporate, executive and internal communications for Disney's entertainment and news media businesses, including the ABC Television Network and Disney Channels Worldwide. He began his communications career in Atlanta, providing political campaign support to a variety of statewide and national elected officials.

Passionate about education, Maney serves as a member of the board of trustees for post-secondary education non-profit Scholarship America as well as the board of visitors of his alma mater, Berry College.

Maney holds a Bachelor of Arts degree in Communication from Berry College and a Master of Arts degree in Communication Research from the University of Colorado at Boulder. He resides in Minneapolis, MN.

## JOHN W. MARTIN

John W. Martin is a futurist, award-winning author, and CEO and managing partner of SIR, a market research consultancy headquartered in Richmond, Virginia.

Founded in 1964, SIR helps corporations, government agencies, universities, nonprofits, and even entire communities understand what tomorrow will bring and what to do about it today.

SIR has orchestrated over 15,000 research studies and strategic plans designed to help clients identify and advance their unique brand positions, create new products and services, manage business challenges and opportunities, and assess the overall effectiveness of programs and initiatives.

SIR has supported many of America's leading companies and associations including GE, Polaroid, Johnson & Johnson, Lincoln Financial, Wal-Mart, Google, AARP, the American Chemical Society, the Public Relations Society of America, the American Society for the Prevention of Cruelty to Animals, and hundreds of other Fortune 1,000 companies and national associations.

John is also the founder and CEO of SIR's Institute for Tomorrow — IFT (formerly the Boomer Project and GenerationsMatter). The Institute is a national research-based think tank that identifies and reports on major demographic and cultural trends shaping America's future. The Institute shares data-driven insights through keynote speeches, workshops, and training events for organizations across the world.

Institute for Tomorrow's insights are informed by its proprietary research on America's next change agents — the Millennial and Gen Z generations. Understanding the deep-seated wiring of these two generational cohorts offers a powerful lens into the future of mobility, education, housing, work, healthcare, cultural arts, recreation — almost everything!

Boomer Project, GenerationsMatter, and IFT's insights have been featured in the Los Angeles Times, The Washington Post, the Chicago Tribune, the Toronto Star, BusinessWeek, The Wall Street Journal, and Barron's, as well as on NBC's nightly news, CBS news, MSNBC, and NPR's "Morning Edition." In 2007, John co-authored "Boomer Consumer," an award-winning business book.

The IFT delivers more than 40 major keynote speeches a year. Past engagements have included large annual events for the National Governors Association, the National League of Cities, the American Public Transit Association, and Rail~Volution. John is often a keynote speaker for statewide events in Virginia too, including the governor's annual conferences on aviation, housing, and aging.

John earned an MBA from Virginia Commonwealth University and a B.A. in economics from Washington and Lee University. He currently serves on the boards of the Richmond Region YMCA and Collegiate School. John is a member of the Richmond Management Round Table.

## CHARLES McNAIR

Charles is a founder of MAS Strategic Communication.

Charles has served UPS, Delta Air Lines, American Airlines, The Coca-Cola Company, Wal-Mart, AFLAC, BellSouth, CNN, Kaiser Permanente, Wells Fargo, Pfizer, XEROX, Atlanta Symphony Orchestra, Seattle Symphony Orchestra, Dallas-Ft. Worth International Airport, Waste Management, Coca-Cola Latin America, and dozens of other large, mid-cap, and small organizations in the U.S. and abroad.

His critically acclaimed debut novel, *Land O' Goshen* (St. Martin's Press, 1994) received a Pulitzer Prize nomination for fiction. He has since published two other novels. (*The Epicureans* currently appears as a weekly serial in *The Bitter Southerner*.) A history, *Play It Again, Sam: The Notable Life of Sam Masssell, Atlanta's First Minority Mayor*, just published in September 2017.

