

David P. Lennox

Charles H. Dyson School of Applied Economics and Management
Cornell S. C. Johnson College of Business
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EDUCATION

Master of Business Administration - 1991

The Peter F. Drucker School of Management
Claremont Graduate University, Claremont, CA

Master of Arts - 1990

English Studies
Department of English
Claremont Graduate University, Claremont, CA

Bachelor of Arts - 1988

Majors in Speech Communication and English
General Studies Honors Program, *cum laude*
Walla Walla University, College Place, WA

Additional Education: Ph.D. coursework, comprehensive exams completed, prospectus passed (A.B.D.) 2003.
Rhetoric and Organizational Communication. School of Communications, University of Washington, Seattle, WA.

Certified Cultural Intelligence Instructor, Cultural Intelligence Center, East Lansing, MI 2018.
Life Design for University Educators, certificate, Stanford University Design Studio, Palo Alto, CA 2018.

ACADEMIC EXPERIENCE

Director of Undergraduate Studies
2019—present

Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY

In coordination with the Dean and Senior Director of Programs at Dyson, provide leadership and management for program of 920+ undergraduates. Member of Dyson Executive Committee. Chair for Dyson Undergraduate Studies Committee (USC), the primary oversight board for curriculum and review of new courses prior to CALS curricular oversight. Liaison with Director of Student Services and Registrar to ensure well-planned programming, and academically strong undergraduate class schedules. Helps identify current and future teaching needs. Reviews student academic performance and work with Academic Petitions committee to maintain student academic standards. Track and approve instructional spending for undergraduate courses; Oversee and manage appropriate financial accounts for undergraduate programs. Assist with faculty onboarding. Contribute to AACSB assessment and continuous curricular improvement.

Four key longer-term initiatives: 1) implementing faculty curriculum review recommendations (2023), including development of funding assessment practices (“Curriculum Renewal Grants/Warren Fund +”) promoting faculty innovation; 2) developing Dyson Code of Culture to articulate shared values and high community standards consistent with our “Business is a Better World” ethos; 3) supporting the Grand Challenges curriculum, including developing touch points in all four years of undergraduate program, and ongoing assessment and improvements, 4) supporting Dyson inclusion and belonging initiatives throughout the undergraduate program, with attention to enhancing diverse course content, strengthening inclusiveness in grading practices, and training student leaders to promote respectful and proactive policies.

Lead annual Dyson Summer Book Read, now in sixth year. Guides selection of worthy program-related book assigned to all incoming students, coordinates onboarding book discussions with new students and faculty/staff, author visit to campus and AEM 1101 course, and fall Dean’s Distinguished Lecture featuring author and book topic discussions.

Other past and ongoing initiatives: 1) reviewing grading distributions and grading policies throughout the undergraduate curriculum, developing fair, clear, and well-supported Dyson policy in this area, 2) reviewing Dyson’s use of undergraduate Course Assistants and developing/executing on new required training program for all CAs; co-developed Dean’s Student Advisory Board, crafting charter and rules of operation; 4) working with Director of Student Services to communicate clear expectations and policies to incoming students, with focus on preventing Academic Integrity issues and creating healthy and realistic attitudes towards course grading outcomes.

During height of covid-19 pandemic: supported faculty and instructional program in rapid move to online learning. Created multiple avenues for faculty to share challenges and successful actions, to support “best practices” learning throughout Dyson. Improved communication processes with university decision-makers. Continued to teach AEM 2700 in person using masking/safe distancing techniques and hybrid technology.

**Director, Designing the Dyson Undergraduate Student Experience
2018-2021 (most duties now subsumed under Director of Undergraduate Studies)**

Charged with overseeing the Dyson School’s co-curriculum discussions, development, implementation, expansion, support, and evaluation throughout the process. Works closely with staff directors in student services, career management, and diversity and inclusion. Ensures that co-curricular programs are integrative, complement curricular programming, and include faculty input in order to achieve excellence in student outcomes and meet academic standards. Lead selection of annual summer book read for incoming students and oversee planning for the fall Dean’s Distinguished Lecture by the book’s author.

