AMY NEWMAN

Cornell SC Johnson College of Business
342 Statler Hall, Ithaca, NY 14853

EDUCATION AND CERTIFICATIONS

Cornell University, **College of Human Ecology:** Ithaca, NY
Bachelor of Science, Human Development, 1986

Milano, The New School for Management and Urban Policy: New York, NY
Master of Science, Human Resources Management, 1990

Certified, SPHR (Senior Professional in Human Resources), 2001 – current

Cornell University Teaching Scholar, Faculty Teaching Certificate, 2017 – current

TEACHING AND ADMINISTRATIVE APPOINTMENTS

Cornell SC Johnson College of Business, School of Hotel Administration: Ithaca, NY   2004 – present
Senior Lecturer, Management Communication (2010 – current)
Lecturer, Management Communication (2004 – 2010)

Business Writing for Hospitality Professionals (undergraduate core)
Persuasive Business Communication for Hospitality Leaders (undergraduate core)
Organizational Behavior and Leadership Skills (undergraduate core)
Corporate Communication (undergraduate elective)
Management Communication (graduate core)

**Cornell SC Johnson College of Business, The Dyson School of Applied Economics
and Management:** Ithaca, NY   July 2019 – present

Director, Grand Challenges @Dyson

Ithaca College, School of Communications: Ithaca, NY   2004
Adjunct Instructor, Organizational Communication, Learning and Design

Corporate Communications: Strategy and Design (undergraduate elective)

eCornell: Ithaca, NY   2002 – 2003
Adjunct Instructor, Human Resources Certificate Program

Managing and Building Employee Relations (online)
Selection and Staffing (online)

Milano, The New School for Management and Urban Policy: New York, NY   Spring 1997
Adjunct Instructor, Human Resources Management

Instructional Design (graduate elective)

TEACHING AWARDS

- Cornell Faculty Fellow in Engaged Learning, 2019 – 2020
- Hotel School Faculty Teaching Awards: Graduate Core, 2016 – 2017; Junior/Senior Core, 2017 – 2018, 2014 – 2015, 2012 – 2013, 2011 – 2012, 2005 – 2006; Freshman Core, 2008 – 2009
- Meada Gibbs Outstanding Teacher-Scholar Award, Association for Business Communication, 2015
- Ted Teng '79 Dean's Teaching Excellence Award, 2008 – 2009
- Excellence in Advising Award: Transition Advisor, 2008 – 2009 and 2007 – 2008
- Cornell Faculty Innovation in Teaching Award: Visual Communication, 2007
- Cornell Faculty Innovation in Teaching Award: Email and Instant Messaging Simulation, 2006

CONSULTING EXPERIENCE

People Momentum (formerly Organization Blueprint): Forest Hills and Ithaca, NY, 1998 – 2005

- **Overview:** Independent consultant working with organizations on corporate communication, management development, and human resources initiatives.
- **Selected clients:** PriceWaterhouseCoopers, Reuters, The New York Times Company, St. John's University, State Bank of Long Island, HarperCollins/NewsCorp, Bank Julius Baer, The BOC Group, Scholastic Inc.
- **Selected consulting projects:**
  - Acted as corporate training and development director for Scholastic, Inc. Designed and implemented corporate management curriculum, competency-based behavioral interviewing process, and performance management process and online system.
  - Developed corporate intranet-based learning communities, including Management University™, Learning and Development, New Hire Orientation, and Performance Management.
  - Designed and facilitated management development, train-the-trainer, business writing, oral presentation, conflict management, diversity, performance management, interviewing skills, harassment prevention, and customer service training programs.
  - Designed and implemented performance management and career development programs.

TEXTBOOKS

- Newman, Amy. (2018) *Building Leadership Character,* Sage Publishing (textbook).
- Newman, Amy. (2013, 2015, 2017) *Business Communication: In Person, In Print, Online*, 8e, 9e, 10e, Cengage Learning (textbook).

