

# JODY TOLAN

Lecturer, Management & Organization  
University of Southern California  
Marshall School of Business  
Los Angeles, CA

## EDUCATION

Master in Business Administration 1998  
University of Southern California, Los Angeles, CA  
Dean's List, Beta Gamma Sigma Honor Society, Co-President/USC Marshall Graduate Women in Business

Bachelor of Arts, Major: American Government and International Relations 1982  
Smith College, Northampton, MA  
Junior Year Abroad Studies in Politics and Economics at University of Kent, Canterbury, England

## ACADEMIC EXPERIENCE

*Lecturer, Full Time* 2007 to Present  
Department of Management and Organization  
USC Marshall School of Business, Los Angeles, CA

### Teaching

Faculty Director, USC Marshall Summer Business Program  
Course Coordinator & Instructor, BUAD 304: Leading Organizations, undergraduate core course in Organizational Behavior

### Publications

Back to School? Ask the Right Questions First (2001), *Los Angeles Business Journal*

### Service

Undergraduate Committee on Critical Thinking (2011 to present)  
Marshall Faculty Mentor (2012-2013)  
Marshall International Case Competition, Judge (February 2009-2012)

### Executive Education & Presentations

Workshop on Understanding Strengths in Effective Teams, USC Student/SHRM Session (Fall 2010)  
Workshop on leadership, high performing teams and effective decision making, Central Conference of American Rabbis and Hebrew Union College (October 2009)  
*Presenter, Navigant Consulting Annual Women's Leadership Conference (2007)*  
Workshop: Taking Your Already High Performing Team to New Heights

### *Teaching Assistant*

BUAD 304, Organizational Behavior, USC Marshall School of Business, Los Angeles, CA

- Developed and taught lab sessions for undergraduate students. (2005-2006)

Organizational Behavior Core Course, USC Marshall School of Business, Los Angeles, CA

- Assisted Professor Morgan McCall with course materials, case selection and grading. (1997-1998)

## PROFESSIONAL EXPERIENCE

*Director, Program Design & Development* 2000 to 2007  
Office of Executive Education  
USC Marshall School of Business, Los Angeles, CA

- Designed and developed custom executive education programs for a diverse range of domestic and international corporate clients to support their organizational goals. Worked with client representatives and faculty to identify program objectives, develop effective curriculum, and select appropriate delivery options.
- Experienced in designing professional degree programs and successful in obtaining requisite approvals at the University level and with the Western Association of Schools and Colleges (WASC).
- Responsible for program development, design & delivery of "open enrollment" programs and conferences. Supervised program staff within the Office of Executive Education.

- Designed GSBA 520: Business Fundamentals for Non-Business Majors with Marshall faculty which was approved by USC Curriculum Committee to meet degree requirements for USC Annenberg School of Communications.
- Selected as Team Leader to develop curriculum and deliver professional masters degree program, the Master of Medical Management working with faculty from the Marshall School, Keck School of Medicine and School of Policy Planning and Development, staff and USC administrative services.
- Managed the re-launch of the Management Development Program, an open enrollment program for mid-level managers and entrepreneurs. Responsible for program development, marketing and delivery of the program.
- Served as Team Leader in contractual dispute with provider of online course materials, which led to the successful settlement giving USC the sole rights to use the materials when the vendor entered bankrupt proceedings.
- Managed the successful turnaround of a distance-learning certificate program delivered in Japan, which improved program curriculum, technology delivery and overall student satisfaction.

*Principal*

1998 to 2000

J. Tolan Consulting, Pasadena, CA

- Strategic planning and business plan development for small-sized companies.
- Internal and external corporate communications development.

*Marketing Associate*

Summer 1997

B. Castle Smith & Company, Pasadena, CA

- Developed and executed marketing strategies for health care consulting firm.

