

Tom Estad

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Professional Experience

CORNELL UNIVERSITY, SC Johnson College of Business, Ithaca, New York

Lecturer, 2022 – present

Graduate courses: *MGMT 5680 Management Communication*
NBA 5680 Management Presentations
NBA 5670 Management Writing
HADM 6610 Communication for Entrepreneurs

Undergraduate courses: *HADM 1650 Business Writing for Hospitality Professionals*
HADM 3610 Communication for Entrepreneurs
AEM 2700 Management Communication

UNIVERSITY OF ROCHESTER, Simon Business School, Rochester, New York

Clinical Assistant Professor, 2018 - 2022

Graduate courses: *MGC 461 Professional Communication*
MGC 462 Communicating Analytics: Using Data to Tell a Persuasive Story
MGC 463 Communicating for Team Success
FIN 465 Applied Finance Project

All graduate courses were for Master of Science in Finance students

Undergraduate courses: *BUS 210 The Art of Pitching*
BUS 390 Supervised Teaching

SINGAPORE MANAGEMENT UNIVERSITY, Lee Kong Chian School of Business,
Singapore

Senior Lecturer of Corporate Communication, 2006 – 2018

Courses: *Management Communication*
 The Art of Pitching
 Business Study Mission to Scandinavia
 Business Study Mission to New Zealand
 Business Study Mission to ASEAN
 Current Issues in Business, Culture, and Society
 Academic Research Writing (Writing for Publication)

Academic Director, SUTD-SMU Dual Degree Programme in Technology and Management, 2013 – 2018 (Note: SUTD is Singapore University of Technology and Design, which had a seven-year education collaboration with MIT from 2010 - 2017)

- Had a central role in shaping this scholars' programme from inception
- Responsible for all administrative and curriculum aspects of the programme as well as student welfare

Academic Director, Quality Assurance, 2017 - 2018

- Responsible for all aspects of accreditation compliance and renewals

Associate Dean, Undergraduate Programmes, 2011 – 2017

- Responsible for all aspects of undergraduate matters for the 3000+ students of the Lee Kong Chian School of Business (LKCSB)
- Oversaw all aspects of SMU's Bachelor of Business Management degree and the SMU joint-degree programme in Technology and Management with the Singapore University of Technology and Design

Responsibilities included:

- reviewing, expanding, and refreshing undergraduate curriculum
- managing and expanding course offerings for eight majors and seven tracks
- guiding an administrative team of seven in relation to operational issues interviewing and hiring of adjuncts
- handling student complaints and concerns
- handling leave of absence requests as well as course incompletes
- managing 11 LKCSB student clubs, events, and funds
- monitoring diversity cases and the dispensing of school-related scholarships contributing to the AACSB and EQUIS accreditation processes
- counseling students – including academic probation and dismissal issues

Member, Coordinating Council for Students, 2015 - 2017

Council appointed by Vice-Provost (Undergraduate Matters and Student Development) to work closely with student leaders to ensure quality student life experiences at SMU

Task Force Member, Emergency Preparedness for Teaching and Learning, 2014 - 2017

Responsible for ensuring that LKCSB faculty were prepared and equipped to continue teaching online in the event of any on-going emergency situations

Course Coordinator, COMM101: Management Communication, 2006 – 2009

Revamped and standardized the *Management Communication* curriculum as well as reviewed course outlines and monitored equity of coverage and assessment for the 16 COMM101 sections offered every semester

Organized and conducted assessment standardization workshops for adjuncts and teaching consultants

Involved in hiring and providing guidance for new adjuncts and teaching consultants

Director, SMU Communication Studies Centre, 2002 - 2003

Responsibilities included: hiring, training and overseeing communication assistants; purchasing of all materials, equipment, and furnishings; creating instructional modules to strengthen students' communication competencies

