

Maria Wolfe

Email: mw555@cornell.edu

Education

PhD, Iowa State University, 2008

Major: Rhetoric and Professional Communication

Dissertation Title: Ethics and Representation in Non-Fiction Writing

MA, Iowa State University, 2004

Major: Rhetoric and Professional Communication

Supporting Areas of Emphasis: TESOL/Applied Linguistics

Dissertation Title: The Cross-Cultural Component in Teaching Business English to Native Russian Speakers

BA, Khabarovsk Pedagogical University, Russia 1995

Major: Linguistics

Professional Positions

Academic

Senior Lecturer of Management Communication, Cornell University, SC Johnson College of Business, Nolan School of Hotel Administration, Ithaca, NY, USA. (2015 - Present)

Lecturer of Management Communication, Cornell University, School of Hotel Administration, Ithaca, NY, USA. (2008 - 2015)

Lecturer of International Management, Iowa State University, Department of Management, College of Business, Ames, IA, USA. (2007 - 2008)

Graduate Instructor of First Year and Advanced/Business Communication, Iowa State University, Department of English, Ames, IA, USA. (2002 - 2007)

Counselor, Iowa State University, Student Athletes Services/Writing Center, Ames, IA, USA. (2003 - 2005)

Senior Lecturer of English, Birobidjan Pedagogical Institute, Department of Foreign Languages, Birobidjan, Russia. (1995 - 2001)

Professional

Director, Communications Center, Cornell University, Nolan School of Hotel Administration, Ithaca, NY (2011 - Present)

Academic Consultant, VinUniversity, Cornell University, Office of External Relations, Ithaca, NY (2019)

Director, Communications Consultant, Communications Center, Iowa State University, College of Business, Ames, IA (2007 - 2008)

Communications Consultant, Iowa State University, ISU Extension, Marketing and Communications, Ames, IA (2006 - 2007)

Program Coordinator, Iowa State University, Study Abroad Center, Ames, IA (2001 - 2001)

Memberships

Member, Association for Business Communication (2006 - Present)

Member, National Council of Teachers of English (2006 - Present)

Executive Officer, Society for Technical Communication, Iowa State University Chapter, Ames, IA (2004 - 2005)

Awards and Honors

Faculty Teaching Recognition Award – Junior/Senior Core, Cornell University, Nolan School of Hotel Administration, Ithaca, NY (January 2023 – June 30, 2023)

Faculty Teaching Recognition Award – Junior/Senior Core, Cornell University, School of Hotel Administration, Ithaca, NY (January 2020 – June 30, 2020)

Faculty Teaching Recognition Award – Junior/Senior Core, Cornell University, School of Hotel Administration, Ithaca, NY (July 1, 2015 – June 30, 2016)

Ted Teng '79 Dean's Teaching Excellence Award, Cornell University, School of Hotel Administration, Ithaca, NY (2013)

Teaching Excellence Award, Iowa State University, Ames, IA (2008)

W. Paul Jones Scholarship "In Recognition of Scholarly Excellence in Rhetoric and Professional Communication", Iowa State University, Ames, IA (2006)

Aubrey Galyon Award "In Recognition of Academic Excellence", Iowa State University, Ames, IA (2004)

Richard R. Wright Award "In Recognition of Academic Excellence and Expository Writing Ability", Iowa State University, Ames, IA (2004)

TEACHING

Cornell University, Ithaca, NY

HADM 1650, Business Writing for Hospitality Professionals (undergraduate requirement), 30 courses

HADM 3650, Persuasive Business Communication for Hospitality Leaders (undergraduate requirement), 50 courses

HADM 4650/6650, Advanced Practicum in Public Speaking for Hospitality Leaders (undergraduate/graduate elective), 9 courses

HADM 6611, Impactful Unscripted Communication (graduate elective, EMMH program), 2 courses

BPRE 6290, Communications in Real Estate (graduate requirement), 3 courses

eCornell courses, Cornell University, Ithaca, NY

[Virtual Communication](#) (launched in 2021)

[Impactful Unscripted Communication](#) (launched in 2020)

Executive Education, Cornell University, Ithaca, NY

Communicating Live and Online, BMI IV, Club Managers Association of America (October 2015, February 2016, October 2016, March 2017, September 2017, September 2018, February 2019, October 2019, October 2021, October 2022, March 2023, October 2023, October 2024, October 2025)