**Senior Lecturer
2015—present**

**Charles H. Dyson School of Applied Economics and Management
Cornell University, Ithaca, NY**

Teach five lectures of **AEM 2700, Management Communication**, and coordinate up to four adjunct and two permanent instructors in offering up to 13 lectures per year of Management Communication, for Dyson second-semester freshmen and transfer students.

Course emphasizes critical thinking, audience analysis, message structuring, and career development materials, in a variety of written, oral, and technology-aided formats. Train and supervise 9-15 Course Assistants who coach students extensively. Developed “Guide to” documents summarizing business writing, source

documentation, and PowerPoint use, for AEM 2700 students and integration with other Dyson courses. Substantial course revisions in 2023 to increase rigor, use of case studies, and improve student argumentation.

Co-developed and co-taught **AEM 1101, Design Your Dyson**, an innovative introduction course for all Dyson students, that integrates all staff services branches with curriculum and concentration planning, based on design thinking framework. Extensive revision in 2023 expanded course to 3 credits to serve as a springboard to the Grand Challenges program and develop student understanding of UN global development goals.

Developed and taught Spring 2023 **AEM 4000, Grand Challenges Project Course**, with the theme of leadership and client communication.

Developed and taught short-format 3-week Management Communication course for 2016 Cornell Summer Program. July 18 - August 5, 2016.

Committees and Service:

Chair, Undergraduate Studies Committee, Dyson School. 2019—present

Chair and Faculty Lead. Designing the Dyson Undergraduate Program. 2018-2021

Co-chair, Academic Petitions and Achievement Committee, Dyson School. 2020—present

Chair, IAHB Reappointment Committee, for MMC RTE faculty. 2022.

Member, Student Experience Committee, Dyson School. 2020—present

Member, Student Evaluation of Teaching (SET) Committee, Cornell University, 2023-present

Member, Policy Committee on Generative AI, Cornell SC Johnson College of Business, 2023—present

Chair, Search Committee, Marketing and Management Communication RTE position, Dyson School. 2019-2020.

Faculty Lead, Dyson Summer Book Read. 2018, 2019, 2020, 2021, 2022, 2023

Dyson Representative/Member, Educational Policy Committee, SC Johnson College. 2019 – 2022.

Member, S C Johnson Engaged Learning Committee, 2022

Member, Dyson Executive Committee. 2016—present.

Dyson Faculty Fellow for Inclusive Excellence. 2019—present

Member, S C Johnson Marketing and Management Communication Area, Curriculum Review, ad hoc. 2017.

Member, Assurance of Learning Committee. Dyson School. 2015—present.

Dyson Career Preparation and Placement. 2015—2019

Cornell College of Business Faculty Governance Committee. NTT representative (alternate). 2016.

Presentations and Workshops:

“Interdisciplinary Innovations in Undergraduate Business Education” with Andrea Poag, Director of Student Services, National Undergraduate Business Symposium, University of Michigan, Ann Arbor, MI. March 30, 2023.

“Tattoos, Pronouns, and Other Dilemmas:

How to Guide Students Through Self-Representation During the Job Search” with Amy Newman and Christy McDowell, Association for Business Communication Annual Conference, Tampa, FL, October 7, 2022.

“When Communication Styles Clash: How to Adjust for a Happier Workplace.” LEADBold presentation for College of Business, Ithaca Public Library, October 25, 2019.

“Culture and Communication: Kathy Druckman Berggren Symposium in Business and Professional Communication,” Organizer and Host. Symposium featuring distinguished Alumnus Stephano Kim '98. Part of Dyson’s inaugural Diversity Week. September 28, 2018.

“Swim With Your Data, Run With Your Audience: A Contingency Model for Presenting Data Results,” International Conference of the Association for Business Communication, Dublin, Ireland. Developed with Donna Haeger. October 20, 2017.

“Effective Leadership Communication,” Invited Presenter, NACS Executive Leadership Program, Dyson Executive Education. August 1, 2017 and August 2, 2016.