Charles has been a weekly business commentator on Atlanta's public radio station, WABE-FM, and a guest literary reviewer for Canada Broadcasting Company's *Sunday Morning Live*. His book reviews have appeared internationally in the *London Times Literary Supplement* and in Atlanta on WMLB 1690 AM. He has been a guest business commentator on NPR's *Marketplace*, and he served from 2005-2015 as Books Editor for *Paste* magazine.

## ERIC McNULTY

Eric J. McNulty works to increase the leadership capacity and capability in individuals, organizations, and communities to advance positive change. Eric is an active writer, speaker, and educator on leadership and, in particular, leading through crises and other turbulence. He holds an appointment as Director of Research and Professional Programs at the National Preparedness Leadership Initiative (NPLI), a joint program of the Harvard T.H. Chan School of Public Health and Harvard's Kennedy School of Government and as Instructor at the Harvard T.H. Chan School. Eric teaches in numerous executive education and graduate level courses at Harvard and M.I.T. He speaks to executive audiences around the world about the challenges of leading in fast moving, unpredictable circumstances.

Eric is a contributing editor at *strategy+business*. He has also written for *Harvard Business Review*, *Sloan Management Review*, and other publications. He is the author of *Three Critical Shifts in Thinking for the Evolving Leader* (O'Reilly, 2015) and *Your Critical First 10 Days as a Leader* (Safari, 2015). He is also the co-author of the second edition of *Renegotiating Health Care: Resolving Conflict to Build Collaboration* (Jossey-Bass, 2011). Eric is a co-author of a chapter on meta-leadership in the *McGraw-Hill Homeland Security Handbook* (2012) and many articles on leadership, decision-making, and negotiation.

Prior to his current role, Eric was Managing Director of Harvard Business School Publishing's conference division. Earlier in his career he held communications roles in the private sector.

## MARC MODICA

A member of the Darden Community since 1998, Marc brings broad international experience to his negotiation, communications, and conflict management teaching and consulting. He's particularly interested in international business, economics and politics and offers courses through Darden's Center for Global Initiatives and Global Executive MBA Program. He's taught and consulted for a variety of clients in locations including Dubai, Mexico, Norway, Sweden, Brazil, China, India, Singapore, Sri Lanka and Japan. Marc also designs and delivers programs in Darden Executive Education Programs and within the University Of Virginia's School of Medicine and Curry School of Education.

Before coming to the University of Virginia, Marc taught for ten years at the International University of Japan where he also served as Associate Dean of the degree program in International Management, Director of International Exchange Programs, and Co-director of the school's Intensive International Executive Program. He has also taught at the University of Washington and University of Hawaii.

Married to Shizuka Modica, he is an avid musician and a practicing grandparent of two girls, ages four and six.

## SHIZUKA MODICA

Shizuka Modica is Professor of Organizational Behavior and Leadership at the Kyoto College of Graduate Studies for Informatics and Visiting Professor at the Nagoya University of Commerce and Business. As a learning facilitator, Shizuka helps individuals and organizations perform optimally and grow sustainably. In addition to academic courses, she offers workshops and coaching in the areas of leadership and management. Her interests are high performance, meaningful work, leadership, change management, and mindfulness in multi-cultural settings.

She earned her master's in education from the Harvard Graduate School of Education and her PhD in higher education from the University of Virginia (UVa). She is also an ICF-certified coach. Previously, Shizuka was an international higher education administrator and publicist at the International University of Japan. At UVa, she managed a world-class cardiology research center and various academic programs; researched and wrote business cases on leadership, organic growth, and entrepreneurship; and taught organizational behavior. She currently serves as Vice Chair of the Work and Meaning Division for the International Network of Personal Meaning and on the ICF Virginia Board.