OTHER PUBLICATIONS

- Newman, Amy. (2017) "Communication Planning," in "My Favorite Assignment: Selections From the ABC 2017 Annual Conference, Dublin, Ireland," in *Business and Professional Communication Quarterly*.
- Newman, Amy. (2016) "Communication Planning: A Template for Organizational Change," Cornell University, *The Center for Hospitality Research*.

- Newman, Amy. (2015) "How to Feel Confident for a Presentation and Manage Speech Anxiety," Cornell University, *The Center for Hospitality Research*.
- Newman, Amy. (2015) "How to Feel Confident for a Presentation and Manage Speech Anxiety," in "My Favorite Assignment: Selections from the ABC 2014 Annual Convention, Philadelphia, Pennsylvania," in *Business and Professional Communication Quarterly*.
- Newman, Amy. (2013) "Social Media and Ethics: Should We Rescind the Offer?" in "My Favorite Assignment: Selections from the ABC 2012 Annual Convention, Honolulu, Hawaii," in *Business Communication Quarterly*.
- Newman, Amy. (2012) "Social Media Consulting" in Selections from the ABC 2011 Annual Convention, Montreal, Canada," *Business Communication Quarterly*.
- Brownell, Judi and Newman, Amy. (2009) "Hospitality Managers and Communication Technologies," Cornell University, *The Center for Hospitality Research*.
- Brownell, Judi and Newman, Amy. (2008) "Applying Communication Technology: Introducing Email and Instant Messaging in the Hospitality Curriculum," *JoHLSTE*.
- Newman, Amy. (2007) "Email and Instant Messaging Simulation," Association for Business Communication, *Business Communication Quarterly.*
- Newman, Amy and Bronstein, Joshua. (2006) "IM 4 Learning," American Society for Training and Development's *T+D.*
- Newman, Amy. (2006) "How to Use Instant Messaging as a Learning Tool," McGraw-Hill's *Training and Performance Sourcebook*.
- Newman, Amy. (2003) "Going Back: Can Free Agents Return to Corporate Life?" *T+D*.
- Newman, Amy. (2002) "Trainer, Assess Thyself" *T+D*.
- Newman, Amy. (2002) Book Review of *Cultivating Communities of Practice*, *T+D*.
- Newman, Amy and Smith, Maureen. (2000) "How to Create a Web-based Learning Community," McGraw-Hill's *Training and Performance Sourcebook*.
- Newman, Amy and Smith, Maureen. (1999) "Knowledge Management," American Society for Training and Development, *Info Line*.
- Newman, Amy and Smith, Maureen. (1999) "How to Create a Virtual Learning Community," *T+D*.

PRESENTATIONS

- Newman, Amy. (2018) "'Moral Muscle Memory': Focusing on Communication to Teach Ethics," Association for Business Communication, Miami, FL.
- Newman, Amy. (2017) "Vulnerability and Humility: Leadership Character in the Business Communication Curriculum," Association for Business Communication, Dublin, Ireland.
- Newman, Amy. (2016) "From Grammar to Grit: The Business Communication Discipline," Association for Business Communication, Albuquerque, NM. Meada Gibbs Award Presentation.
- Newman, Amy. (2016) "Using Video Capture as a Learning Tool," Teaching with Technology Panel, Association for Business Communication, Albuquerque, NM.
- Newman, Amy. (2015) "Taking Risks: Add Depth to Your Business Communication Course Without Losing Your Job," Association for Business Communication, Seattle, WA.
- Newman, Amy. (2014) "The Apostrophe: It's [sic] Evolution from the Declaration of Independence to Mobile Technologies," Association for Business Communication, Philadelphia, PA.

