

Andrew B. Quagliata

Cornell University
SC Johnson College of Business
Nolan School of Hotel Administration
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EDUCATION

Ph.D. University at Buffalo – *The State University of New York*

Degree: Communication
Focus: Organizational Communication
Dissertation: Message Design Logic and Career Success

M.B.A. Rochester Institute of Technology

Degree: Master of Business Administration
Focus: Management & Leadership

B.S. Rochester Institute of Technology

Degree: Professional and Technical Communication
Concentration: Psychology & Political Science
Thesis: The Agenda-setting Effects of College Print Publications on College Students

ACADEMIC POSITIONS

Cornell University, SC Johnson College of Business, Nolan School of Hotel Administration

Senior Lecturer	2020 – present
Lecturer	2013 – 2019

Rochester Institute of Technology, Department of Communication

Lecturer	2011 – 2013
Adjunct Instructor	2004 – 2009

TEACHING

Courses Taught

- Management Communication/Communication in Real Estate (graduate core course)
- Business Writing for Hospitality Professionals (undergraduate core course)
- Persuasive Communication for Hospitality Leaders (undergraduate core course)
- Communication for Entrepreneurs (undergraduate/graduate elective)
- Professional Communication for Business (undergrad core course for business majors)
- Public Speaking (undergraduate elective)
- Organizational Communication (undergraduate elective)
- Effective Technical Communication (undergraduate core course for engineers)

Special Studies Projects

- Advanced Financial Writing
- Communication in the Service Industry
- Communicating Key Performance Indicators
- Investor Relations Communication and Financial Reporting
- Organizational Storytelling
- Sales Communication
- Storytelling with Data

Online Education Courses

- Building Compelling Slide Decks & Reports (author and eCornell facilitator)
- Management Communication (executive master's degree)

Executive Education

- Communication Skills for General Managers
- Cross Cultural Communication
- Entrepreneurial Selling
- Entrepreneurial Storytelling
- Interpersonal Communication
- Leadership Communication for Innovators
- Leading with Effective Communication
- Persuasive Communication
- Storytelling for Leaders

SCHOLARSHIP

Selected publications, research papers, invited presentations, panels, and podcasts

Quagliata, A. B. & Teran, R. A. (2023, October). *Are my slides too busy? Measuring the information density of workplace slide decks*. Presented at the 88th Annual International Conference of the Association for Business Communication, Denver, Colorado.

Quagliata, A. B. (2023, January). *Discussion decks: Bridging the gap between what business communication faculty teach and what industry requires of our students*. Presented at the Europe, Africa, and Middle East Regional Conference of the Association for Business Communication in Naples, Italy.

Quagliata, A. B. & Stapp, J. (2022, October). *Moving from monologue to dialogue*. Presented at the 87th Annual International Conference of the Association for Business Communication, Tampa, Florida.

Quagliata, A. B. & Vaswani, V. (2021). *State of decking: How public companies communicate using slide decks*. Presented at the 86th Annual International Conference of the Association for Business Communication.

Quagliata, A. B. (2021). *Smile. What's Cooking?* Podcast produced by Alice Cook House Cornell University. [Spotify](#).

- Quagliata, A.B. (2021). *Persuasion power hour*. Presented to Marketing Communication, University of Southeastern Norway.
- Quagliata, A. B. (2021). *Interview skills workshop*. Presented at Alice Cook House, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2021). *Building better briefing decks*. Presented to EMBA Americas Class of 2022, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2020). *Question asking: A critical communication skill*. Presented at the 85th Annual International Conference of the Association for Business Communication, Online.
- Quagliata, A. B. (2020). *Reopening and returning to work: Best practices for startups*. Webinar for eCornell, Ithaca, NY.
- Quagliata, A. B. & Zilenziger, A. M. (2020). *Everything you always wanted to know about email but were too embarrassed to ask*. Presented at Alice Cook House, Cornell University, Ithaca, NY.
- Quagliata, A. B., Lui, L., Dia, X. (2019). *How you start matters: A cross-cultural analysis of the introductions of the most viewed TED and Zaojiu Talks*. Presented at the 84th Annual International Conference of the Association for Business Communication, Detroit, Michigan.
- Quagliata, A. B. (2019). *Storytelling for entrepreneurs*. Presented at Rev: Ithaca Startup Works, Ithaca, NY.
- Quagliata, A. B. (2019). *How to deliver a memorable message in every situation*. Webinar for eCornell, Ithaca, NY.
- Quagliata, A. B. (2019). *Organizational storytelling*. Presented to Cornell SC Johnson College of Business Ambassadors, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2019). *Twitter talk: A low-stakes public speaking activity* in “My Favorite Assignment: Selections from the 2018 Association for Business Communication Annual Conference, Miami, FL,” in *Business and Professional Communication Quarterly*.
doi.org/10.1177/2329490619833385
- Quagliata, A. B. (2018). *Get your dream job*. Presented at Alice Cook House, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2018). *Team pitch presentation* in “My Favorite Assignment: Selections from the 2017 Association for Business Communication Annual Conference, Dublin, Ireland,” in *Business and Professional Communication Quarterly*.
doi.org/10.1177/2329490618768023

