

Curriculum Vitae

Gerald J. Giaquinta, J.D., Ph.D.

Department of Business Communication
Marshall School of Business
University of Southern California
Los Angeles, CA 90089

Tel: 310.994.0007
Fax: 877.283.7213
giaquint@marshall.usc.edu

Current Positions

Academic Director, World Bachelor in Business Program, Marshall School of Business,
University of Southern California

Professor, Clinical, Department of Business Communication, Marshall School of Business,
University of Southern California

Education

Juris Doctor, Loyola Law School, Los Angeles, CA	1985
Ph.D., Public Policy & Administration, University of Southern California, Los Angeles, CA	1980
M.P.A. Public Administration, University of Southern California, Los Angeles, CA	1975
B.A. Cum Laude, Political Science, University of Massachusetts, Amherst, MA	1973

Academic Appointments

Marshall School of Business, University of Southern California <i>Academic Director, World Bachelor in Business Program</i>	2016 - Present
Universita Cattolica del Sacro Cuore, Rome, Italy, Master in Cultural Diplomacy & Media for International Relations & Global Communication <i>Visiting Professor, Executive Committee</i>	2016 - Present
Annenberg School of Communication, University of Southern California <i>Faculty Fellow, Council on Communication Leadership</i>	2015 - Present
Marshall School of Business, University of Southern California <i>Associate Director, Center for Global Innovation</i>	2012 - 2014
Marshall School of Business, University of Southern California <i>Assistant Clinical Professor, Department of Business Communication</i>	2011 - Present
Marshall School of Business, University of Southern California <i>Adjunct Professor, Center for Management Communication</i>	2010 - 2011

Teaching Experience

<i>Cross-Cultural Global Operations Global Operations Project</i> Marshall School of Business, University of Southern California	BUCO 499
<i>Management Communication, Image and Reputation</i> MBA, Marshall School of Business, University of Southern California	BUCO 599
<i>Managing Communication in Organizations</i> MBA, Marshall School of Business, University of Southern California	BUCO 533
<i>WBB Senior Thesis-Directed Research</i> Marshall School of Business, University of Southern California	BUAD 490
<i>Communication Strategy in Business</i> Marshall School of Business, University of Southern California	BUAD 302
<i>Advanced Writing for Business</i> University of Southern California	WRIT 340
<i>Global Business, the Fashion Industry and Italy</i> Marshall School of Business, University of Southern California	BUAD 206
<i>Choosing and Planning a Future Career In Business</i> Marshall School of Business, University of Southern California	BUAD 252
<i>Learning International Commerce, Japan</i> Marshall School of Business, University of Southern California	BUAD 104
<i>Global Social Impact</i> WBB, Marshall School of Business, University of Southern California	BUAD 104
<i>WBB Freshman Academy</i> WBB, Marshall School of Business, University of Southern California	BUAD 111
<i>Global Communication: Cultural Dexterity</i> Master in Cultural Diplomacy & Media for International Relations & Global Communication Universita Cattolica del Sacro Cuore, Rome, Italy	

Honors, Awards, & Grants

2020-2021 | *Fulbright U.S. Scholar*

Selected as U.S. Department of State Faculty Teaching Scholar in Japan

2016 | *Faculty Fellow, Council on Communication Leadership*

Annenberg School of Communication, University of Southern California

2016-2020 | *Nominee*

Even Thomson Faculty Teaching and Learning Innovation Award

2014 | *Grant Recipient - \$120,000*

USA Pavilion Student Ambassador Program, USA Pavilion at EXPO 2015

Led USC's efforts for Student Ambassador recruitment, selection, and training for 120 university students and recent graduates in collaboration with the Friends of the USA Pavilion at EXPO 2015 and the U.S. Department. of State

2010 | *Grant Recipient - \$20,000*

Neuman Trust CSR Research Award Project

Curriculum Development

Cross-Cultural Global Operations Global Operations Project (BUCO 499)

Marshall School of Business, University of Southern California

In collaboration with DSO and MOR departments, initiated and led the development of the first Marshall undergraduate upper-level 4-unit course that provided students with a unique opportunity to learn how to function effectively in cross-cultural teams while developing operational solutions for business challenges. In partnership with a Tokyo-based university and Japanese corporations, students developed consulting skills necessary to successfully lead multi-cultural teams in a global setting.