- Newman, Amy. (2014) "Integrating Social Media into the Business Communication Curriculum," Temple University, Philadelphia, PA.
- Newman, Amy. (2013) "The Memo Is Dead," Association for Business Communication, New Orleans, LA.
- Gail Cruise, Jennifer Loney, Newman, Amy. (2012) "Teaching with Technology in Business Communication: Practical and Painless," Association for Business Communication, Honolulu, Hawaii.
- Lennox, David, Newman, Amy, and Wolfe, Maria. (2012) "How Business Leaders Communicate in 2012: Classroom Strategies for Teaching Current Practices," Association for Business Communication, Nijmegen, The Netherlands.
- Newman, Amy. (2012) "Technology and Business Communication: Keeping Current, Choosing Wisely," Association for Business Communication, Southeast Region, Guest Speaker, St. Petersburg, FL.
- Newman, Amy. (2011) "News You Can Use: Engaging Students Through Business Communication in the News," Association for Business Communication, Montreal, QC Canada.
- Newman, Amy. (2011) "Improving Your Email Communication," Webinar, Cengage Learning.
- Newman, Amy. "Infusing Social Media Assignments into Your Business Communication Class," Webinar, Cengage Learning, October 2011.
- Newman, Amy. (2011) "Business Communication: In Person, In Print, Online," Webinar, Cengage Learning.
- Newman, Amy and Allmendinger, Richard. (2011) "Engaging Students through the Effective Use of PowerPoint," Cornell Center for Teaching Excellence Panel Discussion, Ithaca, NY.
- Newman, Amy. (2010) "Infusing Social Media Assignments into Your Business Communication Class," Association for Business Communication, Chicago, IL.
- Newman, Amy and Wolfe, Maria. (2009) "Do You Feel My Pain? The Emotional Imperative in The Big Three Automakers' Crisis Communication," Association for Business Communication, Portsmouth, VA.
- Newman, Amy. (2009) "Leading Better Meetings," Cornell Campus Life Management, Ithaca, NY.
- Newman, Amy. (2008) "Email and Instant Messaging Simulation," Cornell Faculty Innovation in Teaching Speaker Series, Ithaca, NY.
- Newman, Amy. (2005) "R U Ready? How Technology Is Changing Business Communication," Association for Business Communication, Irvine, CA.
- Newman, Amy and Smith, Maureen. (2000) "Knowledge Management," Long Island American Society for Training and Development, and NJ ACENET (American Council on Education Network for Women Leaders in Higher Education), Trenton, NJ.
- Newman, Amy and Smith, Maureen. (1998) "Knowledge Management: Where's HR?" Society for Human Resources Management of Long Island, February 1999, and Human Resources Association of NY (HR/NY), New York, NY.
- Newman, Amy and Smith, Maureen. (1998) "Harnessing Intellectual Capital: A Strategic Look at Your Knowledge Management System," Info Online Conference, Chicago, IL, November 1998.
- Newman, Amy and Smith, Maureen. (1998) "Harnessing Intellectual Capital: Implications for Training Directors," NY American Society for Training and Development, New York, NY.

ONLINE CONTENT AND TOOLS

- Newman, Amy (2018 – 2019) eCornell course development: "Building Leadership Character," "Authenticity, Integrity, and Accountability," "Courage, Humility, and Compassion," "Communication Planning for Change," and "Crisis Communication."

- Newman, Amy. (2010 – current) "Leadership Character and Communication," Blog, amynewman.com and Cengage Learning, http://community.cengage.com/gecresource2/info/b/bus_comm/.
- Newman, Amy. (2013 – 2016) Textbook supplements: MindTap online learning tools (self-assessments, videos, graded activities), Instructor's Guides, and PowerPoints for *Business Communication: In Person, In Print, Online*.
- Newman, Amy (2017) "Communication Planning: Preparing for an Organizational Change," eCornell WebCast.
- Newman, Amy (2016) "Crisis Communication," eCornell WebCast.
- Newman, Amy. (2013) "How to Feel Confident for a Presentation and Manage Speech Anxiety," http://speaking.amynewman.com (email = user; password = statler65).
- Newman, Amy and Kimes, Sherri (2010) "Colonnade Hotel and Resort: Responding to an Online Complaint," Social Media Case Study, selected as Annual Student Writing Contest for the Association for Business Communication, 2012.
- Newman, Amy. (2009) "Using Visual Communication to Support a Presentation: Focus on PowerPoint," Cornell CyberTower Study Room.
- Newman, Amy. (2009) Business Communication Simulations, Cengage Learning, "Writeaway Hotels" Email Communication, "PersuadeCafé" Persuasive Communication, "Bank on Me Employment Communication," "Dewey, Write, and Howe" Team and Multicultural Communication, "Aggresshop" Customer Communication, "In the Loop Soup Kitchen" Crisis Communication.