Persuasion and Emotional Intelligence, Marriott Asia-Pacific Executive Communication Program (Marketing, Sales, and Distribution Area Directors team) (January 2022)

Persuasion and Emotional Intelligence, Marriott Asia-Pacific Executive Communication Program (Revenue Management Area Directors team) (November 2021)

Impactful Presentations: Entertain, Educate, Empower, Marriott Asia-Pacific Executive Communication Program (Revenue Management Area Directors team) (November 2021)

Effective Written Communication, SC Johnson College of Business Leadership Program (April 2018)

Iowa State University, Ames, IA

Mgmt 414, International Management (undergraduate requirement), 4 courses
Engl 302, Business Communication II (undergraduate requirement), 12 courses
Engl 105, First-Year Composition and Rhetoric (undergraduate requirement), 5 courses
Academic Writing for Non-Native Speakers (undergraduate requirement), 1 course

Birobijan Pedagogical Institute, Birobijan, Russia

Various English and Professional Communication courses (all undergraduate requirements), approximately 50 courses

Presentations

Wolfe, M. (Presenter, Author), Kwortnik, R. (Author). Association for Business Communication European Chapter Annual Convention, "Forgotten function: Redefining social media strategy for genuine customer communication," Bergen, Norway (June 2025)

Wolfe, M. (Presenter, Author), NY Dairy Operations Managers Conference, "It's not about me, it's about you": Secrets of impactful communication," Syracuse, NY (January 2025)

Wolfe, M. (Presenter, Author, Workshop Facilitator), NY FarmNet Consultant Training Conference, "Impactful Unscripted Communication," Watkins Glen, NY (May 2024)

Wolfe, M. (Presenter, Author, Workshop Facilitator), Metropolitan Chapter of CMAA Leadership Retreat Communication Workshop, "Effective and Efficient Writing Gets the Job Done," Keene Valley, NY (June 2023)

Wolfe, M. (Presenter & Author), Karamanis T. (Presenter & Author). 85th Annual Convention of the Association for Business Communication, "Experiential Learning through a Business Communication Competition: Do You Have the C-Factor?" online conference (October 2020)

Wolfe, M. (Presenter, Author, Workshop Facilitator), MGM Resorts Revenue Strategy Team Communication Workshop, "Your Message and Your Audience: Communication Workshop," Las Vegas, NV (April 2019)

Wolfe, M. (Presenter & Author), Quagliata, A. (Presenter & Author), Walden, A. (Presenter & Author), 83nd Annual Convention of the Association for Business Communication, "The Future is Now: Using Technology to Teach Tomorrow's Workforce," Miami, FL (October 2018)

Wolfe, M. (Presenter & Author), 83nd Annual Convention of the Association for Business Communication, "My Favorite Assignment: Proposing Business Improvement to a Client," Miami, FL (October 2018)

Wolfe, M. (Presenter & Author), 82nd Annual Convention of the Association for Business Communication, "Millennials' Response to Technology-Mediated Feedback – a Lesson in Rhetorical Analysis," Dublin, Ireland (October 2017)

Wolfe, M. (Presenter & Author), Turkmani, F. (Author), Jacks, C. (Presenter & Author), 79th Annual Convention of the Association for Business Communication, "Infographics Creation: Inside A Student's Perspective," Philadelphia, PA (October 2014)

Wolfe, M. (Presenter & Author), Innovations in Professional and Business Communications: A Cross-Disciplinary Symposium for Communication Research, Pedagogy, and Dialog, "Teaching PowerPoint Reports: Helping Students Understand, Plan, and Produce the New Business Writing Genre," Ithaca, NY (January 2014)

Wolfe, M. (Presenter & Author), 78th Annual Convention of the Association for Business Communication, "Teaching PowerPoint Reports, Part II: Helping Students Write in the New Genre," New Orleans, LA (October 2013)

Wolfe, M. (Presenter & Author), 77th Annual Convention of the Association for Business Communication, "Teaching PowerPoint Reports: Helping Students Understand, Plan, and Produce the New Business Writing Genre," Honolulu, HI (October 2012)