## BRIAN MORIARTY

Brian Moriarty is Adjunct Lecturer in Management Communications, and Director of the Institute for Business and Society at the University of Virginia's Darden Business School where he teaches in the full-time MBA program. He is also Director of the Business Roundtable Institute for Corporate Ethics, an independent business ethics center housed at the University of Virginia which operates in partnership with Business Roundtable - an association of chief executive officers of leading U.S. companies working to promote sound public policy and a thriving U.S. economy. In his role as director, he is responsible for leading market-facing activities with corporate and partner association audiences, as well as serving as the primary spokesperson of the Institute.

He is the author of several articles, chapters, and reports on business ethics and business and society issues. His most recent book, *Public Trust in Business* from Cambridge University Press, provides business leaders with insight into the creation and maintenance of this critical asset. His articles on public trust in business and government have been featured in publications such as the Washington Post and Forbes.

Mr. Moriarty was selected as one of the "Top 100 Thought Leaders in Trustworthy Business" by Trust Across America from 2011-2014. Since 2008 he has served on the advisory council for *Ethisphere Magazine's* list of the "100 Most Ethical Companies." He has spoken at a variety of business and academic forums, including the US Chamber of Commerce, the Society of Business Ethics, the Arthur W. Page Society, the Institute for Public Relations, Congress for Free Markets and the Culture of Common Good, the Rotary Clubs of New Jersey and the Tuck Symposium on Communications.

He holds a B.A. in Political Science and English Literature from Boston College, an M.A. in Religious Studies from Wake Forest University and a Ph.D. in Religious Studies from the University of Virginia. His dissertation, *Dante's Theory of Signs and the Warping of Language*, examines the poet's ideas about the relationship of language to human actions and growth.

His research interests include: the role that narrative plays with respect to perception; public trust in business; reputation and intangible assets; and, coaching, practice and performance excellence.

Mr. Moriarty lives in Charlottesville, Virginia with his wife and two sons where he enjoys coaching youth baseball and basketball. He serves on the board of the Carson Raymond Foundation, a non-profit organization dedicated to giving every child the opportunity to experience the joy of youth sports.

## NELSON MUMMA

For more than 20 years, Nelson has used strategic communications to help drive growth for large corporations and major brands, including Coca-Cola, InterContinental Hotels Group, Eli Lilly, Cox Automotive and others.

Nelson currently leads internal communications for Cox Automotive, a division of Cox Enterprises. He and his teams partner with leadership to drive their businesses by engaging and inspiring employees.

Nelson came to Cox Automotive from The Coca-Cola Company, where he was accountable for raising visibility of Coca-Cola's sustainability efforts. While there, he helped lead the change management communications team during the company's \$13B acquisition of Coca-Cola Enterprises in 2010.

Nelson spent nearly a decade with Cohn & Wolfe, a global marketing communications agency. As director of the corporate communications practice, he helped grow the partnership with InterContinental Hotels Group from one brand project to marketing communications support for all IHG brands.

Nelson serves on the Board of Directors for MUST Ministries, coaches both sons' basketball teams, and is a foster parent. He's a military veteran and earned a Master's degree in Public Relations from the University of North Carolina at Chapel Hill. He lives in Atlanta with his wife and two boys.

## DAVID MURRAY

David Murray is editor and publisher of *Vital Speeches of the Day*, an 83-year-old magazine that collects the best oral communication in the world.

He's also executive director of the Professional Speechwriters Association, a global organization that he founded five years ago to give voice to a silent profession. The PSA holds an annual World Conference in Washington, D.C., that draws speechwriters and other leadership communication professionals from around the world.

He cowrote the New York Times-bestselling memoir *Tell My Sons* (Random House, 2013) and a memoir about his advertising copywriter parents, *Raised By Mad Men*.

His journalism has appeared in a wide variety of publications and media outlets, including *The New York Times*, *The Atlantic Monthly*, the *Chicago Tribune*, and *Advertising Age* and Chicago Public Radio.

He writes a popular daily blog on communication, called *Writing Boots*.

He lives with his wife and daughter in Chicago.

