

Peggy R. Odom-Reed, Ph.D., SPHR

Cornell University
Cornell SC Johnson College of Business
School of Hotel Administration
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Teaching Experience

Senior Lecturer, Cornell University, School of Hotel Administration,
Ithaca, NY, 2011 - Present.

Collaborate with management communication subarea to create and refine a multi-faceted business communication curriculum that enables students to achieve academic, professional, and personal growth for their hospitality business career. Serve as course chair for HADM 3650, train 3650 TA's each semester, and plan and execute SHA's Models of Excellence in Business Presentations competitions twice each year.

Experience in teaching the following undergraduate core courses:

HADM 1650 - Business Writing for Hospitality Professionals

HADM 3650 - Persuasive Business Communication for Hospitality Leaders

Visiting Instructor, Ithaca College, School of Business, Ithaca, NY, 2009.

MGMT 10301 - Leadership and Communication

MGMT 10302 - Leadership Processes in Organization

Graduate Teaching Assistant, Cornell University, Department of Communication,
Ithaca, NY, 2003-2005; 1996.

COMM 201 - Oral Communication, assistant to Toni Russo, 2005.

COMM 410 - Organizational Communication, assistant to Dr. Yu Yuan, 2004.

COMM 345 - Human-Computer Interaction (HCI) Design and COMM 440 - Advanced Human-Computer Interaction (HCI) Design, assistant to Dr. Geri Gay, 2003 - 2004.

COMM 411 - Communication and Leadership, assistant to Dr. Pamela Stepp, 1996.

Education

2001 - 2007 Cornell University, Ph.D., Organizational Communication (minor, Social Statistics).

1995 - 1997 Cornell University, M.S., Organizational Communication (minor, Org. Behavior).

1991 - 1993 University of West Florida, B.A., Psychology (minor, Communication Studies).

Research Experience and Presentations

Publication and Other Works

Peer-Refereed Publication:

Susskind, A. M., & Odom-Reed, P. R. (in press, OnlineFirst). Team members' centrality, cohesion, conflict, and performance in multi-university geographically distributed project teams. *Communication Research*.

Susskind, A. M., Odom-Reed, P. R., Viccari, A. E. (2011). Team leaders and team members in interorganizational networks: An examination of structural holes and performance. *Communication Research*, 38, 613-633.

Non-Peer-Reviewed Publication:

Odom-Reed, P. R. (Accepted, in press). Models of Excellence in Business Presentations: "Creating Innovative Hospitality, Health, and Design Solutions." CIHF Collection, Scholarly Commons.

Practical Guides:

Newman, A., Odom-Reed, P. R., Quagliata, A., & Wolfe, M. (2018, 2016). Guide to Business Writing. Faculty Resource. Cornell School of Hotel Administration.

Newman, A., Odom-Reed, P. R., Lennox, D., Quagliata, A., & Wolfe, M. (2015). Guide to Business Writing. Faculty Resource. Cornell School of Hotel Administration.

Conference Papers, Symposiums, and Presentations

Odom-Reed, P. R. (2018). Using Video Techniques for Leadership Storytelling, Track: Technology, Digital Communication, Social Media, and Web 2.0. Accepted presentation for the 83rd Annual International Conference of the Association for Business Communication, October 2018, Miami, Florida.

Odom-Reed, P.R. (2018). How Do You Teach Diversity? Track: Diversity and Inclusion. Invited presentation for the 83rd Annual International Conference of the Association for Business Communication, October 2018, Miami, Florida.

Odom-Reed, P. R. (2017). Practicing What We Preach: Using Diversity & Inclusion to Shape Business Communication. Accepted presentation for the 82nd Annual International Conference of the Association for Business Communication, October 2017, Dublin, Ireland.

Odom-Reed, P. R. (2017). My Favorite Assignment: Social Media "Email" Proposal. Invited presentation for the 82nd Annual International Conference of the Association for Business Communication, October 2017, Dublin, Ireland.

Odom-Reed, P. R. (2016). Outsiders Looking In: Teaching Students to Communicate Across Industries. Models of Excellence in Business Presentations Program Theme: "Creating Innovative Hospitality, Health, and Design Solutions." Accepted presentation for the 81st Annual International Conference of the Association for Business Communication, October 2016, Albuquerque, NM.

Odom-Reed, P. R. (2016). How Can We Engage Students to Solve Business Problems Across Industries? Models of Excellence in Business Presentations Program Theme: "Creating Innovative Hospitality, Health, and Design Solutions." Presentation for the Practice and Pedagogy: Kathy Druckman Berggren Symposium in Management and Professional Communication, Cornell University Charles H. Dyson School of Applied Economics and Management, September 2016, Ithaca, NY.