“Presence Power Day,” MBA class orientation. Invited Communication Coach, Johnson School of Management, August 8, 2016.

“Practice and Pedagogy: Kathy Druckman Berggren Symposium in Business and Professional Communication,” Organizer and Host. Symposium featuring CCB and CALS communication faculty, with focus on innovations in teaching business communication. September 30, 2016.

“Presenting to Clients,” Invited Presenter, *PADM 5900: Consulting for Nonprofit and Government Organizations*, School of Human Ecology, November 13, 2017, and November 16, 2016.

**Lecturer
2002—2015**

**Nolan School of Hotel Administration
Cornell University, Ithaca, NY**

Taught a range of undergraduate and graduate management communication courses, increasing student knowledge and skills in a variety of written, oral, and technology-aided formats. Courses emphasize critical thinking, audience analysis, message structuring, persuasion, and cross-cultural effectiveness.

Served as Course Chair for multi-section *Management Communication II*, an upper-division advanced business writing and presentations core course. Developed training program and orientation manual for communication TAs, and organize Models of Excellence speaking competition each semester. Spearheaded creation of program learning objectives (PLOs) for written and oral communication across the curriculum.

Additional Cornell-wide service and activity highlights include:

- *Participant*, Workshop Facilitator Training, Developing Cultural Intelligence, Cultural Intelligence Center, East Lansing, MI. Cornell, July 30 – August 1, 2018.
- *Guest Lecturer*, Research and Methods (AEM 6991). November 7, 2018.
- *Participant*, S C Johnson College of Business Technology Trek – 5-day Silicon Valley company tour, January 2018.
- *Workshop Presenter*, “Using PowerPoint Effectively,” School of Engineering, Student Services staff, November 2015.
- *Presentation Consultant*, School of Engineering, Admissions and Marketing, October 2015.
- *Member*, SHA Assurance of Learning Committee, charged with communication curricular assessment for AACSB accreditation, 2012 – 2014.
- *Co-creator*, with Kathy Berggren, of the Business and Professional Communication Symposium, a regional workshop for communication instructors and practitioners, 2014.
- *Guest Lecturer*, HE6012 Intro to Evaluation (2014) and HE6020 Consulting for Non-profit and Government Organizations (2012 and 2013), Cornell Institute for Public Affairs.

- *Workshop Presenter*, “Effective Leadership Communication,” Cornell Leadership Summit, 2014.
- *Presenter*, “Communicating Live and Online” seminar for Club Managers program, SHA Executive Education, Oct. 2014 and repeating March 2015.
- *Creator, Co-presenter*, 2-day MMH Business Communication Workshop, for MMH student orientation, on both CNI Singapore and Ithaca campuses, 2006 – 2011.
- *Participant, Discussion Leader*, Ethics in Hospitality student orientation, Sept. 2010.
- *Presentation Advisor*, student orientation, Baker Program in Real Estate, 2014.
- *Presentation Consultant*, School of Engineering Admissions and Marketing, 2013.
- *Faculty Fellow*, Transfer Center, Cornell Residence Hall Programs, 2006 – 2011.
- *Workshop Presenter*, “Working with International Students,” Cornell Resident Advisor Training, Sept. 2010.
- *Facilitator*, student feedback focus group, Cornell Institute for Public Affairs, May 2006 and 2007.
- *Discussion Leader*, Cornell New Student Reading Project, Fall 2007.

OTHER PROFESSIONAL AND ACADEMIC EXPERIENCE

Technical Educator
2000—2001

Internap Network Services Corporation
Seattle, WA

Served as course developer and trainer for Internap University, an “internal start-up” within Internap Network Services, a provider of managed high-speed communications. Created 13 short-course management curriculum, including interpersonal communication, team-building, conflict resolution, meeting leadership, and management strategies. Conducted “train-the-trainer” sessions for technical instructors and reviewed training outcome assessments.

Seminar Presenter
May 1999

Port of Seattle
Seattle, WA

One of three creators/presenters of a management communication skills seminar for public utility engineers, which received a 95% “excellent” rating from participants.