## NOELLE MYKOLENKO

Noelle Mykolenko is passionate about growth – for people and in business – and has experienced first-hand that trusted relationships powerfully accelerate the achievement of both personal and corporate goals.

Noelle has been with Trusted Advisor Associates since 2016, where she helps professionals in consultative roles achieve their goals through improved client relationships. She delivers tailored, interactive programs that examine the paradigm of trust through the filter of professional services, identifying barriers to trust and delving into new ways of thinking and being to increase individual trustworthiness and rapidly create trust with others.

Prior to joining Trusted Advisor Associates, Noelle was global Director of Client Development at Computer Sciences Corporation (CSC). During her fourteen years at CSC, she held several director-level roles in business development, sales and marketing, and was executive sponsor for the Women in Leadership employee resource group. She also served as a Delivery Partner and Practice Lead in CSC’s Federal Consulting Practice.

As a strategy and organizational development consultant for over 20 years, Noelle has delivered, managed and sold complex business solutions to clients in the US federal government, manufacturing, telecommunications and IT, and financial services industries.

In 2014, Noelle left the corporate world for a year’s “seabatical” in the Caribbean, ultimately launching an ongoing vacation charter yacht business on St. Thomas in the US Virgin Islands.

Based in metropolitan Washington, DC, Noelle holds bachelor’s degrees in Business Administration and French from St. Louis University, a Master’s of Business Administration from The Darden Graduate School of Business (University of Virginia), and certifications in executive leadership and digital marketing.

## MEGHAN MURRAY

Meghan R. Murray has served in a number of strategic and managerial roles across several industries, including startups and Fortune 100 corporations; complimented by work for local nonprofits and small businesses.

Meghan is currently the COO at the Miller Center at the University of Virginia, a nonpartisan think tank that studies the U.S. presidency. At the Miller Center, Meghan oversees strategic planning, board development, personnel, and public events. She also teaches as an adjunct instructor at the Darden Graduate School of Business.

Before earning her M.B.A. and pursuing a career in strategic marketing and planning, Meghan worked in political fundraising and media. Since the 1999, she has specialized in business strategy: online marketing, business development & purposeful planning at Gap Inc and Fannie Mae. Meghan then founded a consulting firm, Stynson, which she ran for twelve years before joining the Miller Center.

Meghan lives on and manages a farm outside of Charlottesville, Virginia. She also serves on several community boards and committees ranging from the Boys & Girls Clubs of Central Virginia to the Charlottesville Area Community Foundation. Meghan is a graduate of the University of Virginia (BA, Government) and the University of Oxford (MBA).

## JAMES S. O'ROURKE

Professor of Management, Mendoza College of Business, University of Notre Dame.

Founding Director (1990), Arthur F. and Mary J. O'Neil Chair (2006), Eugene D. Fanning Center for Business Communication.

First-author or co-author of 19 academic textbooks in Management Communication, two tradebooks in Strategic Communication, nine book chapters, 29 refereed articles, and sole author or directing editor of more than 375 original case studies in Corporate Communication. His work has been translated into Arabic, Greek, Mandarin, Marathi, Portuguese, and Tamil.

Has taught more than 20,000 students over a 50-year academic career at Temple University, Syracuse University, the United States Air Force Academy, the Defense Information School, the United States Air War College, and the University of Notre Dame, 1968-2018. His former students include an astronaut, former members of Congress, the current Secretary of the Air Force, several Chief Marketing Officers, Chief Communication Officers, an Assistant Secretary of State, and half-a-dozen commercial airline pilots.

He is Founding Director of the Conference on Corporation at Notre Dame, now in its 20th year. Three dozen chief communication officers, professionals, practitioners, and professors gather on the Notre Dame campus each autumn to discuss current issues and best practices in an invitation-only, off-the-record environment. Nearly 700 people have been guests of Prof. O'Rourke and his sponsors over the past two decades.