Odom-Reed, P. R. (2016). Management Communication and Models of Excellence in Business Presentations Competition Program. Invited faculty presentation at the Cornell Institute for Healthy Futures (CIHF) Industry Advisory Board Meeting, May 2016, Ithaca, NY.

Odom-Reed, P. R. & Susskind, A. M. (2016). Communication and Healthcare Research Ideas. Invited CIHF Faculty Fellow Presentation at the Cornell Institute for Healthy Futures Reunion Weekend, June 2016, Ithaca, NY.

Odom-Reed, P. R. (2014). Have Reports Exaggerated the Decline of Email – An Aging but Enduring Technology? Accepted presentation for the 79th Annual International Convention of the Association for Business Communication, October 2014, Philadelphia, PA.

Odom-Reed, P. R. (2014). Gaining the Persuasion Advantage: Should We Change Our Audience Approach? Presentation at the Innovations in Professional and Business Communication: A Cross-Disciplinary Symposium for Communication Research, Pedagogy, and Dialogue, Cornell School of Hotel Administration and College of Agriculture and Life Sciences, January 2014, Ithaca, NY.

Odom-Reed, P. R. (2013). Gaining the Persuasion Advantage: Should We Change Our Audience Approach? Accepted presentation for the 78th Annual Association for Business Communication International Convention, October 2013, New Orleans, LA.

Odom-Reed, P. R., Hancock, J., & Gay, G. (2005). Presence, community and immersion in hybrid learning environments. Paper presented by other authors on the panel – Creating a sense of presence in hybrid places, *HCI International 2005*, July 2005, Las Vegas, NV.

Odom, P. R., Susskind, A. M., & Rutherford, D. G. (2004). Do liaisons have a role in teams? Examining the influence of liaisons. Paper accepted at 2004 International Communication Association Convention, Organizational Communication Division Paper Session: Research in Teams and Leadership, May 2004, New Orleans, LA.

Shapiro, M. A., & Odom, P. R. (2004). Person effects and perceived reality. Paper accepted at 2004 International Communication Association Convention, Information Systems Division Paper Session: How Real is the Unreal? Social Reality and the Media, May 2004, New Orleans, LA.

Research Projects and Assistantships

Social network research and distributed collaborative work:

Research Consultant, Cornell-Weill Research Project, Cornell University, Dr. Geri Gay, Chair, Department of Communication, Ithaca, NY, 2008.

Doctoral Dissertation Research – Bonding and bridging social capital in collaborative learning networks, Cornell University, Department of Communication, Committee Chair - Dr. Geri Gay, Members - Dr. John Bunge, Dr. Alex Susskind and Dr. Yu Yuan, Ithaca, NY, 2004 - 2007.

Graduate Research Assistant, Cornell University, Department of Communication, Dr. Geri Gay, Supervising Faculty, Ithaca, NY, 2004 - 2005.

Independent Research Project, Cornell University, School of Hotel Administration, Dr. Alex Susskind, Supervising Faculty, Ithaca, NY, 2003.

Person effects and perceived reality:

Graduate Research Assistant, Cornell University, Department of Communication, Dr. Michael Shapiro, Supervising Faculty, Ithaca, NY, 2002 - 2003.

Mentoring outcomes and diverse employees:

Master's Thesis – Examining the outcome values of mentoring relationships for women, minorities, and disabled lawyers in the United States, Cornell University, Department of Communication, Committee Chair - Dr. Donald Schwartz, Members - Dr. Tove Hammer, Dr. Daniel McDonald, and Dr. Pamela Stepp, Ithaca, NY, 1997.

Human Resources and Consulting Experience

Leadership Coaching Consultant, Cornell University, Ithaca, NY

- Cornell School of Industrial Labor and Relations, 2010 - 2016
- Samuel Curtis Johnson Graduate School of Management, 2009

Communication Coaching Consultant, Cornell University, Ithaca, NY

- Leadership Crisis Challenge, Cornell SC Johnson College of Business, Samuel Curtis Johnson Graduate School of Management, 2018
- SCJ Marketing Case Competition Judge, Samuel Curtis Johnson Graduate School of Management, 2018
- Orientation for Cornell Baker Program in Real Estate, 2017
- Presence Day “Pitch Perfect” Sessions, Cornell SC Johnson College of Business, Samuel Curtis Johnson Graduate School of Management, 2016
- Cornell’s Real Estate Case Competition Team, School of Hotel Administration, 2014

Senior Staffing Representative, Austin Human Resources, Minnesota Mining and Manufacturing (3M) Company, Austin, TX, 1997 - 2001.

