

REBECCA D. HEINO, PH.D.

Curriculum Vitae

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310-210-5756

EDUCATION

- 2003 **Ph.D. in Organizational Communication**, Annenberg School of Communication, University of Southern California, Los Angeles, CA
Research focus on information and communication systems in organizations
Chair: Dr. Patricia Riley
- 1999 **MA in Communication**, USC, Los Angeles, CA
- 1995 **BA in Speech Communication**, Pepperdine University, CA, Magna Cum Laude

ACADEMIC EMPLOYMENT

- 2021-
Current **Professor of Clinical Management & Organization**, Marshall School of Business, University of Southern California
- 2018-20 **Academic Director, Master's in Strategic Communication**, School of Professional Studies, Columbia Univ.
- Program has 4 formats: Executive, Full-time, part-time and San Francisco hybrid with approximately 200 students, 5 full-time faculty and 30 adjuncts
 - Responsible for the academic excellence, curriculum, faculty hiring and development, admissions, budgeting, marketing strategy, alumni outreach and student experience
 - Increased applications by 300% in the past few years & launched two new formats
 - Created new faculty orientation and training
 - Developed meaningful programming for students, faculty and alumni
- 2015-20 **Senior Lecturer in Discipline**, Communication, School of Professional Studies, Columbia
- 2017-18 **Interim Academic Director, Career Design Lab in San Francisco**, SPS, Columbia U.
- Supported launch of SPS center in San Francisco – develop school site
 - Worked with Program Directors to offer 4 master's programs with SF cohort/residencies: Applied Analytics, Bioethics, Strategic Communication, Technology Management
- 2015-17 **Executive Director, Communication Division**, SPS, Columbia U.
- Accountable for 4 programs: Executive Master's of Strategic Communication, Master's of Strategic Communication, Master's of Narrative Medicine, & American Language Program, 3 program directors
 - Helped set curriculum direction, hire faculty, manage budgets
 - Revised the MS in Strategic Communication curriculum
 - Oversaw the alignment of the full-time and executive programs under one name
- 2009-15 **Teaching Professor (Full, 2014)**, McDonough School of Bus, Georgetown Univ.

- 2004-09 **Assistant Professor**, McDonough School of Bus, Georgetown Univ.
- 2003-04 **Visiting Assistant Professor**, London UK Program, Annenberg, USC
- 2002-04 **Assistant Lecturer**, Office of the President, USC
The Art and Adventure of Leadership, co-taught by **President Steven Sample and Distinguished Professor Warren Bennis**
- 1999-03 **Facilitator**, Experiential Learning Center, Marshall School of Business, USC
 Facilitated and developed organizational simulations and experiential learning activities
- 2000-02 **Lecturer**, Annenberg School for Communication, USC

AWARDS & HONORS

- Faculty Distinction Award, 2019, Columbia University
- Recipient, Dean's Research Award, with Wallen, for Cross-cultural research, 2019-20, Columbia
- Invited to join the Arthur W Page Society for senior communication executives, 2017
- Faculty Distinction Award, 2017, Columbia University
- Best Paper Award, 2005, International Communication Association, CAT
- Best Paper Award, 2004, European Academy of Management, HR
- Fellowship recipient (full-funding), 1996-2001, Annenberg School of Communication, USC
- Outstanding Teaching Assistant of the Year Award, 2000-2001, USC
- Outstanding Executive Board Member, Graduate and Professional Student Senate 1999-2000
- Best Graduate Student Paper in Organizational Communication, 1996-1997, USC

TEACHING AT MARSHALL SCHOOL OF BUSINESS, UNIV OF SOUTHERN CALIFORNIA

UNDERGRADUATE TEACHING

- *Organizational Behavior and Leadership* – core course focused on individual, team, and organizational level aspects of organizations

MBA TEACHING

- *Marshall Leaders Fellowship Program* – selective year-long leadership development program for top leaders in the MBA program; Includes 2nd year MBAs coaching 1st year teams

TEACHING AT COLUMBIA UNIVERSITY, SCHOOL OF PROFESSIONAL STUDIES

MASTER'S in STRATEGIC COMMUNICATION (Average student evaluation rating for all courses = 4.4/5 and electives = 4.8/5)