His research appears in The SAGE Encyclopedia of Corporate Reputation, The UN Millennium Development Goals, The UN Global Compact, and the Common Good. His writing also appears in The Handbook of Communication and Corporate Reputation from Wiley-Blackwell of Oxford, as well as The Book of Management from Dorling-Kindersley, and Facing Public Interest: The Ethical Challenge to Business Policy and Corporate Communication from Kluwer Academic Publishers in The Netherlands.

In the past 16 years, his students have won 24 case-writing awards, including the Arthur W. Page Society's Grand Prize on four occasions. O'Rourke himself was named the 2017 recipient of the Page Society's Distinguished Service Award, presented September 17th at the Society's Honors Dinner on Coronado Island, California.

Prof. O'Rourke learned his craft as a public affairs officer in the United States Air Force, serving 20 years on active duty from 1970 to 1990. His work included duty in numerous frontline flight test aircraft, participation as a public spokesman for accident and incident investigations, and training unit commanders and combat aviators to speak with the media and appear on television prior to Operations Desert Shield and Desert Storm.

Prof. O'Rourke will move to London, England in January of 2018 to direct Notre Dame's business education programs in the United Kingdom. When he returns to the United States in June of next year, he will resume teaching in the Corporate Communication program he founded at Notre Dame in 1996 and begin work on a new book in that discipline.

## ELIZABETH POWELL

Lili Powell joined the Darden School faculty in 1994, where she teaches MBA, EMBA and Executive Education classes in leadership, management and corporate communication. Professor Powell has designed and taught courses ranging from the required First Year MBA course in management communication to elective courses and executive classes on communicating across cultural boundaries, managing communication as a critical resource and communicating through leadership presence. Most recently, she co-designed a small seminar asking students to define in their own terms "Business and Success." Prior to Darden, Powell taught courses in public speaking, rhetoric, interpersonal communication and leadership at Northwestern University.

Dr. Powell has authored numerous business case studies and technical notes. She has presented her work at the Conference on Corporate Communication, the Association for Business Communication, the Management Communication Association, the National Communication Association, and the Reputation Institute's Conference on Reputation, Image, Identity and Competitiveness. She is co-author of *Women in Business: The Changing Face of Leadership* (Greenwood, 2007). She is currently working on a new book entitled *Present: Leadership as Wise Practice*.

As a consultant, facilitator, instructor and coach, Professor Powell has assisted a variety of organizations and universities, including the American Medical Association, Annenberg Foundation, Council for Public Relations Firms, IAE Business School (Argentina), IBMEC Sao Paul (Brazil), KPMG, Lagos (Nigeria) Public Schools, National Industries for the Blind, Providian Corporation, Stockholm School of Economics (Sweden), United Technologies, University of Virginia, US Federal Bureau of Investigation (FBI), the Virginia Banker's School of Bank Management and the World Bank.

At the University of Virginia, she has served on committees ranging from the Women's Center to the Faculty Senate. She now serves on the advisory board for the [UVA Institute of the Humanities and Global Cultures](#). She is currently co-director of the [MBA/MEd dual degree](#), designed to promote innovation in education reform.

## JOHN SANTORO

John Santoro is Senior Director/Executive Speechwriter for Pfizer, which he joined in 2000 from Warner-Lambert. At both Pfizer and Warner-Lambert, he was speechwriter for the CEO and had a series of allied responsibilities, including management of corporate internal communications. He is now is one of the key communications advisors for Dr. Freda Lewis-Hall, Pfizer's Chief Medical Officer and the executive considered to be the face of the company to the general public. He's completed two books with Pfizer executives, *Make Your Mark: Why Legacy Still Matters* with Dr. Lewis-Hall and *A Call to Action: Taking Back Healthcare for Future Generations* with retired Pfizer CEO Hank McKinnell.