Wolfe, M. (Presenter & Author), Newman, A. (Presenter & Author), Lennox, D. (Presenter and Author), Association for Business Communication 11th European Conference, "How Business Leaders Communicate in 2012: Classroom Strategies for Teaching Current Practices," Nijmegen, Netherlands (May 2012)

Wolfe, M. (Presenter & Author), Lennox, D. (Presenter & Author), 76th Annual Convention of the Association for Business Communication, "'Hi, I'm Mac, and I'm a PC': Comparative Marketing or Rhetorical Gambling for Educator?" Montreal, Canada (October 2011)

Wolfe, M. (Presenter & Author), Newman, A. (Presenter & Author), 74th Annual Convention of the Association for Business Communication, "Do you feel my pain? Evaluating emotional appeals in the Big Three Automakers' crisis communications," Portsmouth, VA (November 2009)

Wolfe, M. (Presenter & Author), Cochran, M. (Presenter & Author), Association for Teachers of Technical Writing (ATTW) conference, "Crisis Rhetoric in Corporate Communication: An Oil Giant vs. the Russian State," San Francisco, CA (March 2009)

Wolfe, M. (Presenter & Author), College Composition and Communication Conference (CCCC), "Business of Writing: Peace Corps Memoir as Post-Colonial Capitalist Production," San Francisco, CA (March 2009)

Wolfe, M. (Author Only), Rao A. (Author Only), 73rd Annual Convention of the Association for Business Communication, "Go-Between: How Communication Centers Bridge CAC Initiatives and Professional Disciplines," Incline Village, NV (October 2008)

Wolfe, M. (Presenter & Author), 72nd Annual Convention of the Association for Business Communication, "Educating Future CEOs: How Much Can We Teach with a Case Study," Washington, DC (October 2007)

Wolfe, M. (Presenter & Author), Hunsinger, P. (Presenter & Author), College Composition and Communication Conference (CCCC), "Culture as Fluid Identity and Pedagogy: An Ethnographic Study of a Workplace Cross-Cultural Training Program," New York City, NY (March 2007)

Wolfe, M. (Presenter & Author), 71st Annual Convention of the Association for Business Communication (ABC), "Global Corporate Identity through Internet: Translation Beyond the Language," San Antonio, TX (October 2006)

Wolfe, M. (Presenter & Author), 1st ICIC Conference on Written Discourse and Contrastive Rhetoric, "Different Cultures - Different Discourses," Indianapolis, IN (July 2004)

Editorships

"The Center for Hospitality Research," Reviewer, Journal Article, CHR tool, 4 reviews (September 2009, July 2011, August 2014, September 2015)

"Journal of Business Communication," Assistant Editor (July 2006 - August 2006)

Grants

"Professional Equity Project Grant," Sponsored by National Council of Teachers of English (NCTE), U.S.A. (2006)

"Russian – US Young Leadership Fellows for Public Service Program," Sponsored by Department of Education and Cultural Affairs and organized by IREX, U.S.A., Russia (2000 – 2001)

SERVICE

Cornell University, Nolan School of Hotel Administration Service

Member, Curriculum and Classroom Committee (January 2021 – Present)

Teaching Mentor, Nolan Hospitality Educator Success Program (August 2019 – Present)

Chair, Faculty Reappointment Committees (August 2017 – Present)

Member, Faculty Reappointment Committees (2016 – Present)

Member, C-Factor Communications Competition Committee, SC Johnson College of Business (Spring 2018 – Present)

Director, Communications Center (2011 – Present)

Member, Cornell University SHA Initiative to Celebrate, Recognize, and Inspire Accomplishments by Women in the Hospitality Industry (2011 – Present)

Faculty Adviser, Women Leadership in Hospitality student club (2010 – Present)

Undergraduate Academic Adviser (2009 – Present)

Reference, student job and graduate school applications (2009 – Present)

Faculty Speaker, MMH student orientation (August 2025)

Faculty Speaker and Facilitator, Presentation skills workshop series for HEC presenter students (March, April 2025)

Faculty Speaker, “Bridge to Cornell” ESL workshop series for MMH and Baker RE students (June, July 2021; July 2022, July 2023, July 2024)

Course Chair, HADM 1650 (2013 – June 2020)