Management Communication - Image and Reputation (BUCO 599)

MBA, Marshall School of Business, University of Southern California

Designed and taught a course to introduce students to the communication knowledge and skillsets needed by business practitioners to oversee a company's image and reputation in today's 24/7 global information cycle. This course has been offered as a 3 unit MBA elective and is now being taught as a 1.5 unit elective.

Global Social Impact (BUAD 104)

WBB, Marshall School of Business, University of Southern California

As Academic Director of the World Bachelor in Business program between USC, Bocconi University Milan, and Hong Kong University of Science & Technology, developed a global social impact course for WBB students to develop consulting skills by advising social entrepreneurs in Brazil and Peru.

WBB Freshman Academy

WBB, Marshall School of Business, University of Southern California

As Academic Director of the World Bachelor in Business program, designed and created WBB freshman survey course as a prerequisite to WBB Global Social Impact course.

Subject matter designed to prepare students with a basic understanding of consulting, business, and communication skills for consulting projects in South America.

Master in Cultural Diplomacy:

Arts & Media for International Relations and Global Communication

Universita Cattolica del Sacro Cuore, Rome, Italy

As a member of the Executive Committee, launched a new Master's degree program in 2017 designed to provide skills in the fields of International Relations and Public Diplomacy to manage arts and cultural events using communication via traditional, digital, and social media.

Student Ambassador Training Program

USA Pavilion, 2015 World Expo, Milan, Italy

Successfully lead program design and implementation of a fully-integrated online and on-the-ground training program that incorporated online tools such as Survey Monkey, Cultural Detective, and Facebook for 120 Student Ambassadors. These students served as docents and information guides to the more than 6 million visitors who came to the U.S. Pavilion during the six months of Expo. This program required the coordination of USC Marshall, Annenberg, and Roski faculty and staff, the U.S. Department of State, and Marshall IT.

Academic Service Record

2020 | *Department Chair Search Committee*

Marshall School of Business, University of Southern California

2018-2020 | *Advisor for Global Programs LINC upgrade*

Marshall School of Business, University of Southern California

2018-2020 | *Mentor and advisor to junior faculty for Japan LINC course*

Marshall School of Business, University of Southern California

2018-present | *Mentor and advisor to junior faculty for WBB GSI course*

Marshall School of Business, University of Southern California

2017-present | *Mentor and advisor to junior faculty/staff for LINC Tokyo*

Marshall School of Business, University of Southern California

2016-Present | *USC Marshall Admission Committee, WBB Advisor*

Marshall School of Business, University of Southern California

2016-present | *Mentor and WBB Student Career Advisor*

Marshall School of Business, University of Southern California

2016-present | *Executive Committee and Visiting Professor*
Master in Cultural Diplomacy & Media for International Relations & Global
Communication, Università Cattolica del Sacro Cuore, Rome, Italy

2016 | *WBB Presentation Skills Workshop Presenter*
Center for Management Communication, University of Southern California

2016 | *Faculty Marshal*
University New Student Convocation, University of Southern California

2014-2015 | *University Lead*
Student Ambassador Program, USA Pavilion at 2015 World Expo in Milan, Italy

2015 | *Faculty Fellow*
Council on Communication Leadership, Annenberg School for Communication and
Journalism, University of Southern California

July 4, 2015 | *University Lead – USA National Day*
2015 World Expo, Milan, Italy

2015 | *University Liaison*
USC-USA Pavilion “Hollywood & Dine” Conference at 2015 World Expo, Milan, Italy

2014 | *Keynote Speaker*
University Explore Program, University of Southern California

2013-2015 | *Member of the Committee on Communication*
Marshall School of Business, University of Southern California

2013 | *Faculty Mentor, Cultural Detective for LINC program*
Marshall School of Business, University of Southern California

2012 | *Fulbright Scholarship Panel*
University of Southern California

2012 | *Merit Scholarship Faculty Interviewer*
Marshall School of Business, University of Southern California

2012 | *Marshall “Partners” Promotional Video: <https://vimeo.com/40739278>*
Marshall School of Business, University of Southern California

2011-2013 | *Admissions Faculty Representative, Northern California*
Marshall School of Business, University of Southern California

2011-2012 | *Faculty Coach, State Farm National Sales & Marketing Competition*
Marshall School of Business, University of Southern California

2011 | *Latino Business Students Association Keynote Speaker*
Marshall School of Business, University of Southern California

Professional Experience

UNITED STATES PAVILION AT EXPO MILANO 2015
Milan, Italy

2014-2015

Chief Communication Officer

As a Director and member of the executive team, I successfully led the overall management of communications and educational programming for the U.S. Pavilion at the 2015 World Expo in Milan and the Student Ambassador Program.

