

CRAIG ROBERT SNOW

11 Hunter Lane • Ithaca, NY 14850 • (607) 539-6789 • crs12@cornell.edu

Johnson Graduate School of Management • Cornell University • Ithaca, NY 14853 • (607) 255-3908

TEACHING

Positions

- **Cornell University**, Ithaca, NY
 - Senior Lecturer, Johnson Graduate School of Management (2012 – present)
 - Senior Lecturer, School of Hotel Administration (1990 – 1993 & 1998 – 2012)
 - Lecturer, College of Engineering (1995)
- **Washington University**, St. Louis, MO (1995 – 1998)
 - Adjunct Associate Professor, Olin School of Business
- **Iowa State University**, Ames, Iowa (1987 – 1990)
 - Assistant Professor, English Department
- **Purdue University**, West Lafayette, Indiana (1978 – 1987)
 - Graduate Instructor, English Department

Courses Taught

- Management Communication
- Management Writing
- Writing Style
- Management Presentations
- Business and Management Writing (eCornell)
- Advanced Business Writing (eCornell)
- Communication for Engineering Managers
- Technical Communication
- Freshman Composition
- Developmental Composition

Teaching

Expertise

- Writing reports, proposals, memos, letters, email
- Preparing & delivering oral presentations
- Developing communication strategy: consulting communication
- Synthesizing ideas: content, structure, phrasing, visual design
- Preparing job-search messages: resumes, application letters, interviewing, etc.
- Communicating in teams: collaborating effectively

Teaching Honors

- **Teacher of the Year**, Cornell University, School of Hotel Administration
Freshmen and Sophomores: 1993, 1994, 2003, 2004, 2006, 2012
- **Dean's Teaching Excellence Award**, Cornell University, 2008 – 2009
- **Outstanding Educator**, Merrill Presidential Scholars, Cornell, 1993, 2004
- **Paramount Professor**, Cornell University, Panhellenic and Interfraternity Councils, 1993, 2000, 2001, 2002, 2003
- **Outstanding Faculty Fellow**, Cornell University, Fraternity and Sorority Community, 2001 – 2002
- **Excellence-in-Teaching Award**, Purdue University, 1982

PROGRAM DEVELOPMENT & TRAINING

- School of Hotel Administration,
Cornell University**
- Participated in curriculum re-design for undergraduate Managerial Communication courses
 - Designed Managerial Communication course for graduate students
 - Directed the Communication Center (2002 – 2010): hired, trained, and supervised undergraduate tutors who led one-on-one tutorials to help students (undergraduate, graduate, domestic and international) to improve their business writing and presentational speaking skills
- School of Continuing Education
and Summer Sessions,
Cornell University**
- Designed curriculum and taught Managerial Communication courses for undergraduate Chinese students from mainland China universities
- Olin School of Business,
Washington University**
- Designed, developed, and taught Managerial Communication curriculum for top-20 American MBA program
- Business Writing Program,
Purdue University**
- Served as Assistant Director
 - Trained and supervised 14 novice instructors
 - Coordinated curriculum design, lesson preparations, assignment preparation, evaluation, and feedback

MANAGEMENT

- Tranquillity Camp, Inc.**
- Executive Director**, 1991 – 1993; **Director**, 1987 – 1990; **Treasurer**, 1994 – 2019; **Vice President**, 2004 – 2019
- Managed all operations and \$500,000 operating budget for non-profit children's sleep-away camp
 - Hired, trained, and supervised 60-member staff each year
 - Provided financial oversight for \$1 million budget (for operations and capital improvements)
- Elias A. Cohen Foundation**
- Vice President; Recording and Corresponding Secretary**, 1987 – present
- Serve as officer on Board of Directors for a private foundation
- Tranquillity Endowment Fund**
- Co-President; Recording and Corresponding Secretary**, 1998 – present
- Serve as officer on Board of Directors for a Type III supporting organization
- Convocations Department,
Purdue University**
- Coordinator of Student Publicity**, 1983 – 1985
- Directed all activities of student service organization promoting the arts and cultural events on campus