- *Reflective Leader* - Developed and taught a new core course on leadership and organizational behavior
- *Critical Conversations* - focus on having more effective difficult conversations; use Baron's EQi for emotional intelligence assessment and the Thomas Killman Conflict Styles assessment

- *Compelling Communicator* (Strategic Communication)– developed a new course in presentations, cross-cultural comm and conflict resolution to be offered in multiple master's programs in the School of Professional Studies
 - In Spring 2017 offered across 7 sections, 350 students in the MS in Applied Analytics program; directed 5 faculty and 7 associates
- *Strategic Storytelling* - develop & deliver effective stories at individual and organizational level

EXECUTIVE MASTER'S IN STRATEGIC COMMUNICATION, hybrid (online + f2f) format

- *Reflective Leader* - Developed and taught a new course on leadership and organizational behavior
Faculty lead for course - currently being offered across 4 sections and I am faculty lead responsible for course consistency, grading calibration, and coordination of assignments and experiential activities

EXECUTIVE EDUCATION (non-degree programs)

- Program director and faculty in the *Strategic Communication: International Perspectives* executive program, 2016, 2017, 2019
 - Taught cross-cultural communication to comm executives from around the world
 - Planned program and hired faculty; set up site visits and cultural activities
- Faculty director and taught in leadership development program for NYPD leadership team, 2016-2017

TEACHING AT MCDONOUGH SCHOOL OF BUSINESS, GEORGETOWN UNIV

UNDERGRADUATE TEACHING (Average student evaluation rating = 4.4/5)

- *Management Communication* – focused on written communication and verbal communication skills in an organizational setting
- *Intercultural Communication* – taught effective communication across cultures

MBA TEACHING (Average student evaluation rating for core 4.3/5 & electives = 4.5/5)

- *Structure of Global Industries* – core MBA course using an integrated teaching approach; focused on presentations and team dynamics and my colleagues covered macro economics and ethics
- *Leadership & Social Intelligence* - core MBA course using an integrated teaching approach; focused on cross cultural intelligence, gender, communication technologies and speech acts
- *Management Communication* – core MBA course with a focus on verbal and written communication
- *Managing Cross-Cultural & Diverse Teams* - intensive learning course on effective management of teams and dealing with cross-cultural diversity
- *Critical Conversations* - focused on having more effective difficult conversations; use Baron's EQi for emotional intelligence assessment
- *Advanced Oral Presentations* - effective presentations with a focus on persuasion, organization and delivery; rely on experiential activities and feedback for student growth.
- *South Africa Global Residency* in Johannesburg from 2009 to 2015. Direct program of 40-60 MBA students consulting to 8-15 companies each year in South Africa. Included a module on political, social and business climate in SA and a week-long trip to Johannesburg.

MASTER'S IN FINANCE, hybrid format

- *Management Communication* – taught how to develop, structure and present ideas persuasively
- *South Africa Global Residency* – helped prepare students for their South Africa global residency, and built client relationships for consulting projects.

EXECUTIVE MASTER'S IN LEADERSHIP

- *Leading Teams* – how to create and lead effective teams for executives
- *Communication* – presenting your ideas persuasively to your audience
- *Personal Leadership Action Plan* – cumulating course of the program which focused on bringing together their leadership learning into a personal development plan
- *Closing residency* – Organized the final closing residency which included experiential learning, speakers, reflection, and closing thoughts

EXECUTIVE MASTER'S IN BUSINESS ADMINISTRATION

- *Emotional Intelligence* - co-taught an elective class in developing EI for leaders

EXECUTIVE EDUCATION (non degree programs)

- Taught programs on a variety of topics including leadership styles, emotional intelligence, cross cultural intelligence, presentations, organizational change, critical conversations and strategic communication.
- Academic Director for KPMG Latin American Partners program. Worked with the client to develop the program, hire faculty and coaches, and deliver in 3 modules: Brazil, Mexico & Washington, DC.
- Clients include (but not limited to): Nextel, Rio Tinto, KPMG, AARP, Nigerian Institute of Management, International Finance Corporation, Abengoa, Industrial & Commercial Bank of China, South Korean Telecom

TEACHING AT UNIVERSITY OF SOUTHERN CALIFORNIA, ANNEBERG SCHOOL OF COMM

UNDERGRADUATE TEACHING

- *Globalization and Organizations* and *Comparing British and U.S. Media* to undergraduates participating in the study abroad program to London.
- *Business and Professional Communication*, and *Organizational Communication*, emphasized written and verbal communication skills in an organizational setting. Incorporated business simulations, interviews with outside organizational members, and students' personal reflection on their experience as members of USC as innovative teaching methods.
- *Communication in the Virtual Group* and *Introduction to Communication Technology*. Both classes had a strong emphasis in communication technology, at the theoretical and practical level.
- *Human Communication Principles and Practices*, included public speaking skills as well as interpersonal communication theory.