Prior to joining Warner-Lambert in 1990, John was a consultant with Brecker & Merryman. He has extensive experience in university relations, expatriate relations, change communications, investor relations, M&A communications and communications coaching and counseling.

He earned a BA from Dickinson College and his MA from Seton Hall University, where one of his professors was Dr. June West, now a member of the Darden faculty.

He's past-president of The Communications Leadership Exchange and is on the Board of Advisors for Corporate Communication International. He is an adjunct professor of communications at NYU. He is also board president-emeritus of The Compassionate Friends, the nation's largest peer-assistance organization devoted to helping families following the death of a child.

## KHARY SCOTT

Khary Scott is currently Vice President of Business Development for Capital One's Corporate Development Team. In this role, he is responsible for developing co-branded partnerships with selected merchants in the Travel, Entertainment and Digital markets. He led the Orbitz engagement that launched Capital One back into the co-brand business. In addition, Khary led the Sony Card engagement team that converted Capital One's first co-brand portfolio. Khary brokered the Mobile Payments partnership between Capital One and Softcard. He led the engagement teams for GM & UP as part of Capital One's HSBC Acquisition.

Khary also has been the Accountable Executive for the African-American Network closely linked to Capital One's goals of recruiting, retaining, and developing diverse talent and leveraging their differences to contribute to the success of the organization. Khary also sits on the Diversity & Inclusion Council for Capital One US Card.

Prior to joining Capital One, Khary was the Director of Marketing for Invensys Controls. At Invensys, he led marketing for their wholesale distribution, global product development and original equipment manufacturing teams. Khary specializes in business development, product management, and sales promotion in Europe, Asia, and North America.

Mr. Scott graduated from the Darden School of Business at the University of Virginia in May 2001. Prior to Darden, he graduated from the University of Texas – Austin in 1995 with a BBA in Finance.

Khary currently lives in Midlothian, VA with his wife, Danielle D. Scott, Ph.D., Partner at Nelson Scott Evaluation Center, and 10 year-old twins, Elle and Jackson, 5<sup>th</sup> graders at the Collegiate School.

## MAEGAN STEPHENS

Maegan is an experienced executive communication coach at [Quantified Communications](#), a company based in Austin, Texas that uses an analytics platform to measure what leaders say, how they say it, and how they are perceived.

Noteworthy clients include Fortune 100 executives, TED speakers, start-up founders, Shark Tank winners, government officials, and MBA students at top business schools around the country. She specializes in applying the latest findings in communication sciences to her coaching and consulting.

Maegan was a lecturer in the McCombs School of Business and received her Ph.D. from the Moody College of Communication (both at The University of Texas at Austin). Her work has been published in various academic journals such as *American Behavioral Scientist*, *Communication Research Reports*, and *Journal of Information Technology and Politics* and featured in news outlets such as ABC News, the Daily Beast, and Bloomberg.

## KEN STERNAD

Ken Sternad enjoyed a 35-year career with UPS, where he served as vice president of worldwide Public Relations and Media Affairs, as well as president of The UPS Foundation. He was responsible for all media relations, reputation management, executive communications, marketing public relations and crisis communications activities for the company globally. As president of The UPS Foundation, he oversaw more than \$100 million in annual philanthropy that supported the company's programs in volunteerism, disaster response, environmental sustainability, education, diversity and road safety. During his tenure, UPS received numerous reputation awards, including consistently being named one of Fortune Magazine's "Most Admired" companies.

Ken currently works with the Barton Russell Group, a public relations firm focusing on all things "small town America". He is also an active volunteer, serving on the Board of Trustees for his alma mater, Ohio Wesleyan University, the Board of Directors of the Points of Light, and several other nonprofits.

Ken is a graduate of Ohio Wesleyan University, where he double-majored in Journalism and Political Science and minored in Economics. He did post-graduate studies in the Fairfield University Corporate and Political Communications Masters program.