Adjunct Faculty, COMM101, 2001 - 2006

Taught *Management Communication*

LEGACY TRAINING RESOURCES SDN BHD, Kuala Lumpur

Training and Curriculum Development Director, 2003 - 2006

Designed and wrote courses on business communication topics
Conducted seminars for corporate clients in Singapore and Malaysia

NATIONAL UNIVERSITY OF SINGAPORE

Tutor, English Language and Literature Department, 1996-2000

Course taught: *Professional Writing*

Taught students to write and design various documents including profiles, proposals, brochures, job application documents, commentaries, and end user manuals

Lecturer, Centre for English Language Communication, 1986 - 1996

Courses taught:

English Proficiency (a first-year course for students deemed weak in their English language skills)

Technical Communication I (for first year students)

Technical Communication II (for second year students)

Technical Communication III (for fourth year students)

Taught the writing of proposals, business plans, feasibility studies, design reports, instructions, memos, letters, as well as oral presentation skills for presenting to non-technical audiences, including effective slide design

Students were Years 1-4, from the Departments of Electrical Engineering, Mechanical Engineering, Chemical Engineering and Civil Engineering

Other duties: faculty coordinator overseeing 20 staff and 1800 students, curriculum development, course coordinator, organizing and conducting job skills seminars

IOWA STATE UNIVERSITY

Instructor, Department of English, 1983 - 1986

Courses taught: *Freshman Composition*
 Post-graduate English for foreign students
 Undergraduate English for foreign students
 Intensive English Orientation for TOEFL preparation

Education

Master of Arts in English, Iowa State University, 1985
Emphasis in Teaching English to Speakers of Other Languages
Graduated Magna Cum Laude

Bachelor of Science in Education, Mayville State University, 1982
Double Majors in English and Social Science
Graduated Summa Cum Laude

Consultancies

BROOKHAVEN NATIONAL LABORATORIES
Coached teams in preparation for the Department of Energy's Office of Technology Transitions National Lab Accelerator Pitch Event, October – November 2022

AIN CENTER FOR ENTREPRENEURSHIP, University of Rochester
Coached the Photonect team, consisting of UR PhD students Juniyali Nauriyal and Sushant Kumar, who were the Grand Prize Winners of the New York Business Plan Competition, 2022

BROOKHAVEN NATIONAL LABORATORIES
Coached scientist Chang-Yong Nam to first place in the Department of Energy's Office of Technology Transitions National Lab Accelerator Pitch Event, September 2021

VESTAS ASIA PACIFIC
Conducted workshop on presentation skills for Vestas ambassadors

SINGAPORE MANAGEMENT UNIVERSITY
Conducted three 20-hour writing workshops for CIT and CAC support staff

PURVIN & GERTZ, INC.
Coached staff in writing of corporate reports and oral presentations

GOVERNMENT OF SINGAPORE INVESTMENT CORPORATION
Conducted a written communication course for staff of the Special Investments Department

HOUSING DEVELOPMENT BOARD OF SINGAPORE
Conducted a written communication course for junior supervisory staff
Equipped participants with skills to write reports and memos

Papers

Bordean, Ovidiu Niculae, Zenovia Cristiana Pop, Nina Rizun, Reinhold Bopp, and Tom Estad (Accepted for publication, 2023). East meets West: Exploring the formation of entrepreneurial intention within a three-country context. Sage Open. Manuscript ID: SO-23-4424

Estad, Tom, Stefano Harney, and Howard Thomas (2014). Implementing a Liberal Management Education through the Lens of the Other. *Journal of Management Development* Vol. 33(5), p. 456-469

Singapore engineers communicate – what are they saying to teachers? Based on a survey of professional engineers conducted in 1991. Presented at the Society for Technical Communication Conference in Atlanta, Georgia, 1992

Presentations

Workshop on Pitching to Investors for the MARL (Mobility, Autonomy, Robotics and Logistics) Accelerator based in Silicon Valley and focused on startups operating in the Deep Tech space, October 2025