MASTER'S IN COMMUNICATION

- *Uses of Communication Research*, focused on quantitative research methods, such as surveys, focus groups, content analysis and interviews, as well as how to analyze data using statistical analyses in SPSS.

EXECUTIVE EDUCATION

- Consulted and led small groups for the Navy, DOD and State Department (with Naval Postgraduate Academy) in strategic communication workshops in which participants developed strategic communication plans around an initiative.

PUBLICATIONS (3790 Citations total)

Heino, R, Ellison, N. & Gibbs, J. (2010). Relationshopping: Investigating the market metaphor in online dating. *Journal of Social and Personal Relationships*, 27(4), 427–447.

Ellison, N., Heino, R. & Gibbs, J. (2006). Managing impressions online: Self-Presentation processes in the online dating environment. *Journal of Computer-mediated Communication*, 11(2), article 2.

Gibbs, J. L., Ellison, N. B., & Heino, R. D. (2006). Self-presentation in online personals: The role of anticipated future interaction, self-disclosure, and perceived success in Internet dating. *Communication Research*, 33(2), 152-177.

Fulk, J., Heino, R., Flanagin, A., Monge, P., Bar, F. (2004). A test of the individual action model for organizational information commons. *Organization Science*, 15(5), 569-585.

Kalman, M. Monge, P. Fulk, J. & Heino, R. (2002). Motivations to resolve communication dilemmas in database-mediated collaboration. *Communication Research*, 2, 125-154.

Heino, R. (2000). New sports: What’s so punk about snowboarding? *Journal of Sport and Social Issues*, 24, 176-191.

Riley, P., Mandavilli, A., & Heino, R. (2000). Observing the impact of communication and information technology on “Net-work.” In Herman, A.M., U.S. Secretary of Labor, (Ed.), *Telework: The New Workplace of The 21st Century* (pp. 140-154). Washington D.C.: American Department of Labor.

Becklund, L., Heino, R. & Gibbs, J. (1998) *Ready or not: Journalism in the 21st Century*. Study funded by the Soros Foundation, New York, NY and published by the Annenberg School for Communication, USC.

CONFERENCE PRESENTATIONS/ INVITED TALKS

Heino, R. “Teaching with Bafa Bafa simulation” in the “How Do You Teach Diversity?” Lightning Roundtables, Association for Business Communication Conference, 2020

Heino, R. & Wallen, A. *An Exploration of Student Norms, Social Identity and Cultural Intelligence in Universities with Professional Schools*, Western Academy of Management, 2020

Heino, R. Building Your Cultural Intelligence (PDW) at International Academy of Management, 2020

Heino, R. “Talking to the Ploy” in the “How Do You Teach Diversity?” Lightning Roundtables, Association for Business Communication Conference, 2018

Panel participant, “Cross-cultural versus Global communication,” World Communication Forum, Geneva, Switzerland, 2017

Invited talk, "Diversity and Inclusion in Organizations", Diversity Group at Boeing Headquarters, 2017

Heino, R., Sheline, A., & Tinsley, C. Egyptian & US Stereotypes of Negotiators: A Qualitative Pilot Study. International Association for Conflict Management, Istanbul, Turkey, 2011.

Tinsley, C., Turan, N., Weingart, L., Aslani, S., & Heino, R. Western and Middle Eastern Models of Inter-cultural Dispute Resolution. Academy of Management, 2011.

Reinsch, L., Turner, J., & Heino, R. Interpersonal Presence in Virtual and Blended Workplaces. International Communication Association, 2009.

Reinsch, L., Turner, J., & Heino, R. Presence and Productivity in Virtual and Blended Workplaces. INFORMS, 2008.

Heino, R. Adoption and Implementation of new ICTs: Resolving Conflicting Institutional Pressures. Academy of Management Conference, 2008.

