

# Adam T. Walden

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## EDUCATION

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<b>Doctor of Education—Learning Design and Technologies (ABD)</b> University of South Carolina, <i>Columbia, SC</i>	May 2026
<b>Graduate Certificate—Business Communication</b> Harvard University, <i>Cambridge, MA</i>	December 2018
<b>Master of Business Administration—International Business</b> Westminster University, <i>Salt Lake City, UT</i>	May 2010
<b>Bachelor of Science—Speech Communication</b> University of Utah, <i>Salt Lake City, UT</i>	August 2005

## TEACHING EXPERIENCE

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**Cornell University—SC Johnson College of Business—School of Hotel Administration** July 2016–Present  
*Lecturer*

- Courses:
  - HADM 1650: Business Writing
  - HADM 4620/6620: Intercultural Communication in Global Business
  - HADM 7610: Management Communication
  - AEM 2700: Management Communication
  - HADM 1102: Entrepreneurship and Concept Development in the Food and Beverage Industry
- HADM 1650 course chair
  - Led effort to revise and update shared course curriculum for Business Writing among seven faculty members who teach the course
- Advise 30+ undergraduate students on career development and registration and degree requirements
- Hotel Ezra Cornell (three-day, student-run conference) communication faculty advisor

**Cornell Prison Extension Program—Cayuga Community College** January 2023–May 2023  
*Adjunct Professor—Cayuga Correctional Facility*

- Course: BUS 103: Introduction to Business
- Taught incarcerated students business fundamentals as part of an Associate of Science degree

**Cornell University—School of Hotel Administration** July 2015–June 2016  
*Visiting Lecturer*

- Course: HADM 1650: Management Communication I
- Focus on writing and speaking skills for use in international contexts

**Ithaca College—Department of Writing** August 2013–July 2016  
*Assistant Professor*

- Courses:
  - WRTG 211: Writing for the Workplace
  - WRTG 450: Internship in Writing and Publishing
  - WRTG 103: Academic Writing
  - WRTG 108: Ithaca Freshman Seminar (Writing Intensive)
- Develop and maintain course curriculum and materials for written and oral communication
- Focus on writing and speaking skills for use in international contexts
- Advise writing majors on academic and degree progression

- Co-director, Internship Program in Writing & Publishing* January 2015–May 2016
- Develop and maintain internship partner relationships
  - Mentor and supervise 10-20 interns per semester
  - Evaluate student performance based on student and employer internship reports

**Westminster College—Master of Professional Communication Program**

- Adjunct Professor* August 2012–May 2013
- Course: MPC 623: International Communication
  - Designed course to meet program objectives and outcomes for working professionals
  - Focused on communicating in contexts with non-native speakers
  - Researched and selected textbook and articles for course curriculum
  - Advised students, maintained office hours, and resolved course-related concerns

**PROFESSIONAL & VOLUNTEER EXPERIENCE**

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**Adjunct Professor (volunteer)** January 2023–May 2023

*Cayuga Community College, Moravia, NY*

- Designed and taught an introductory business course to incarcerated students at the Cayuga Correctional Facility
- Adapted course materials and pedagogy to teach in no-technology prison classrooms

**International Trade Coordinator** October 2005–April 2011

*Utah Governor's Office of Economic Development, Salt Lake City, UT*

- Coordinated over 20 international trade missions under Gov. Jon Huntsman to China, India, Canada, Israel, Japan, Chile, South Korea, Malaysia, Mexico, France, Germany, and Brazil
- Assisted over 200 local companies in expansion to foreign markets
- Developed marketing communication materials for trade and diplomatic events
- Designed and managed mentoring program for over 25 student interns
- Managed monthly reporting for staff of six international trade representatives

**Program Coordinator/Writing Assistant** May 2004–August 2006

*Community Writing Center, Salt Lake City, UT*

- Co-designed development program to augment new center initiatives
- Developed and taught ten writing seminars on business communication, editing, and grant writing
- Worked with and advised economically and socially diverse clients on their writing projects
- Worked with non-native English speakers to improve writing skills with focus on rhetorical situations and grammatical basics

**Business Mentor (volunteer)** April 2011–April 2012

*Community Foundation of Utah, Salt Lake City, UT*

- Advised local non-profit organizations on business management, strategy, and marketing issues
- Participated in annual mentorship events

**Competition Judge (volunteer)** October 2010

*Utah Entrepreneur Challenge, Salt Lake City, UT*

- Assessed the first-round business plans based on financial, marketing, and writing quality
- Selected top business plans to advance to final round of competition

**PROFESSIONAL ACTIVITIES**

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**Memberships**

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| <i>American Educational Research Association (AERA)</i>                   | January 2022–Present    |
| <i>Association for Educational Communications &amp; Technology (AECT)</i> | December 2020–Present   |
| <i>Association for Business Communication (ABC)</i>                       | January 2012–Present    |
| <i>Association of Teachers of Technical Writing (ATTW)</i>                | November 2014–Present   |
| <i>State International Development Organizations (SIDO)</i>               | October 2006–April 2011 |