Invited Feedback Provider, MMH Program, Baker RE Program, incoming students diagnostic presentations (2016, 2017, 2018, 2019)

Feedback Provider, The students' presentations contest, Models of Excellence (May 2019)

Invited Participant and Speaker, Salary Negotiation Panel, FLiH (Female Leadership in Hospitality) (September 2018)

Judge, C-Factor Communications Competition, SC Johnson College of Business (April 2018)

Member, Students Norms of Professional Conduct Taskforce Committee (Spring 2018)

Presentations Coach, Baker RE Program, UT Austin National Real Estate Challenge case competition team, MIT case competition team (2016, 2017, 2018)

Member, Assurance of Learning Committee (2011 – 2017)

Judge, ACEF/SHA Writing Award Selection Committee (June 2009, 2012, 2015, 2017)

Invited Speaker and Facilitator, Job Interviews and Resume Workshops, FLiH (Female Leadership in Hospitality) (2015, 2016, 2017)

Invited Speaker, “Master the Art of Public Speaking and Team Presentations,” Cornell Real Estate Women (CREW) (November 2016)

Chair, SHA Management Communication Hiring Committee (2015-2016)

Member, SHA Management Communication Hiring Committee (2012, 2013, 2015)

Invited Panelist, Annual Resume Workshop, NSMH (National Society of Minorities in Hospitality) (October 2014)

Member, Undergraduate Admissions Selection Committee (2010 – Spring 2014)

Judge, Stephen S.J. Hall Ethics Case Competition (March 2013, 2014)

Member, SHA Director of Marketing and Communications Hiring Committee (April – May 2013)

Facilitator, Small group ethics discussion (August 2010, 2011, 2012)

Coordinator, “Women Leaders in Hospitality” panel discussion (October 2011)

Voting Member, Academic Deficiency Committee (June 2011)

Session Chair, "QUIS 12: The 12th International Research Symposium on Service Excellence in Management," The Center for Hospitality Research (June 2011)

Judge, The students' presentations contest, Models of Excellence (December 2010)

Judge, The students' presentations contest, Hospitality Students International (November 2008)

Cornell SC Johnson College of Business and Public Service

Member, the University Hearing and Review Panel (UHRP), the Office of Student Conduct and Community Standards (OSCCS), Cornell University, Ithaca, NY (June 2023 – Present)

Communications Coach/Feedback Provider, Cornell University, College of Business, Johnson's Leadership Crisis Challenge student competition, Ithaca, NY (April 2019, 2021, 2022, 2024, 2025)

External reviewer, Promotion case review, Indiana University, Kelley School of Business (August 2024)

Guest Speaker, Cornell University, eCornell, Keynotes event "[Preparing for the unexpected: The keys to public speaking confidence](#)" (June 2022)

Member, Cornell University, College Faculty Senate, Ithaca, NY (July 2019 – June 2022)

Guest Speaker, Cornell University, eCornell, Keynotes event/webinar, "[Communication with impact: Managing audience perception in unscripted live and virtual interactions](#)" (May 2021)

Guest Speaker, Cornell University, Alumni Affairs and Development, Career bites: 30-minute skill series - Workplace Voice Coaching Tips, "Elevating your Elevator Pitch" (March 2021)

Participant, Cornell University, Center for Teaching Innovation videotaped interviews, Ithaca, NY (July 2017)

Invited Speaker, NYC Job Seeker's Conference, "Using Ethos, Pathos, and Logos for Compelling Cover Letters," in association with *Let's Eat, Grandma*, New York, NY (January 2017)

Invited Speaker, Cornell University, Smart Women Securities, the Cornell women's finance club, Public Speaking Workshops for Stock Pitch competition, Ithaca, NY (November 2013, 2014, 2015, 2016, 2017)

Judge, Cornell University, Nielson Business Case Competition (October 2013)

Invited Speaker and Facilitator, Cornell University, Delta Sigma Pi, a professional business fraternity, Public Speaking Workshop for Business Case Studies, Ithaca, NY (April 2012)

Judge, Cornell University, Cornell Graduate Consulting Club, Business Case Competition, Ithaca, NY (November 2011)

Business Communications Trainer, Student Agencies, Inc., Ithaca, NY, 1 two-hour training session for newly hired managers (October 2010)