- Quagliata, A. B. (2018). *Automated writing evaluation: A case of students gaming the system*. Presented at the 83rd Annual International Conference of the Association for Business Communication, Miami, Florida.
- Quagliata, A. B. (2018). More than an event. In B. A. Austin (Ed.) *Imagine This! RIT's Innovation + Creativity Festival*. (pp. 15–44). Rochester, NY: RIT Press.
- Quagliata, A. B. (2018). *Entrepreneurial storytelling*. Presented to Cornell Entrepreneurship Club, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2017). *Hospitality inspired teaching*. Presented at Wayne-Finger Lakes Chief School Officers Fall Retreat, Ithaca, NY.
- Quagliata, A. B. (2017). *Creating an investor-ready pitch*. Presented to Commercialization Fellowship for Engineering PhDs, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2017). *Telling your origin story*. Presented at Actualizing Your Startup – Part I NBA 6230, Cornell University, Ithaca, NY.
- Quagliata, A. B. (2017). *An examination of presidential communication styles: Using Barack Obama and Donald Trump's communication styles to understand our own leadership communication approach*. Presented at the 82nd Annual International Conference of the Association for Business Communication, Dublin, Ireland.
- Quagliata, A. B. (2017). *Storytelling for founders*. Presented at Life Changing Labs Summer Incubator, Ithaca, NY.
- Kelly, R. R., & Quagliata, A. B. (2017). *Developing strategies, personal characteristics and "soft" skills needed for job advancement and career success*. Presented at 2017 Annual ADARA Conference, Portland, Oregon.
- Quagliata, A. B. (2017). *Assessing your interpersonal communication style*. Presented at Cornell SC Johnson College of Business Enrichment Speakers Series, Ithaca, NY.
- Quagliata, A. B. & Kelly, R. R. (2017). *Using artificial intelligence technologies to evaluate and improve student writing*. Presented at the Evidence-Based Teaching & Learning Lilly Conference, Austin, TX.
- Quagliata, A. B. (2016). *Pitching your business idea*. Presented at Cornell University School of Hotel Administration Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), Ithaca, NY.
- Quagliata, A. B. (2016). *Will artificial intelligence replace the writing instructor?* Presented at Kathy Druckman Berggren Symposium in Management and Professional Communication, Ithaca, NY.

- Quagliata, A. B. (2016). *Lessons learned from flipping content in a business communication course*. Presented at the Western Region Conference of the Association for Business Communication, Denver, CO.
- Kelly, R. R., Quagliata, A. B., DeMartino, R., & Perotti, V. (2016). 21st century deaf workers: Going beyond just employed to career growth and entrepreneurship. In M. Marshark, V. Lampropoulou, & E. K. Skordilis (Eds.) *Diversity in deaf education* (pp. 473–505). New York, NY: Oxford University Press.
- Quagliata, A. B. (2015). University festival promotes STEM education. *Journal of STEM Education: Innovations and Research*, 16 (3).
- Quagliata, A. B. (2014). Move your audience to action: Using YouTube to teach persuasion. *Communication Teacher*, 28 (3), 183-187. doi.org/10.1080/17404622.2014.911336
- Quagliata, A. B., Walden, A., & Amian, G. (2014). *From resumes to LinkedIn: Effective strategies for instructors*. Presented at the 79th Annual International Conference of the Association for Business Communication, Philadelphia, PA.
- Quagliata, A. B. (2014). *Integrating text messaging instruction into your business communication course*. Presented at the Southeast Region Conference of the Association for Business Communication, Orlando, FL.
- Quagliata, A. B., & Rintamaki, L. S. (2013). *Message design logic and career success*. Paper presented at the annual conference of the Eastern Communication Association, Pittsburgh, PA.
- Quagliata, A. B. & Wang, H. (2012). *Imagine your future: Inspiring American youth toward innovative careers*. Paper presented at the annual conference of the International Communication Association, Phoenix, AZ.