<b>Management Communication HADM 1650 Course Chair</b> <i>Nolan School of Hotel Administration</i>	July 2020–Present
<b>SHA MMH Admissions Committee Member</b> <i>Nolan School of Hotel Administration</i>	December 2023–Present
<b>SHA Hotelie for Life Committee Member</b> <i>Nolan School of Hotel Administration</i>	July 2023–Present
<b>SHA Admissions Committee Member</b> <i>Nolan School of Hotel Administration</i>	September 2020–Present
<b>SHA Writing Awards Coordinator</b> <i>Nolan School of Hotel Administration</i>	August 2019–Present
<b>Diversity and Inclusion Committee Member</b> <i>Nolan School of Hotel Administration</i>	July 2019–Present
<b>Management Communication Search Committee Chair</b> <i>Nolan School of Hotel Administration</i>	July 2019–June 2020
<b>HEC Board Faculty Advisor</b> <i>Nolan School of Hotel Administration</i>	July 2018–Present
<b>Faculty Advisor</b> <i>Cornell Marketing Club—Cornell University</i>	August 2018–Present
<b>Judge</b> <i>Cornell Marketing Club—Cornell University</i>	August 2018–Present
<b>Faculty Mentor</b> <i>Cornell University—Office of the Judicial Administrator</i>	August 2017–Present
<ul style="list-style-type: none"> <li>• Mentor and advise students on probation in an effort to help ensure their success at Cornell University and beyond</li> <li>• Help students articulate values and beliefs, aiding them in the self-authorship of their lives</li> </ul>	
<b>Advisor</b> <i>First Book—Ithaca College</i>	October 2013–May 2016
<ul style="list-style-type: none"> <li>• Advised student organization leadership in planning, organizing, and led fundraising activities to bring access of new books to children in need</li> </ul>	
<b>Faculty Justice</b> <i>Ithaca College</i>	October 2014–May 2016
<ul style="list-style-type: none"> <li>• Participated in Student Conduct Review Boards, and recommended appropriate sanctions</li> </ul>	
<b>Presenter</b> <i>Cornell SC Johnson College of Business, Graduate Student Orientation, Ithaca, NY</i>	August 2023
<ul style="list-style-type: none"> <li>• “Diversity, Equity, and Inclusion Workshop”</li> </ul>	
<i>Office of Diversity and Inclusion, Faculty and Staff Roundtable Lunch Series, Ithaca, NY</i>	August 2022
<ul style="list-style-type: none"> <li>• “Intercultural Connections: Dimensions, CQ, and Name Pronunciation”</li> </ul>	
<i>Nolan School of Hotel Administration, First-year Orientation, Ithaca, NY</i>	August 2022
<ul style="list-style-type: none"> <li>• “Email Best Practices: Corresponding with Your Faculty and TAs”</li> </ul>	
<i>Nolan School of Hotel Administration, First-year Orientation, Ithaca, NY</i>	August 2021
<ul style="list-style-type: none"> <li>• “Email Best Practices: Corresponding with Your Faculty and TAs”</li> </ul>	
<i>Nolan School of Hotel Administration, Business Plan Competition, Ithaca, NY</i>	November 2019
<ul style="list-style-type: none"> <li>• “Best Practices for Presenting Your Business Plan: Design &amp; Delivery”</li> </ul>	

<i>Cornell University Marketing Organization, Ithaca, NY</i>	October 2019
• “Audience Perspective: Beyond Traditional Presentations”	
<i>Nolan School of Hotel Administration, First-year Orientation, Ithaca, NY</i>	August 2019
• “Email Best Practices: Corresponding with Your Faculty and TAs”	
<i>ABC 83<sup>rd</sup> Annual International Conference, Miami, FL</i>	October 2018
• “The Future is Now: Using Technology to Teach Tomorrow’s Workforce”	
<i>Nolan School of Hotel Administration, First-year Orientation, Ithaca, NY</i>	August 2018
• “Email Best Practices: Corresponding with Your Faculty and TAs”	
<i>Cornell Hotel Society, EMEA Regional Meeting, Ljubljana, SI</i>	June 2018
• “Audience Perspective: Beyond Traditional Presentations”	
<i>ABC 82<sup>nd</sup> Annual International Conference, Dublin, IE</i>	October 2017
• “Multimodal Approach to Contextualizing Employment Communication: Overlook Lodge Case”	
<i>Cornell University Marketing Organization, Ithaca, NY</i>	March 2017
• “Strategies for Effective Presentation Design”	
<i>ABC Western Regional Conference, Denver, CO</i>	May 2016
• “Contextualizing Employment Communications: An Internship Application Material Evaluation Case	
<i>Ithaca College Writing Department Careers for Writers Series, Ithaca, NY</i>	March 2015
• “Developing your LinkedIn Profile: Building a professional online presence”	
<i>Connections: Regional Conference on Professional and Technical Communication, Ithaca, NY</i>	January 2015
• “Professional Writing Connections to the Marketplace”	
<i>ABC 79<sup>th</sup> Annual International Conference, Philadelphia, PA</i>	October 2014
• “From Resumes to LinkedIn: Effective Strategies for Instructors”	
<i>Innovations in Professional and Business Communication, Cornell University, Ithaca, NY</i>	January 2014
• “Outlining Strategies for Professional Communication Courses”	
<i>ABC 78<sup>th</sup> Annual International Convention, New Orleans, LA</i>	October 2013
• “Bottom-up Outlining: An Experimental Study of an Alternative Outlining Process”	
<i>ABC 77<sup>th</sup> Annual International Convention, Honolulu, HI</i>	October 2012
• “Contextualizing Rejection Letters”	

### **Business Presentation Competition Judge**

<i>Cornell University, Nolan School of Hotel Administration</i>	December 2013
• Judged final course capstone presentations	
• Provided feedback to presenters	

### **Publications**

<i>Business and Professional Communication Quarterly (BPCQ) Vol. 81(3)</i>	September 2018
• My Favorite Assignment—Overlook Lodge: Application Analysis Case	
<i>Business and Professional Communication Quarterly (BPCQ) Vol. 76(3)</i>	September 2013
• My Favorite Assignment—Contextualizing Bad-news Messages	

### **Publication Editor**

<i>Business and Professional Communication Quarterly (BPCQ)</i>	September 2014
• Selections From the ABC 2013 Annual Conference, New Orleans, Louisiana: All That Favorite Assignment Jazz: Message Packaging and Delivery, Job Interviews, and On-the-Job Communication	