Invited Speaker, Cornell University, Society of Asian Students and Engineers, "Using Visuals in Professional Presentations," Ithaca, NY (September 2010)

Invited Speaker, Far East State Social-Humanitarian Academy, 4 invited lectures on various educational topics, Birobjan, Russia (April 2010)

Volunteer, Iowa State University, Library Terminology Task Force, ISU Parks Library, Ames, IA (August 2007 - May 2008)

Project Coordinator, Iowa State University, Study Abroad Programs, College of Education, Ames, IA (August 2000 - May 2001)

Industry and Development Activities Attended

Industry Engagement, ICON Awards Dinner and Reception, New York, NY (June 2017, June 2018, June 2024)

Industry Engagement (*Royal Caribbean Group, Celebrity Cruises*), Apex Celebrity, Miami, FL (December 2024)

Workshop, "Managing Classroom Dynamics: Three Practical Steps for Fostering Inclusion," Center for Teaching Innovation, Cornell University, Ithaca, NY (October 13, 2023)

Industry Engagement (*Metropolitan Chapter of Club Managers Association of America*), the Ausable Club, Keene Valley, NY (June 2023)

Discipline discussion/workshop, "Chat about ChatGPT," Association for Business Communication," online (February 10, 2023)

3-part workshop, "Navigating Challenging Conversations for Value- and Identity-Based Conflict," The Office for Faculty Development and Diversity, Cornell University, Ithaca, NY (December 9, 12, 14, 2022)

Workshop, "How to Engage Your Students in Active Learning Online," Center for Teaching Innovation, Cornell University, Ithaca, NY (January 15, 2021)

Workshop, "How to Engage Your Students in Socially Distanced Active Learning," Center for Teaching Innovation, Cornell University, Ithaca, NY (January 12, 2021)

Conference Attendance, "85th Annual Convention of the Association for Business Communication," online conference (October 2020)

Conference Attendance, "Hospitality Exchange 2019," The Northern Ireland Hotels Federation Annual Convention, Belfast, UK (October 2019)

Industry Engagement (*Four Seasons*), New York, NY and Toronto, Canada (July – August 2019)

Industry Engagement (*MGM Resorts*), Las Vegas, NV (April 2019)

Industry Engagement, Faculty Immersion Trip, London, UK (January 2019)

Conference Attendance, "83rd Annual Convention of the Association for Business Communication," Miami, FL (October 2018)

Workshop, "Turnitin for the Classroom," Center for Teaching Innovation, Cornell University, Ithaca, NY (January 18, 2018)

Faculty Institute, Group Work, Center for Teaching Innovation, Cornell University, Ithaca, NY
(December 4, 2017)

Conference Attendance, "82nd Annual Convention of the Association for Business Communication," Dublin, Ireland (October 2017)

Industry Engagement, F&B Faculty Immersion Trip, New York, NY (June 4-7, 2017)

Conference Attendance, "39th Annual Management Communication Association Conference," Ithaca, NY (June 2017)

Workshop, "Flipping the Classroom," Center for Teaching Innovation, Cornell University, Ithaca, NY (January 20, 2017)

Redesign for Online Working Sessions (June-August 2016)

Faculty Institute, Redesign for Online, Center for Teaching Excellence, Cornell University, Ithaca, NY (June 15, 2016)

Industry Engagement (*American Express*), New York, NY (January 2016)

Conference Attendance, "79th Annual Convention of the Association for Business Communication," Philadelphia, PA (October 2014)

Industry Engagement (*The Bay Club Company, Darioush Winery, The Beverly Hills Hotel*)
(August 2014)

Symposium Attendance, "Innovations in Professional and Business Communications: A Cross-Disciplinary Symposium for Communication Research, Pedagogy, and Dialog," Ithaca, NY
(January 2014)

Conference Attendance, "78th Annual Convention of the Association for Business Communication," New Orleans, LA (October 2013)

Conference Attendance, "77th Annual Convention of the Association for Business Communication," Honolulu, HI (October 2012)

Conference Attendance, "Cornell Hospitality Research Summit," Ithaca, NY (October 2012)

Conference Attendance, " Association for Business Communication 11th European Conference," Nijmegen, Netherlands (May 2012)