Gibbs, J.L., Heino, R. D., & Ellison, N. B. "Managing Privacy and Self-Disclosure in Online Dating." International Communication Association Convention, in Dresden, Germany, 2006.

Riley, P. & Heino, R.D. "The World Trade Organization: The Challenges of Globalization and Communication Technology." International Communication Association Convention, in Dresden, Germany, 2006.

Ellison, N., Gibbs, J. & Heino, R. "Social Networks in Online Dating: The Strength of No Ties?" National Communication Association Annual Conference, 2005.

Riley, P. & Heino, R.D. ".Globalization and the World Bank: Knowledge Management, Collaboration, and Communication Technology." International Communication Association Convention, 2005.

Heino, R. D., Ellison, N. B., & Gibbs, J. L. "Are We a 'Match'? Choosing Partners in the Online Dating Market." International Communication Association Convention, 2005.

Gibbs, J. L., Ellison, N. B., & Heino, R. D. "Self-Presentation in Online Personals: The Role of Anticipated Future Interaction, Self-disclosure, and Success in Internet Dating." National Communication Association Convention, 2004.

Ellison, N. B., Heino, R. D., & Gibbs, J. L. (2004). Truth in Advertising?: An Exploration of Self-presentation and Disclosure in Online Personals." International Communication Association, 2004.

Heino, R. "Privacy and Policy at Brokerhouse." European Academy of Management in UK, 2004.

Heino, R. "Coevolution of Organization and Technology: A Case Study of BrokerHouse." International Communication Association Convention, 2003.

Fulk, J., Heino, R., Flanagin, A., Monge, P., Kim, K., & Lin. W. "Intranet Functionality as Collective Action." International Communication Association Convention in Mexico, 2000.

Kalman, M., Fulk, J., Monge, P. & Heino, R. "Resolving Communication Dilemmas in Database-Mediated Collaboration." International Communication Association Convention Mexico, 2000.

Heino, R. "Dialogue and Computer-mediated Communication." National Communication Association Convention, 1998.

Heino, R. "Perceived Gain in Organizational Communication and Information Systems.", USC Interdisciplinary Graduate Student Conference, 1998.

Heino, R. & Prosser, T. "Persuasion and Ideal Body Image: The Role of Source Credibility and Gender in Attitude Change Toward the Female Body Image." Western States Communication Association, 1998.

Rumsey, S., Matei, S., Gibbs, J, Heino, R. & Lee, B. "Process Versus Product: Collaboration in Organizational Alliances." International Communication Association Conference in Canada, 1997.

Heino, R. "Bob Dylan's Folk-Protest Music: A Rhetorical Criticism." Rhetorical Criticism Conf, 1995.

SERVICE TO THE INSTITUTION

- Member, A&S-wide committee on the Study of Lecturers, Columbia, 2017-2019
 - Gather survey data from Lectures/Senior Lecturers across the Arts & Sciences
 - Address faculty issues around compensation, title, reviews, for equity across Arts& Sciences
 - Create report with recommendations to improve the Lecturer line
- Member, Academic Excellence Committee, Columbia U, SPS, 2015 - 2020
 - Review all new and revised SPS courses for academic rigor and quality (up to 100/year)
 - Review and approve new academic programs
 - Develop and approve academic policy
- Member of the Women's Gender & Sexuality Studies Council, Columbia U; 2015-2020
- Member, search committee for full-time faculty for MS in Strategic Communication, 2019-2020
- Member, Senior Lecturer 5th year review committee for MS in Bioethics, Spring 2020
- Member, Marketing and content committee for SPS Spring 2020
- Member of the hiring committee for Outreach director for admissions, Spring 2020
- Chair, faculty search committee for full-time faculty for MS in Strategic Communication, 2018-2019
- Member, Lecturer 2nd year review committee for 2 full-time faculty, Spring 2019
- Chair, Senior Lecturer Review Committee for full-time faculty, 2019
- Chair, Senior Lecturer Review Committee, for FT faculty in MS in NonProfit Management, 2018
- Chair, faculty search committee for full-time faculty for MS in NonProfit Management, 2017-2018
- Member, Lecturer 2nd year review committee, 2018
- Member, Senior Lecturer Review Committee, 2017-2018
- Participant in all day retreat to create direction for online programs at SPS, 2018
- Coordinate Speaker Series for MS in Strategic Communication, 2016 - present
 - Each semester invite 2-3 high-level speakers for 50-80 students, faculty & alum
- Helped develop inaugural full-time faculty orientation, served as MC, 2017
 - Half day orientation for new full-time faculty: resources, culture at SPS, welcomed to the community
- Chair, Website Review Committee (faculty, alumni, student), 2017
 - Gather & incorporate feedback from major stakeholder groups across CU about new SPS