## STEVE SOLTIS

Steve Soltis is a senior advisor with MAS Leadership Communication, a company he formed in 2017 with partners Ken Askew and Charles McNair. Beginning in January, Soltis will also join the Darden team as an executive-in-residence, teaching management and leadership communication.

Soltis recently retired from The Coca-Cola Company, where he led both executive and internal communication for the past 11 years. In that role, he served as the lead communication strategist for Chairman and CEO Muhtar Kent, and was responsible for all of his executive speeches, town halls, videos, press briefings, correspondence and external and internal appearances. In addition, Soltis was responsible for orchestrating the company's entire C-suite executive visibility efforts and for formulating its employee communication strategies and execution.

Prior to joining Coca-Cola in 2006, Soltis led executive communication efforts for 10 years at UPS, the world's largest transportation company. In that role, he was instrumental in developing the company's executive visibility programming and supporting three successive CEOs. During that time, Soltis was also responsible for helping develop that company's B2B customer thought leadership conference, *Longitudes*.

Soltis' corporate career began in 1994 as an executive speechwriter for MCI in Atlanta. In addition, he was part of the founding editorial team at Washington Flyer Magazine, a joint venture with the Metropolitan Washington DC Airports Authority and Ackerley Advertising. Soltis was also part of the founding editorial team at the Austin Chronicle, and later worked for futurist and author John Naisbitt in Washington, D.C. He began his career in journalism working for the Plano (Texas) Daily Star Courier.

Soltis graduated from North Texas State University in 1986 and received a Master's Degree from Mary Washington College in Fredericksburg, Virginia in 1992. He is the author of two guide books, published by the Richmond (Virginia) Times Dispatch and The Boston Globe Company, respectively.

Soltis and his wife Stacy split time between Gulf Shores, Alabama, metro Atlanta and Charlottesville.

## FREDERICK G. THOMPSON

Fred is the founder and principal of the Communications Collaborative LLC, and a subsidiary company, The Center for Non Profit Growth™. Both firms are focused on developing marketing/branding, social media and fundraising strategies for commercial and non-profit institutions in the health-medical, education, public policy, veterans' affairs and conservation/endangered species sectors.

He is currently a lead strategic advisor to ScoutComms, a Washington based B-Corp communications and advocacy consultancy focused on helping veterans and military families create greater public awareness of veterans' needs, and increase veteran access to economic and social opportunities. Clients include the General Electric Foundation, BAE Systems, the Semper Fi Foundation, Blue Star Mothers, and Home Depot Corporation.

He also remains "of counsel" to Creative Partners LLC, an integrated marketing communications company he co-founded in 2001, with offices in Stamford, CT and Los Angeles, CA. Creative Partners represents a diverse range of corporate, professional service and non-profit clients, including HealthNet, Citibank, Whirlpool Corporation, National Realty and Development Corp., The Kennedy School at Harvard University, Capital One, MBIA, and Standard & Poors.

After co-founding Creative Partners, Fred took a seven year sabbatical to head two nonprofit organizations in the public health and wildlife conservation areas. In March 2006, he joined The American Liver Foundation (ALF) as President/Chief Executive Officer.

Prior to joining ALF, he was President/CEO of the Jane Goodall Institute (JGI) in Washington, D.C. Under his leadership, JGI grew five-fold and established collaborative partnerships with key governmental, policy and funding entities, including the United Nations, the World Bank, the U.S. Department of State, the European Union, and numerous private foundations throughout the U.S., Europe and Africa.

Prior to joining the Jane Goodall Institute, he held executive positions with several leading global marketing communications firms, including Burson-Marsteller, Manning Selvage & Lee, Earle Palmer Brown, and Kerr Kelly Thompson, where he represented such major Fortune 500 corporations as IBM, Citibank, Procter & Gamble, Nikon, Novartis, Johnson & Johnson, Exxon-Mobil, U.S. Trust, Four Seasons Hotels, McGraw-Hill, Bristol-Myers Squibb, Merrill-Lynch and Visa.