Workshop on Pitching to Investors for the MARL Accelerator, May 2025

Workshop on Pitching to Investors for the MARL Accelerator, September 2024

Workshop on Pitching to Investors for the MARL Accelerator, March 2024

Workshop on Pitching to Investors for the MARL Accelerator, September 2023

Workshop on Pitching to Investors for the MARL Accelerator, April 2023

Lecturer at the UBB FSEGA Innovation & Entrepreneurship Bootcamp organized by the Faculty of Economics and Business Administration of the Babeş-Bolyai University of Cluj-Napoca, Romania, July 2024

Workshop on Pitching to Investors for finalists of the Cornell Hospitality Business Plan Competition, Cornell University, April 2024

Workshop on Pitching to Investors for finalists of the Cornell Hospitality Business Plan Competition, Cornell University, April 2023

Workshop on Pitching to Investors for the Ain Center for Entrepreneurship, University of Rochester, April 2022

Workshop on Pitching to Investors for the UR Innovation Challenge: Community Health Crisis, January 2021

Workshop on Pitching to Investors for the Hult Prize 2021 Challenge, University of Rochester chapter, November 2020

Workshop on Pitching to Investors for the *Coronavirus Problem-Based Learning Challenge*, Ain Center for Entrepreneurship, University of Rochester, July 2020

Workshop on Pitching to Investors for the Ain Center for Entrepreneurship, University of Rochester, April 2020

This Could Not Have Been My Life! Presentation at the Management Communication Association Annual Conference, Stanford University, May 13, 2016

Towards a Relevant and Dynamic Liberal Management Education. With Stefano Harney, Brown Bag Conversation, SMU, October 8, 2013

Awards and Honors

Johnson Teaching Honor Roll AY 2022-2023, Cornell University

First-ever non-Finance professor to be awarded the Superior Teaching Award from the Master of Science in Finance students, University of Rochester, Simon Business School, May 2022

Simon Business School Teaching Honor Roll, Spring 2021

Simon Business School Teaching Honor Roll, Fall 2020

Simon Business School Teaching Honor Roll, Fall 2019

Elected by peers to serve in SMU's Faculty Senate, March 2018

Recipient of Singapore's Commendation Medal (*Pingat Kepujian*), awarded by the Ministry of Education, a national-level award in recognition of significant contribution to Singapore's tertiary education landscape, August 2017

Winner of Excellent Teacher Award, 2012, SMU's Teaching Excellence Awards - a university- wide award

University Student Life Awards, 2015, 2013, and 2011, for contributions to student welfare SMU Long Service Award 2016 (10 years)

Selected by Centre for Teaching Excellence to be a presenter at SMU's Teaching Innovation Week Pedagogy Fair, September 2011

Selected by the Lee Kong Chian School of Business to be a participant in the International Management Teacher's Academy, June 2011, in Bled, Slovenia

Nominated by the Lee Kong Chian School of Business for SMU's Innovative Teacher Award, May 2010

Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2017/18
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1 AY2015/16
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1 AY2014/15
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1 AY2013/14
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1 AY2012/13
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2011/12
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2010/11
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2009/10
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2008/09
Dean's Teaching Honor List, Top 20 Faculty Members, Term 1&2 AY2007/08

English Student of the Year, Mayville State University
Brunsdale Scholarship, Mayville State University
Valedictorian, Valley High School

Memberships

Management Communication Association
and member of MCA's Curriculum Committee 2020 - 2025

Boards

Member, English Language Study Office Advisory Board, Cornell University,
Fall 2022 – Spring 2024. Reappointed to a second two-year term,
Fall 2024 – Spring 2026.

Faculty Advisor

Real Estate Capital Group at Cornell. Appointed November 2024

Free Space Dance. (Student Hip Hop Dance Club). Appointed September
2024

Romanian Student Association. Appointed November 2025.

Dementia Art Therapy Alliance. Appointed December 2025.