- I managed all U.S. Pavilion branding, communication, cultural and educational programming and served as primary liaison with the U.S. Department of State, U.S. Embassy in Rome, and U.S. Consulate in Milan.
- Stewarded relationship and special events involvement with University of Southern California, including USA National Day Expo-Wide event with the USC Marching Band and “Hollywood and Dine” Conference, among others
- The U.S. Pavilion received nearly 6 million visitors during the six months of Expo including heads of state, CEO’s of global companies, First Lady Michelle Obama, U.S. Secretary of State John Kerry and numerous NGO and government agency officials. The U.S. Pavilion was named the most visited and popular pavilion at Expo Milano 2015: <http://www.usapavilion2015.net>

THE GIAQUINTA GROUP / SPQR CONSULTING, LLC
San Francisco and Los Angeles, CA

2001-Present

Founder

The Giaquinta Group is an international brand marketing and communications consulting firm specializing in: Strategic Marketing & Communications, Effectiveness, Planning, Organizational Analysis & Design, Transformation, and Business Development. Clients retained and advised include some of the best known global brands and non-profits such as Hewlett Packard, Visa, General Motors, DaimlerChrysler, Sony, Toyota, World Expo 2005 Japan, U.S. Pavilion at the 2015 World Expo in Milan, MGM, Grocery Manufacturers Association, Netflix, and numerous start-up ventures.

- Created, developed, and organized an international symposium in Japan for the U.S. Pavilion at 2015 World Expo centered on “Technology and Innovation.”
- Secured funding and co-sponsorships from Time and Fortune Magazine, Nikkei Publishing Japan, Lounsbery Foundation, and the Council on Competitiveness in Washington D.C. Participants included top CEO’s, academics, and government policy leaders from Asia, Europe, and North America.
- The Giaquinta Group Advisory Board has included industry leaders Regis McKenna, Silicon Valley marketing guru; Peter Sealey, Professor of Marketing at U.S. Berkeley Haas School of Business and former Chief Marketing Officer for Coca Cola; Jay Chiat, Founder and Chairman of Chiat/Day Advertising; and Mike Medavoy, Oscar winning producer and Chairman of Phoenix Pictures.

- In 2006, The Giaquinta Group merged its practice into the nationally renowned Abernathy MacGregor Group, opening and heading its San Francisco/Silicon Valley office. AMG provides counsel to senior management and board members of business corporations and large organizations in six communications disciplines: strategic marketing & communications, transactions communications, corporate and financial public relations, executive communications, crisis management, and investor relations. The San Francisco office has provided client services to Yahoo, Gemstar, KLA Tencor, Lilly/ICOS, Barclays, Navistar and numerous legal, technology, consumer, and financial services firms. The Giaquinta Group became independent again in 2008.

SONY PICTURES ENTERTAINMENT
Culver City, CA

1998-2001

*Corporate Marketing & Communications
Executive Vice President, Corporate Officer*

As Executive Vice President, served as senior executive responsible for directing all aspects of corporate marketing & communications, including media relations, internal communications, and coordination with Sony Corp. of America and Sony Corp. Japan. Promoted from Senior Vice President in 2000.

- Organized and managed coordination of communications with each of Sony Pictures operating divisions, including motion pictures, television, home entertainment, and digital entertainment groups.
- Developed strategy and positioning for Sony Pictures communications in the area of convergence of entertainment content and digital technology in the emerging broadband distribution era.
- Represented Sony Pictures at Sony Global Brand Marketing Council which integrated Sony Music, Sony Electronics, and Sony Playstation companies.

SILICON GRAPHICS, INC.
Mountain View, CA

1996-1998

Vice President, Marketing

Senior executive in charge of global corporate marketing including public relations, employee communications, advertising, financial communications, brand strategy, crisis communications, government/community relations, and corporate website. Recruited to develop corporate repositioning and communications for turnaround strategy.

