Marc Wynn Modica Darden Graduate School of Business Administration University of Virginia Charlottesville, VA 22906

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Education

MA in Teaching English as a Second Language, University of Washington, 1986

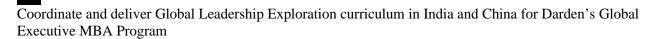
B.S. in Zoology, University of Washington, 1984

Professional Experience

Academic Positions

Senior Lecturer

Darden Graduate School of Business Administration, University of Virginia, teaching Management Communication; Bargaining and Negotiating; Cross-Border Negotiations (3 terms) and Managing Conflict and Leveraging Consensus August 1998 – present; Faculty Leader Global Business Explorations to Sweden, Latvia, Mexico, India, Brazil and United Arab Emirates.



Also teach Darden's
Executive Education
Program (custom and open
enrolment programs) and
courses for the Advanced
Masters Degree Program in
Systems Engineering,
University of Virginia and
UVA's School of Medicine.

Co-director

Darden Summer LEAD Program (Leadership, Education and Development). October 1999–2009.

Assistant Professor Graduate School of International Management, International University of Japan, teaching Management Communications, Corporate Communications, and International Negotiations, 1992 - July 1998

Assistant Professor Graduate School of International Management, International University of Japan, teaching English for International Management, June 1988 – 1991

Lecturer Hawaii English Language Program, University of Hawaii, October 1986 -June 1988

Administrative Positions

Committee Member MBA Policy Committee Darden Graduate School of Business Administration, University of Virginia.

Course Head
Management
Communication,
Darden Graduate School of
Business Administration,
University of Virginia.
Coordinator of International
Student Academic Support
Services

Course Head
Management
Communication,
Darden Graduate School of Business Administration, University of
Virginia. August 1998 – 1999
Services

Director of Student Exchange Programs Graduate School of International Management, International University of Japan, September 1995 - July 1998

Associate Dean

Graduate School of International Management, International University of Japan, September 1994 -August 1995

Director Intensive English Programs (IEP), Fall 1989 through Fall 1992

Co-Director **Intensive International** Executive Program (IIEP) Assisted with the program design and implementation including curriculum and administration. Directed the 1990 IIEP and the first 5 weeks of the 1991 IIEP as a component of the IEP. Made initial contact with management and cross-cultural faculty and helped with coordination and direction of visiting English language faculty. Winter 1990 through Summer 1991.

Committee Work

First Year Committee—Darden Graduate School of Business Administration, University of Virginia.

MBA Policy Committee—Darden Graduate School of Business Administration, University of Virginia.

Matsushita Library and Information Center Task Force—Member, Fall 1994 to Summer 1995.

Presidents Standing Committee on Campus Life—Member, Fall 1994 to Fall 1995.

Academic Board—Member, Graduate School of International Management, IUJ, Fall 1992 to Spring 1994.

Curriculum Committee—Member and chair, Language and Management Communications Curriculum Sub-committee, Graduate School of International Management, IUJ, Winter 1992 to Spring 1994.

Recruitment Committee—Chair, Communications Faculty Recruitment Subcommittee, Graduate School of International Management, IUJ, Winter 1992 to Spring 1994.

Admissions Committee—Member, September 1990 to August 1997.

Student Committee—Member, September 1988 to August 1990.

Executive Education Programs

Darden Executive Education Programs

Programs include:

- Managing Conflict and Creating Consensus (Faculty Leader)
- BRMP: Business Resource Management Program (U.S.Navy)
- Bargaining and Negotiating
- Leadership in Academic Medicine (UVA Medical School)
- Custom Programs for AES (Advanced Energy Systems)
- Various Darden-Curry Custom Programs
- Program for Systems Engineers (Continuing Education)
- USAF
- US Navy
- Business Resource Management Program (Navy)
- Partnership for Leaders in Education (Darden/Curry)
- University of Virginia Medical Center Emerging Leader's Program

Bargaining and Negotiations Workshops Custom Program for Political Leaders at IPADE, Mexico City, Mexico Bargaining and Negotiations Workshops