- website
 - Conducted surveys, interviews and focus groups of students, faculty, alumni, & administration
 - Produced a report of statistical and thematic results for new website strategy
- Member, Pedagogical and Faculty Development Committee, 2017
- Chair of the faculty search committee for full-time faculty for MS in Strategic Communication, Columbia U 2016 & 2017
- Chair of the academic review committee for a full-time faculty member's 5-year review, Columbia U 2016-17
- Member of the faculty search committee for full-time faculty for 4 MS programs, Columbia U 2017
- Faculty guide on global trek to South Africa for 40 MBA students, Columbia U, 2017
- Served on recruitment committees for Head of Marketing, Associate Dean of Faculty, CU 2016
- Member of the Provost's Advisory Committee, GU; 2013 – 2015
- Member of the Graduate Curriculum and Studies Committee, MSB, 2009 – 2105
- Member of the Evening Program Advisory Committee, MSB, 2009 – 2011
- Chair of the Onboarding Committee for new faculty, MSB, 2009–2011
- Member of the Ranking Committee, MSB, 2010 – 2011
- Created & presented a faculty training session with Carlson & Pinkowitz on leveraging overlaps in the classroom. Fall 2010
- Informal Junior Faculty representative for MSB: Created monthly junior faculty lunches to support research, 2007-2009
- Communication advisor, MSB undergraduate case competition teams, traveled to Austin, TX case competition in 2008. 2004 – 2011
- Moderator, Corporate Social Responsibility Panel for MBA students, 2008
- Member, Honor Council for Georgetown University, 2005-2007
- "Using video for reflection in the Classroom." Presentation for the CNDLS workshop titled: Beyond the Term-paper: Assigning video for student projects at the CNDLS Teaching Institute, May 2007
- Moderator of Consulting Day Panel for MBA students, September 2007
- Committee member and speaking coach for Tropoia Speakers 2006 & 2007
- Communication coach for undergraduate consulting club, 2007-2008
- Case Judge for the MBA's Fedex Integrative Course, Georgetown University, August 2006 & 2007.
- "Moving From Me to You: Connecting to the Audience in Presentations." Presentation for the Master's program in the School of Foreign Service, Georgetown University, 2006.
- "Persuasively Making Your Case." Presentation for MSB teams representing GU in Case Competitions, 2005 & 2006
- Faculty Representative for the USC Alumni Club of London. 2003-2004.
- Ex Officio Member-at-Large of the Center for Excellence in Teaching at USC. 2001-2002.
- Member of the Graduate and Professional Advisory Committee. Provost led, USC. 2001-2003
- Member, Graduate and Professional Studies Committee, USC 1999-2001
- Communications Chair, Graduate and Professional Student Senate, USC, 1998-2000

SERVICE TO THE PROFESSION

- Member of Editorial Board for Journal of Communication, 2008-2010
- Organized the *Harvard Business School all day workshop on effectively using cases* in the

classroom. Spring 2010

- Associate Editor, Organizational Communication and Information Systems division of the Academy of Management, 2007 & 2009
- Guest Reviewer, *Journal of Consumer Psychology*, Durairaj (Mahesh) Maheswaran, Editor, 2006
- Reviewer for the Organizational Communication division of the International Communication Association, November 2005, 2006.
- Case Judge for “Dark Side” Competition of Case Studies, National Communication Assoc, 2004.

SKILLS & CERTIFICATIONS

Financial simulation, Certified

Leadership coaching, Certified from Georgetown University

Certified in Baron’s EQi assesement for Emotional Intelligence

Certified in Cultural Intelligence (CQ) assessment

Certified in Experience Point Change Management Simulation

Administer DISC assessment

Qualitative Research: Interviews, Focus Groups

Quantitative Research: Survey design

Presentation/Delivery

Training and Education

PROFESSIONAL AFFILIATIONS

Academy of Management

Arthur Page Society

Association of Business Communication

International Communication Association

National Communication Association