Faculty Institute for Diversity, Center for Teaching Excellence, Cornell University, Ithaca, NY
(January 18-20, 2012)

Workshop, "FTC: Project Information Session," Center for Teaching Excellence, Cornell University, Ithaca, NY (November 15, 2011)

Workshop, "Academic Integrity: Setting Expectations for Students," Center for Teaching Excellence, Cornell University, Ithaca, NY (November 10, 2011)

Workshop, "Do You Want Students to Write Better Reports for Your Course? Strategies for Enhanced Analytic Writing," Center for Teaching Excellence, Cornell University, Ithaca, NY
(November 8, 2011)

Workshop, "Strategies for Creating a Climate of Teaching Excellence in a Department," Center for Teaching Excellence, Cornell University, Ithaca, NY (November 3, 2011)

Conference Attendance, "76th Annual Convention of the Association for Business Communication," Montreal, Canada (October 2011)

Workshop, "How to Prepare Students for Class Participation," Center for Teaching Excellence, Cornell University, Ithaca, NY (October 25, 2011)

Workshop, "How to Get Started With Classroom Technology," Center for Teaching Excellence, Cornell University, Ithaca, NY (September 13, 2011)

Conference Attendance, "QUIS 12: The 12th International Research Symposium on Service Excellence in Management," Ithaca, NY (June 2011)

Workshop, "Fostering Critical Thinking in the Classroom," Center for Teaching Excellence, Cornell University, Ithaca, NY (May 18, 2011)

Webinar, Teaching Facebook, Court Bovee and Pearson Education (March 2011)

New and Junior Faculty Institute, Center for Teaching Excellence, Cornell University, Ithaca, NY (January 19-20, 2011)

Workshop, "Using Discussions as an Effective Teaching Tool," Center for Teaching Excellence, Cornell University, Ithaca, NY (November 9, 2010)

Conference Attendance, "75th Annual Convention of the Association for Business Communication," Chicago, IL (October 2010)

Conference Attendance, "Cornell Hospitality Research Summit," Ithaca, NY (October 2010)

Workshop, "Documenting Student Learning with ePortfolios," Center for Teaching Excellence, Cornell University, Ithaca, NY (September 28, 2010)

Conference Attendance, "74th Annual Convention of the Association for Business Communication," Portsmouth, VA (November 2009)

Conference Attendance, "Association for Teachers of Technical Writing (ATTW) conference," San Francisco, CA (March 2009)

Conference Attendance, "College Composition and Communication Conference (CCCC)," San Francisco, CA (March 2009)

Workshop, "Developing Hybrid Reports," School of Hotel Administration, Cornell University, Ithaca, NY (June 2008)

Conference Attendance, "72nd Annual Convention of the Association for Business Communication," Washington, DC (October 2007)

Conference Attendance, "College Composition and Communication Conference (CCCC)," New York City, NY (March 2007)

Conference Attendance, "71st Annual Convention of the Association for Business Communication," San Antonio, TX (October 2006)

Conference Attendance, "College Composition and Communication Conference (CCCC)," Chicago, IL (March 2006)

Conference Attendance, "1st ICIC Conference on Written Discourse and Contrastive Rhetoric," Indianapolis, IN (July 2004)

RESEARCH

Published Intellectual Contributions

Web Publication

Wolfe, M. Team Project: Proposing Business Improvement to a Client. In D. Joel Whalen (Ed.), *Selections from the ABC 2018 Annual Conference, Miami, FL: High Tide of Teaching Innovations*. Web publication, <https://www.businesscommunication.org/page/mfa2018>, 2020.

Instructor's Manual

Wolfe, M. & Newman, A. *Instructor's Guide for "Business Communication: In Person, In Print, Online"* by Newman and Ober. Cengage Learning, 2012.

Book Chapter

Wolfe, M. Different Cultures - Different Discourses. In Ulla Connor, Edwin Nagelhout, and William Rozicky (Ed.), *Contrastive Rhetoric: Reaching to Intercultural Rhetoric*. Benjamin's Publishers, 2008.

Practical Guide

Loukianenko (Wolfe), M. *Модальные Глаголы в Английской Речи (English Modal Verbs)*. Birobijan, Birobijan Pedagogical Institute Press, 1999.