- Partnered with business leaders and employees to successfully execute an innovative New Employee Orientation process with prescribed services and accountability procedures
- Managed 3M Austin Student Programs and served as Staffing Lead for College Relations/ Recruiting Teams to source highly competitive technical and business candidates to managers
- Chaired Recruiting and Retention Action Subcommittee and proposed career development action plans to Executive Vice-President and other organizational leaders
- Developed site’s Affirmative Action Plan, and supported managers in executing plan.
- Participated in a number of Supervisory Development courses, including Leading Change, Conflict Resolution, Listening/Communication, and Trust.

State and Federal Government Experience

Certified Correctional Probation Officer, Florida Department of Corrections, Probation and Parole, Pensacola, FL, 1994 - 1995.

- Completed Probation Officer's Basic Recruit Certification Training
- Developed and implemented plans of supervision to meet client needs
- Served in advocacy role with judges, attorneys, and program directors for client development

Office Automation Support, Defense Activity for Non-Traditional Education Support (DANTES), United States Department of Defense, Pensacola, FL, 1990 - 1993.

- Provided support for distance learning, independent study reimbursement program with financial accountability for ~ \$850,000, ensuring accurate documentation of transactions
- Utilized computerized filing system and various software to manage reimbursement process
- Earned certificate of award to recognize outstanding performance from the United States Navy

Academic Service

- Faculty Chair, Undergraduate Admissions Committee, 2018 - present.
- C-Factor Organizing Committee, Cornell SC Johnson College of Business, 2018 - present.
 - 2018 Marcom Gold Award for the 2018 inaugural C-Factor Competition; Category – Strategic Communications and Communication Education and Training, awarded by the Association of Marketing and Communication Professionals (AMCP)
 - Honorable Mention for Strategic Communications and Special Events
- Faculty Fellow, Founding Group, Cornell Institute for Healthy Futures, 2015 - present.
- Course Chair, HADM 3650, Cornell School of Hotel Administration, 2015 - present. Successfully planned and executed SHA's Models of Excellence in Business Presentations competitions, with industry and faculty judges and feedback providers.
 - Fall 2018: Improving the Lives of Employees
 - Spring 2018: Innovative Hospitality, Health, and Design Solutions – A Collaboration with the Cornell Institute for Healthy Futures (CIHF)
 - Fall 2017: International Challenges in Hospitality
 - Spring 2017: Leading in Politically Uncertain Times
 - Fall 2016: Solving Societal Problems Through Hospitality
 - Spring 2016: Creating Innovative Hospitality, Health, and Design Solutions – A Collaboration with the Cornell Institute for Healthy Futures (CIHF)
 - Fall 2015: Trends Affecting the Hospitality Industry
- Faculty Advisor, Cornell School of Hotel Administration, 2013 - present.
- Faculty Participant, Ye Hosts Honorary Society's Initiation Program, Cornell School of Hotel Administration, 2014 - present.
- Faculty Participant, Hotel Ezra Cornell (HEC) Conference, Cornell School of Hotel Administration, 2013 - Present.
- Faculty Panelist, Prospective Students' Visit from New York City Public Schools, Cornell School of Hotel Administration, 2018.
- Moderator, Mosaic Forum: "A Discussion About Campus Climate," Cornell Reunion, 2018.
- Campus Experience Subcommittee, Presidential Task Force on Campus Climate, 2017-2018.
- Reappointment Review Committee, Cornell School of Hotel Administration, 2017-2018.
- Faculty Participant, Cornell Hospitality Icon & Innovators Awards Gala, 2017; 2018.

- Undergraduate Admissions Selection Committee, Cornell School of Hotel Administration, 2016 - 2018, and Faculty Admissions Reading Team Captain, 2017-2018.
- Diversity and Inclusion Task Force, Cornell SC Johnson College of Business, 2016-2017.
- SHA Brown Bag Conversation Series, Invited Guest Speaker, “Social Networking and Communication in Today’s Divided America,” 2017.
- Faculty Participant, Cornell SC Johnson College of Business Inaugural Ceremony, 2017.
- Diversity Panel Speaker
 - Forward: Minorities in Business, Alpha Kappa Alpha Sorority, Mu Upsilon Chapter, 2016.
 - Diversity Day Discussion, National Society of Minorities in Hospitality, Cornell School of Hotel Administration, 2015.
- ACEF/SHA Writing Award Selection Committee, School of Hotel Administration, 2014; 2016.
- Faculty Participant, Lecturer Search for Information Systems/Technology, Management Communication, and Real Estate, Cornell School of Hotel Administration, 2015-2016.
- Judge, Hotelie Entrepreneurs’ First Mobile App Business Plan Competition, Cornell School of Hotel Administration, 2015.
- Faculty Participant, Cornell’s 150th Charter Day Ceremony, 2015.
- Faculty Participant, Undergraduate Admissions Interviews, Cornell School of Hotel Administration, 2014-2015.
- Faculty Participant, Interview Process for the Director of Career Management, Cornell School of Hotel Administration, 2014.
- Small Group Facilitator, Cornell’s New Student Reading Project, 2014.
- Ethics Discussion Group Facilitator, Cornell School of Hotel Administration, 2012.
- Judge, Models of Excellence Business Speaking Competition, Cornell School of Hotel Administration, 2011.