- Developed high-impact communications strategies and campaigns for vertical industries including entertainment, science & education, energy, manufacturing, and government.

- Downsized and developed hybrid internal/external manpower model to produce highly efficient, focused, and impactful solutions-oriented communications to consumers. Initiated branding, evaluation, study, and recommendations.

TANDEM COMPUTERS
Cupertino, CA

1994-1996

Vice President, Corporate Communications

Senior executive in charge of global public relations, advertising, marketing communications, internal communications, world wide web, corporate events, and trade shows. Recruited to develop repositioning and branding communications strategy for corporation. Managed a staff of 100 professionals.

- Reorganized department into a strategic force that is designed to plan and execute integrated communications campaigns,
- Implemented communications strategy for product transition to NT. Developed corporate strategy and transformation campaign to brand and reposition company.
- Tandem acquired by Compaq. Recruited to Silicon Graphics.

CHIAT/DAY COMMUNICATIONS (Formerly Bob Thomas and Associates) 1992-1994
Los Angeles, CA

President and Chief Executive Officer

Recruited by Chiat/Day to rescue and preserve BT&A's relationship with its major clients and to integrate the agency's marketing communications and public relations functions with Chiat/Day Advertising. In 1993, BT&A was the sixth largest public relations agency on the West Coast with billings of \$4.5 million and 40 employees.

As CEO, had four direct reports and personally supervised the McDonald's, consumer product, and new business functions. Agency established its reputation as a premier retail marketer in the automotive and fast-food sector. Due to acquisition of Chiat/Day, BT&A has been restructured and eventually sold.

- Successfully reestablished excellent relationship and service to clients. Developed Nissan Altima communications plan leading to the company's most successful midsize sedan sales launch in its history.
- Developed and implemented operational plan to strategically integrate BT&A with Chiat/Day.
- Upgraded BT&As capabilities to include marketing communications, strategic planning, public affairs, and issues/crisis management.

MERCEDES-BENZ North America
Montvale, NJ

1989-1992

Regional Operations Vice-President/Officer 1990-1992
Director of Public Relations 1989-1990

Served as West Coast regional executive reporting to the president and responsible for sales, marketing, distribution, and business management functions of Mercedes-Benz and its 89 dealers.

Recruited as senior team executive responsible for North American corporate and product public relations before being promoted to regional vice- president.

- Successfully organized and implemented regionalization of Mercedes operations by establishing semi-autonomous West Coast field organization. Developed and staffed new functions in marketing, legal, finance, and human resources as well as reorganizing sales, service, parts, and port operations.
- Created regional PR programs and offices in the U.S. and established international communications network with other Mercedes public relations offices worldwide. First to coordinate and integrate PR activities with advertising functions.

TOYOTA MOTOR SALES, USA
Los Angeles, CA

1980-1989

National Car Advertising Manager 1988-1989
National Public Relations Manager 1985-1988
Government & Community Relations Manager 1980-1985

- Directed product and retail advertising functions of company's car line models. Liaised with advertising agency, including on successful strategic and creative development for new Celica and Camry advertising campaigns as well as production and media planning.
- Developed strategic communications plan for launch of Lexus, company's new luxury division. This included brand development and positioning product as "value-oriented alternative to European luxury models.
- Created media trip to Europe for U.S. journalists to test-drive Lexus models in high-speed European driving conditions. Generated extensive favorable comparisons between Lexus and European luxury cars in major newspapers and magazines prior to official launch of product into the marketplace. Promoted to national advertising manager.
- Liaised with corporate headquarters at company's Washington government office.
- Directed national corporate community relations and philanthropy programs.

Professional Associations and Certifications

2020 | USC CET-Accelerated Online Teaching Certificate

Successfully completed USC intensive online teaching certification program

2018 | Cultural Orientation Approach (COA) Academic Certified Practitioner

Successfully completed TMC/Berlitz Princeton NJ online course requirements

Arthur W. Page Society

Former member of the invitation-only professional organization of the country's most senior executives and academics in the field of corporate communication

American Cinematheque, Egyptian Theater, Hollywood, CA

Former member, Board of Directors

USC-SCAEPA Praetors, School of Public Administration

Former President

University of California at Berkeley Haas School of Business

Marketing a