CORPORATE EXPERIENCE

Reuters America: New York, NY   1994 – 1998

Director, Employee Development *(December 1995 – January 1998)*
Manager, Career and Leadership Development *(June 1994 – December 1995)*

- Designed and implemented executive development, succession planning, and high potential systems through executive committee members. Participated as part of the global Management Development Group to develop international programs.

- Developed and implemented competency-based training curricula and certification programs for Reuters America managers and employees. Managed internal staff and external consultants.

- Established Career Development Groups and mentoring programs to focus on local staff development.

- Managed Performance Management, Graduate Recruitment, and New Employee Orientation.

MCI Telecommunications, Inc.: Rye Brook, NY   1992 – 1994

Employee Relations Manager *(August 1993 – June 1994)*
Training and Development Manager *(January 1993 – August 1993)*
Senior Training Specialist *(October 1992 – January 1993)*

- Managed HR generalists in locations throughout the United States. Handled escalated employee relations issues and EEOC charges. Worked closely with executives on organizational structure and design issues.

- Managed a staff and consultants to develop and implement management, business, and professional development training initiatives. Worked through two company-wide reorganizations and consulted with clients to manage change. Managed Executive Development program. Received "President's Club" award.

Canon U.S.A., Inc.: Lake Success, NY   1988 – 1992

Lead Trainer *(February 1991 – October 1992)*
Human Resources Trainer *(September 1988 – February 1991)*

- Oversaw management and professional development activities nationwide. Developed and conducted train-the-trainer workshops for regional and subsidiary HR managers.
- Managed annual performance appraisal process; developed an automated skills tracking system.

The Dime Savings Bank of New York: Uniondale, NY   1986 – 1988

Business Analyst, Consumer Lending *(April 1988 – September 1988)*
Training Specialist, Human Resources *(January 1987 – April 1988)*
Training Analyst, Human Resources *(June 1986 – January 1987)*

- Designed and conducted management, business skills, and product training programs bank-wide.
- Administered high potential management program. Developed orientation and mentoring programs.

PROFESSIONAL MEMBERSHIPS AND SERVICE

Association for Business Communication, international professional association

Board of Directors, Director-at-Large, 2015 – current
Finance Committee Chair, 2019 – current
Business and Professional Communication Quarterly Reviewer, 2015 – current
Association Member, 2005 – current
Technology Committee Member, 2006 – 2016

CHEW, Circle for Healthy Eating and Wellness, not-for-profit peer support group
Founder and Co-Facilitator, 2015 – 2018

One World Market, not-for-profit fair trade organization
Board Member, 2013 – 2017; Secretary, 2014 – 2017

Challenge, not-for-profit organization for people with barriers to employment
Board Member, 2005 – 2011; Chair, Human Resources Committee, 2007 – 2011

Cornell University Service
- Coordinator, Assurance of Learning for AACSB, Hotel School Undergraduate Curriculum (2018 – 2019)
- Hotel School New Faculty Development Program (2018 – 2019)
- Hotel School Management Communication Sub-Area Lead (2016 – current)
- Hotel School Faculty Policy Committee, elected position (2010 – 2013, 2016 – current)
- Various Faculty Personnel Committees: Reappointment, Promotion, and Search (2010 – current)
- Hotel School Undergraduate Admissions Committee (2005 – 2010 and 2013 – 2018)
- Hotel School "Teaching Conversations" Faculty Co-Facilitator (2018)
- Hotel Ezra Cornell Communication Advisor (2007 – 2017)
- Cornell University Co-Investigator for Title IX Complaints, (2012 – 2017)

- Hotel School Faculty Advisor (ongoing)
- College of Business Communications Committee (2016)
- Non-Tenure-Track Representative on College of Business Faculty Governance Committee (2016)
- Hotel School Writing Awards Coordinator (2007 – 2014)
- Hotel School Academic Policy and Procedures Manual Committee (2011 – 2013)
- Hotel School Student Advising Committee (2006 – 2010)