Professional Development

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- Association of Business Communication Conference Workshop, “Engaging Classroom Interaction: Strategies & Best Practices to Promote Learning,” Participant, October 2018.
 - Cornell School of Hotel Administration, Implicit Bias Workshop – “Factors That Impact Our Ability to Respond Effectively,” Participant, October 2018.
 - Association for Business Communication Conference, Presenter and Participant, October 2016-2018; 2013-2014; Participant, October 2011.
 - Cornell School of Hotel Administration, Teaching Conversations, Participant, February 2018.
 - Cornell Conflict Resolution Skills for Faculty: Effective Interactions in Organizations (EIO) Series, Academic HR, January 2018.
 - Cornell Faculty Leadership Development Program, Participant, January 2018.
 - Cornell Hospitality Research Summit, Participant and Industry Video Interviewer, October 2017.
 - Food & Beverage Operations Industry Immersion Trip, New York City, Participant, June 2017.
 - Management Communication Association (MCA) Annual Conference, Participant, June 2017.
 - Cornell’s Center for Teaching Innovation Workshops
 - “Tools to Empower Students’ Meaningful Classroom Communication,” January 2017.
 - “Creative Ideas to Engage Your Students,” January 2017.
 - “Deans’ Teaching & Learning Workshop – Practical Learning Analytics: A Guide to Examining Student Data and Learning,” April 2016.
 - “Creating Engagement by Connecting with Students,” January 2016.
 - “How to Get Started Flipping Your Classroom,” January 2016.

- Cornell Hospitality Health and Design Symposium 2016, Cornell Institute for Healthy Futures, Faculty Fellow Participant, October 2016.
- Cornell Institute for Healthy Futures Inauguration Celebration's panel sessions, Faculty Fellow Participant, November 2015.
- Connections: A Regional Conference on Professional and Technical Communication, Ithaca College, Ithaca, New York, January 2015.
- Cornell College of Agriculture and Life Sciences' Teaching Experience Two-Day Workshop: Promoting More Effective Teaching and Learning, Faculty Participant, June 2014.
- Respect@Cornell: Eliminating Harassment and Discrimination Self-Study Workshop, April 2014.
- Post - 2014 Innovations in Professional and Business Communication Workshop, Cornell University, March 2014.
- McGraw-Hill Business Communication Workshop, Invited Participant, University of North Carolina – Chapel Hill, August 2012.

Professional Associations, Certification, and Service

- Village at Ithaca, board member, October 2018 - present.
- Society for Human Resources Management (SHRM), member, 2016 - present.
- Association for Business Communication, member, 2011 - present.
- Senior Professional in Human Resources (SPHR) certification, 2017-2020.
- Diversity and Inclusion Committee, Association for Business Communication, Three-year renewable term, 2017-2020.
- Session Chair, 83rd Association for Business Communication Conference, October 2018
- D&I Ad Hoc Committee member, Association for Business Communication, April - August 2017.
- Eastern Region Recruiting Committee member, Association for Business Communication, 2014.
- Alpha Kappa Alpha Sorority, Inc. - Service Organization, Life Member (25 or more years)
 - Chapter Parliamentarian, Omicron Nu Omega, Ithaca, NY, 2018 - present.
 - Chapter Financial Secretary and Executive Board member, Omicron Nu Omega, Ithaca, NY, 2017 - present.
 - Great Lakes Region Constitution Committee Member, 2010-2014.
 - President and Executive Board Chair, Omicron Nu Omega, Ithaca, NY, 2010-2011.
 - Outstanding Leadership Certificate of Achievement, Great Lakes Region, 2010.
 - Chapter Vice President, Omicron Nu Omega, Ithaca, NY, 2008-2009.
 - Chapter Standards Chair, Omicron Nu Omega, Ithaca, NY, 2008.
 - Chapter Treasurer, Omicron Nu Omega, Ithaca, NY, 2002-2006.

Revised December 2018