Custom Program for Olin

Corporation

Program on Post-Merger Integration Carnegie Bosch Institute, Carnegie Melon University, Pittsburg,

Pennsylvania

Custom Program for Bosch

Rexroth Corporation 2003

(Faculty Leader)

Global Management for Engineers in Design and Development

Carnegie Bosch

Seminar on international negotiations for automotive engineers. Yearly

Institute, Carnegie from 2000 through 2003

Melon University, Pittsburg, Pennsylvania

Corporate Communications Summer Program

Three-week course on Corporate Communications including a two-week field trip to the United States to meet with communications consultants and media experts. Summer 1996 and 1997.

Intensive International Management Program

Taught Corporate Communication, Conflict Management and Negotiation

components of this ongoing cornerstone program of International

University of Japan. 1993 through 1998.

Advanced Management Program

Designed, coordinated and

taught Cross-cultural

Communication and

Negotiations sections in the

Advanced Management

Program: Building

Executive Leadership in

Global Enterprises in Japan.

Sections focused on building

better communication

between foreign and local

top managers and

negotiating across cultures.

Spring 1994

Management Communications Seminar

Designed and taught a

seven-day executive program

in Management

Communications for

Dainabot, a US-Japan

joint-venture pharmaceutical

firm. Sessions focused on

identifying and managing

communication challenges

between expatriate

executives and local staff

and between local offices

and the American based headquarters. This course was offered in conjunction with a component on Shaping and Implementing Corporate Strategy. Spring 1993.

Intensive International Executive Program Co-designer and director of a ten-week intensive executive development program for Japanese middle managers going abroad. Taught corporate image and identity, media relations, crisis management and cross-cultural negotiations. Spring 1990 through Summer 1991.

Papers and Publications

- Innovation in Japan -- Empirical Studies on the National and Corporate Activities. Goto, Akira and Hiroyuki Odagiri, eds. Oxford University Press, 1997. Sponsored by Nihon Keizai Kenkyu Senta (Japan Center for Economic Research), Assistant Editor
- Simulations in Intensive Language Programs, (paper) The Language Teacher, XIV: 8, August 1990, pp. 75-79.
- *Needs Analysis and EAP Curriculum Design*, with Bill Harshbarger. Proceedings from the Northwest Regional TESOL Conference, Bellevue, Washington, October 15-17 1985.

Conference Presentations

- From genre to strategy: a multi-cultural case studies approach to management communication. The Second International Conference on English for Professional Communication, City Polytechnic of Hong Kong, Hong Kong, February 1994.
- Language, Culture and Context. Teaching Management Communication in Japan and the US (panel discussion) with Irv Schenkler, Paul Argenti and Jan Smith. The 57th Annual Convention of the Association for Business Communication, New Orleans, Louisiana, November 1992.
- Teaching Oral Presentation Skills through the Case Study Approach, (presentation) with Jan Smith. International Conference of Teachers of English to Speakers of Other Languages (TESOL), Vancouver, British Colombia, March 1992.
- Simulations: Theory and Practice, (presentation) JALT International Conference on Language Teaching and Learning, November 5, 1989.
- *Needs Analysis and EAP Curriculum Design*, (presentation with Bill Harshbarger). Northwest Regional TESOL Conference, Bellevue, Washington, October 15-17, 1985.

Cases

Medical Center of Central Midlands Department of Alternative Medicine (Darden Case #)

Medical Center of Central Midlands Division of Mindfulness (Darden Case #)

Medical Center of Central Midlands Division of Manual Healing (Darden Case #)

DA "FINAL" CLICK? (Darden Case #)

Public Service

Member of Board of Directors, Charlottesville Music Resource Center (2001-2003), a not-for-profit organization serving the youth of Charlottesville bu providing constructive alternatives in music.

Faculty Advisor to ABCD (Asian Business Club at Darden) 2003-Present

Faculty Advisor to Darden Toastmasters Club 2011-Present

Teach in the Charlottesville High School Program (Organized by Matthias Hild)