Instructor, Teaching Assistant
1997—1999

University Of Washington
Seattle, WA

Sole instructor of *Introduction to Public Speaking* section and upper division *Argumentation* courses. Also assisted with *Introduction to Communication* lecture class with approximately 250 students.

Content Consultant
1994—1997

Kennedy, Nelson, Schultz, Inc.
Portland, OR

Provided ongoing script writing and content consultation to communications media company. Researched and designed a successful instructional video series on workplace communication marketed to high schools throughout the U.S.

**Instructor; Assistant Professor
1993—1997**

**Walla Walla University
College Place, WA**

Taught undergraduate English and Speech Communication courses, including *Research Writing*, *Writing for the Professions*, *Communication Theory*, and *Oral Interpretation*. Assisted School of Business, teaching *Management and Organizational Behavior* when needed. Directed 2 campus-wide theatrical productions. Promoted from Instructor to Assistant Professor.

**Graduate Assistant; Tutor
1988—1990**

**Claremont Graduate University
Claremont, CA**

Assisted teaching of *English for Graduate Studies*, tutoring international students with ESL.

**Assistant Director
1983—1989**

**Camp Chawuthen
Hope, BC, Canada**

Advanced to positions of increasing responsibility at this 600-member youth camp. Supervised daily programming and all camper activities as well as staff development and training.

SELECTED PRESENTATIONS AND WRITINGS (publications not peer reviewed)_____

“The Global Tweet: Integrating Intercultural Concepts into the BCOM Core Course.” Presentation at Annual Conference of Association for Business Communication, Philadelphia, PA, October 2014.

“Writing in Three Dimensions: Teaching Communication Skills for the Hyper-Personalized World.” Presentation at Annual Conference of Association for Business Communication, New Orleans, LA, October 2013.

Test Bank (Instructor Support Materials) for Newman & Ober: *Business Communication: In Person, In Print, Online*, 8th Edition, Cengage: Mason, OH, 2013.

“How Business Leaders Communication in 2012: Classroom Strategies for Teaching Current Practices.” Co-presenter, with Amy Newman and Maria Wolfe, at European Convention of Association for Business Communication, Nijmegen, the Netherlands, May, 2012.

“What is Responsible Global Business Communication? Teaching Ethics in an Ethno-Relative World.” Presentation at Annual Convention of Association for Business Communication, Honolulu, HI, October 2012.

“Play It Again, With Feeling: Using Immediate Audience Feedback to Address Student Problems with Speech Delivery.” Presentation at Annual Convention of Association for Business Communication, Washington, DC, October 2007.

“Faster Off the Mark? The Communication Challenges of Integrating Businesses at ARAMARK.” Unpublished case study, co-authored with Amy Newman. School of Hotel Administration, Ithaca, NY, 2006.

“The Role of Rhetoric in the Business Speaking Course: How Students Can Learn the Artistry of Oral Language.” Presentation at Annual Convention of Association for Business Communication, Irvine, CA, October 2005.

“What is a Good Communicator? A Study of the Shifting Meanings of ‘Communication’ in the Workplace.” Presentation at Annual Convention of Association for Business Communication, Irvine, CA, October 2005.

“When Faced With Competing Goals, Chose All of Them: Kitty Locker and the Role of Interdisciplinary Rhetoric in the Association for Business Communication.” Presentation at the Annual Convention of the Western States Communication Association, Vancouver, B.C., October 1998.

“Workplace Applied Communication” Co-writer of 10-part video series. Kennedy Nelson Shultz, Inc. Distrib. by The School Co., Jackson, Wyoming, 1994.

GRANTS AND AWARDS

Selected as Outstanding Educator for Influence on Merrill Scholar *Sadie Ravnitsky*, Cornell University, May 2022.

Faculty Innovation in Teaching Grant. Improving Students’ Use of Visual Communication in Business Presentations. Cornell University, 2007. (co-developed with Amy Newman)

Full Tuition Teaching Assistantship. University of Washington, Seattle, WA. 1997 - 1999.

Full Tuition Merit Scholarship. Dual-Degree Program, Claremont Graduate University, Claremont, CA, 1990.