

CRAIG ROBERT SNOW

Johnson College of Business • 227 Sage Hall • Cornell University • Ithaca, NY 14853 • (607) 255-3908 • crs12@cornell.edu

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
- In-person Courses**
- Management Communication
 - Management Writing
 - Writing Style
 - Management Presentations
 - Communication for Engineering Managers
 - Technical Communication
 - Freshman Composition
 - Developmental Composition
- On-line Courses (Asynchronous)**
- Business and Management Writing (eCornell)
 - Advanced Business Writing (eCornell)
 - Communicating Quantitative Data (eCornell)
 - Management Writing for Business Analytics (Johnson School Business Analytics Program)
- Teaching Expertise**
- Writing reports, PPT decks, 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

- | | |
|--|---|
| Johnson Graduate School of Management, Cornell University | <ul style="list-style-type: none">• Designed and taught Managerial Communication courses for MBA students |
| School of Hotel Administration, Cornell University | <ul style="list-style-type: none">• Participated in curriculum re-design for undergraduate Managerial Communication courses• 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, Cornell University | <ul style="list-style-type: none">• Designed curriculum and taught Managerial Communication courses for undergraduate Chinese students from mainland China universities |
| Olin School of Business, Washington University | <ul style="list-style-type: none">• Designed, developed, and taught Managerial Communication curriculum for top-20 American MBA program |
| Business Writing Program, Purdue University | <ul style="list-style-type: none">• Served as Assistant Director• Trained and supervised 14 novice instructors• Coordinated curriculum design, lesson preparations, assignment preparation, evaluation, and feedback |

MANAGEMENT

- | | |
|---|---|
| Tranquillity Camp, Inc. | <p>Executive Director, 1991 – 1993; Director, 1987 – 1990; Treasurer, 1994 – 2019; Vice President, 2004 – 2019</p> <ul style="list-style-type: none">• 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 | <p>Vice President; Recording and Corresponding Secretary, 1987 – present</p> <ul style="list-style-type: none">• Serve as officer on Board of Directors for a private foundation |
| Tranquillity Endowment Fund | <p>Co-President; Recording and Corresponding Secretary, 1998 – present</p> <ul style="list-style-type: none">• Serve as officer on Board of Directors for Type III supporting organization |
| Convocations Department, Purdue University | <p>Coordinator of Student Publicity, 1983 – 1985</p> <ul style="list-style-type: none">• Directed all activities of student service organization promoting the arts and cultural events on campus |

PUBLICATION

- | | |
|----------------------|--|
| Prentice Hall | <ul style="list-style-type: none">• <i>Guide to Report Writing</i> (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 and Economics

- Tricon Residential
- Federal Trade Commission; Washington, D.C.
- Federal Reserve Bank of San Francisco, CA
- Deutsche Bank, Hong Kong
- Department of Budgeting and Planning, Cornell University

Technology

- Amazon
- 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
- Student Campus Life Facilities, Cornell University

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)
- Chair, search committee for Lecturer in Managerial Communication (2002 – 2003; 2003 – 2004)
- Coordinator, SHA/ACEF writing awards (2000 – 2005)
- Coordinator, 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

- Faculty Advisor, Delta Gamma sorority (2010 – present)
- Member of the Council on Hazing Prevention (2014)
- 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)
- Faculty Fellow, Pi Beta Phi sorority (2001 – 2003), Court Hall (2004 – 2005)
- 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)

Johnson College of Business

- Chair, re-appointment-review committee for three Senior Lecturers (Fall 2023)
- Member, search committee for Lecturer in Managerial Communication (2019 – 2020; 2021 – 2022)