SERVICE & INVOLVEMENT

• School of Hotel Administration Faculty Mentor	2022 – 2023
• Johnson School Leadership Crisis Challenge Communication Coach	2022 – 2023
• Cornell University Intergroup Dialogue Advanced Course for Faculty Participant	2022
• SC Johnson Marketing & Management Communication Lecturer Search Chair	2021, 2022
• Johnson School Marketing Case Competition Feedback Provider	2021 – 2023
• Cornell University Intergroup Dialogue Course for Faculty Participant	2020 – 2021
• School of Hotel Administration Assurance of Learning Director	2019 – present
• Cornell University Inner Life of Teaching & Leadership Advisory Committee	2019 – 2022
• School of Hotel Administration Reappointment Committee	2019, 2020, 2022
• Pillsbury Institute for Hospitality Entrepreneurship Hospitality Hackathon Mentor	2019, 2021-2023
• School of Hotel Administration Faculty Mentor	2019 – 2020
• Cornell University Entrepreneur of the Year Selection Committee	2019, 2024
• Alice Cook House, House Fellow	2018 – present
• Cornell University Big Idea Competition Mentor	2018
• Cornell SC Johnson College of Business C-Factor Competition Judge	2018
• Cornell University Educational Policy Committee	2017 – present
• School of Hotel Administration Ye Hosts Honorary Society Advisor	2017 – present
• Cornell University Inner Life of Teaching & Leadership Cohort Experience	2017 – 2022
• School of Hotel Administration Admissions Selection Committee	2017 – 2020
• Cornell University Hospitality Consulting Club Advisor	2017 – 2020
• Pillsbury Institute Communication for Entrepreneurs Roundtable Faculty Chair	2017
• SC Johnson Management Communication Curriculum Review Committee	2017
• Pillsbury Institute Hospitality Pitch Deck Competition Chair	2016 – present
• Pillsbury Institute Slice of Insight Networking Host	2016
• Hotelie Entrepreneurs First Mobile App Business Plan Competition Judge	2016
• HSMAI Marketing Case Competition Judge	2015
• Adelpic Cornell Educational Fund /Hotel School Writing Award Coordinator	2014 – 2019
• Adelpic Cornell Educational Fund /Hotel School Writing Award Committee	2013 – 2014
• Cornell University Slope Day Volunteer	2014
• School of Hotel Administration Models of Excellence Judge	2014
• School of Hotel Administration School Undergraduate Faculty Advisor	2013 – present
• School of Hotel Administration Academic Integrity Hearing Board	2013 – present
• School of Hotel Administration Undergraduate Admissions Interview Team	2013 – 2015
• First-Year Student Dining Discussion Program (F14, S16, F16, F17, F18, F19, S20)	2013 – 2020

HIGHER EDUCATION MANAGEMENT EXPERIENCE

- Manager for Special Projects, Office of the President, RIT 2008 – 2011
- Manager of Resource Assessment and Financial Analysis, RIT 2006 – 2007
- Assistant Director for Student Services, Center for Campus Life, RIT 2004 – 2005
- Coordinator for Student Services, Center for Campus Life, RIT 2002 – 2004

CERTIFICATES & LICENSES

- Social Style & Versatility Certified Instructor 2018
- Gallup Certified Entrepreneurial Talent Coach 2016
- United States Soccer Federation National E License 2009

AWARDS & HONORS

- Ted Teng '79 Dean's Teaching Excellence Award 2023
- Faculty Teaching Award: Junior Core 2020
- Association for Business Communication Rising Star Award 2019
- Faculty Teaching Award: Freshman Core 2016 – 2017
- Merrill Presidential Scholar Program Faculty Award 2016, 2021

Selected by top undergraduate student as the faculty member who made the most significant contribution to their education while at Cornell University.

AFFILIATIONS

- International Listening Association 2021 – present
- Association for Business Communication 2013 – present