## BENJAMIN WEST

Since 2013 West has managed the development of the global communication strategy, partnerships relations, global lifestyle activations, brand image and media and influencer relations for the champagne House Veuve Clicquot. In addition, West heads the international initiative of the Veuve Clicquot Business Women Award that has been celebrating women in business since 1972 and today has a network of 250 laureates representing 27 countries.

Currently the only American national in an international communications role at Moët Hennessy, he also has had experience in international communication strategy and brand development at jewelry brand Boucheron (Kering Group) and through agency work at DM Media representing clients such as Fabergé jewelry, Diptyque and Dom Pérignon.

West's educational experience includes North Carolina State University, Istituto Lorenzo de Medici and Université Lyon II. He is married and has been based in Paris for the past 15 years.

## KENNETH R. WHITE

Dr. Kenneth R. White is Associate Dean for Strategic Partnerships and Innovation at the School of Nursing and holds the UVA Medical Center Professorship in Nursing with additional faculty appointments in the McIntire School of Commerce, the Darden School of Business, and the UVA School of Medicine.

With more than forty years' experience working in healthcare organizations in clinical, administrative, governance, and consulting capacities, Dr. White spent 13 years with Mercy Health Services as a senior executive in marketing, operations, and international healthcare consulting before moving into academia. While with Virginia Commonwealth University for 20 years, he served as the director of VCU's Graduate Program in Healthcare Management, where he was named the inaugural Charles P. Cardwell, Jr., Professor of Health Administration. In 2009, Dr. White became more involved with global partner programs and was named the inaugural Sentara Healthcare Professor, before arriving at the University of Virginia in 2013.

Dr. White is co-founder of the innovative UVA School of Nursing/Darden School of Business program, "Leadership which is a certificate program for nurse-physician leader dyads. He also directs the School of Nursing's Continuing Education programs.

A registered nurse, adult/gerontology acute care nurse practitioner, and Fellow of the American Academy of Nursing, Dr. White is also a Fellow, former Regent and member of the Board of Governors of the American College of Healthcare Executives (ACHE) and holds a visiting professorship at the LUISS Business School in Rome. He currently chairs ACHE's LBGT Forum and is a member of the Board of Directors of the American Academy of Nursing. He is the author of the *Well-Managed Healthcare Organization*, 8<sup>th</sup> edition (2016) and *Boost Your Nursing Leadership Career: 50 Lessons that Drive Success* (2017).

## JUNE WEST

June West joined the Darden School faculty in 1997 where she has enjoyed the entrepreneurial culture and the opportunities to collaborate with colleagues on curriculum design for world-wide initiatives. These include the Partnership for Leaders in Education (PLE), a program with UVA's Curry School of Education. The mission is to provide executive education for pre-collegiate administrators who are working on turning around our nation's lowest performing schools. The success of the PLE has led to Professor West working with several universities to develop their own school turnaround programs. Today, West's focus is with state superintendents of education and their senior cabinet administrators.

Her work in education includes teaching both at the college and pre-collegiate levels. She was a member of the Study of Schooling, one of the first comprehensive research studies of pre-collegiate education. She designed and directed the Center for Business Communication at Lehigh University and served on the design teams for Seton Hall University's virtual university and its executive graduate degree program in corporate communication. With her late husband Dr. Fred West, she founded the Hobb's School, a Washington, DC. based pre-school for children with autism.

At the Darden School, West is the Area Coordinator for Management Communication (MC) and MC Course Head for the First-Year residential core curriculum. She is UVA's Faculty Liaison to the FBI National Academy in Quantico, Virginia, and she leads a Darden faculty team that teaches in the summer orientation program for the Secretary of Defense Corporate Fellows Program that places active-duty military officers in corporations for a one-year fellowship. West holds degrees from The University of Tennessee, Kent State University, and Lehigh University.