PUBLICATION

- Prentice Hall**
- ***Guide to Report Writing*** (Prentice Hall, 2002): part of the Prentice Hall Series in Advanced Business Communication

CONSULTING

McKinsey & Company

Senior Communication Specialist, 1994

- Trained and coached consultants to develop powerful client presentations and communication: to communicate findings, conclusions, and recommendations

H & S Communications Consulting Services

Co-Founder and Senior Partner, 1989 – present

- Designed and led business communication workshops, served as coach for managers and executives, and collaborated on reports and proposals for corporate and non-profit clients:

Hospitality

- SilverBirch Hotels and Resorts, Vancouver, BC
- Four Seasons Hotel, Vancouver, Canada
- Resorts International Casino Hotel, Atlantic City, NJ
- Eureka Casino Resort; Mesquite, NV
- Statler Hotel, Ithaca, NY
- National Business Travel Association
- Meetings Professionals International
- Leading Hotels of the World-China
- Marriott International, Hong Kong
- Club Managers' Association of America
- Cornell Hotel Society; NY, NY, and Las Vegas, NV

Finance

- Federal Reserve Bank of San Francisco, CA
- Deutsche Bank, Hong Kong
- Department of Budgeting and Planning, Cornell University

Technology

- Hewlett-Packard
- Lucent Technologies

Healthcare

- Takeda Pharmaceuticals
- Methodist Health Care System, Dallas, Texas

Miscellany

- Internet Marketing Inc.; San Diego and Las Vegas
- Meritage Homes, Houston, TX

EDUCATION

Purdue University

- Ph.D., English, 1987; M.A., English, 1981

SUNY at Binghamton

- B.A., English, 1978

SERVICE

School of Hotel Administration

- Chair, Academic Integrity Hearing Board, Hotel School (2002 – 2010)
- Member, Faculty Policy Committee (2007 – 2010)
- Member, Hotel School Dean's Search Committee (2004 – 2005)
- Director, Communication Center, Hotel School (2002 – 2010)
- Area Representative, Managerial Communication Faculty (2000 – 2003)
- Member, MMH Program Review Committee (2003 – 2004)
- Internal Advisor, HEC (2001 – 2006)
- Faculty Advisor, Hotel School yearbook (2000 – 2003)
- Member, search committee for Lecturer in Managerial Communication (2001 – 2002 and 2019 – 2020)
- Chair, search committee for Lecturer in Managerial Communication (2002 – 2003; 2003 – 2004)
- Coordinator, SHA/ACEF writing awards (2000 – 2005)
- Coordinator, Managerial-Communication-across-the-Curriculum initiative (2002 – 2003)
- Member, Admissions Committee (1998 – 2000)
- Chair—as part of SHA strategic review initiative—of sub-committee charged with reviewing the School's admissions, placement, and student-profile programs (1999)
- Member—as part of SHA strategic review initiative—of sub-committee charged with reviewing the School's teaching/learning evaluation process (1999)
- SHA representative to the Internal Transfer Division Committee (1998 – 2000)

Cornell University

- Co-Chair, Academic-Integrity ad hoc committee of AI Chairs: crafted website that serves as a user's guide to the university's Code of Academic Integrity (2009 – 2010)
- Member of the Council on Hazing Prevention (2014)
- Faculty Fellow, Pi Beta Phi sorority (2001 – 2003), Court Hall (2004 – 2005)
- Faculty Advisor, Delta Gamma sorority (2010 – present)
- Member of Fraternity and Sorority Sub-Committee on Hazing in the Fraternity System (Spring 2002)

Hospitality Industry

- Member, Education Advisory Council, APEX (Accepted Practices Exchange) Commission, Convention Industry Council (2006 – 2007)
- Member, Faculty/Student Planning Task Force, Meeting Professionals International (2004 – 2005)
- Member, Strategic Planning Task Force, MPI (2002)
- Member, International Education Committee, MPI (1999 – 2001)
- Conducted study of educational programming offered by MPI: presented results to MPI President and Director of Education (1998)