*Pacific West Regional Chair, National Alumnae Admissions Committee*

1992 to 1995

Smith College, Northampton, MA

- Served on national board which managed an international network of alumnae responsible for the identification and recruitment of students for Smith College.
- Analyzed student demographics and developed marketing strategies increasing the number of applicants and students choosing Smith from 5 Pacific Western states.
- Identified issues affecting volunteer recruitment and retention; developed and designed brochure to address these issues. Distributed brochure to local clubs and through registration materials at reunion weekends. Number of volunteers increased an average of 20% nationwide.

*Manager, Finance and Administration*

1989 to 1990

Clark & Weinstock, New York, NY

- Managed finance and operations and provided client services for communications consulting firm; developed and managed budget of over \$1 million.
- Designed and wrote corporate communications plan for emerging cable network.

*Research Director*

1987 to 1989

Sawyer/Miller Group, New York, NY

- Promoted through a variety of positions with this international corporate and political consulting firm.
- Managed and conducted analytical research on companies, industries and issues for clients and associates. Served on Senior Management Marketing Committee.
- Teamed on engagements which successfully developed and implemented corporate communications programs for clients including Fortune 500 companies.
- Developed marketing materials and managed public relations efforts for firm.

*Assistant Director*

1985 to 1987

Democratic Leadership Council, Washington, DC

- Coordinated national issues forums, press conferences and other media events, fundraisers and special activities for membership of nationally prominent Democratic leaders.
- Managed staff of 6 and annual budget which grew from \$300,000 to \$750,000.

Other Relevant Experience:

*Staff Assistant*

Office of Senator Paul Tsongas, Washington, DC

- Coordinated community service legislation serving philanthropic and constituent interests.

## PROFESSIONAL ASSOCIATIONS

- Member, Academy of Management
- Member, Society for Human Resources Management
- Member, American Society for Training & Development
- Member, Public Relations Society of America
- Member, USC Distance Learning Networking Group and USC Distance Learning Pedagogy Group, which explores best practices and current research in the fields of distance learning technology and educational effectiveness.
- Tournament of Roses, Active Member

## BUSINESS ACCOMPLISHMENTS

- Designed and delivered a one-day workshop on leadership, high performing teams and decision making for Rabbis with senior management responsibilities sponsored by Hebrew Union College and the Central Conference of American Rabbis.
- Designed and delivered an interactive half-day workshop *Taking Your High Performing Team to New Heights* at the Navigant Consulting Women's Conference.
- Designed and developed integrated two-week management development program for middle managers at Thailand Government Savings Bank to build a more responsive, flexible and competitive organization. Program highly-rated and credited with building a defined and expanded entrepreneurial skill-set for the Bank's managers.
- Designed and developed Excellence in Leadership Program for a leading banking institution to enhance strategic thinking and planning skills among the senior executive team. Identified program modules, selected faculty and managed client expectations over the multi-year program.
- Designed, developed and facilitated four-week Leadership & Management for Dental Professionals, a comprehensive, business certificate program designed specifically for oral health care providers to develop critical leadership and business management skills in order to better manage their practices, take their business enterprise to the next level or assume senior management positions in health care organizations.
- Managed the successful turnaround of a distance-learning certificate program in business administration delivered in Japan, which improved program curriculum, technology delivery and overall student satisfaction.
- Managed the proposal development process and WASC approval of the USC Marshall School Global Executive Masters of Business Administration to be delivered in Shanghai, China at the request of the Vice Dean of Graduate Programs.
- Managed the development and WASC approval "with commendation" of a distance-learning Master of Management degree program. Served as Team Leader, wrote the proposal and coordinated with Marshall School Deans and program faculty, and the USC Associate Provost to meet both WASC requirements as well as USC and Marshall School strategic directives.
- Researched geographic markets to identify those with potential for generating increased media coverage of national issues forums, press conferences and other media events. Subsequently, developed programs and managed logistics with all participants and their staffs including targeting press coverage. Raised funds equal to ½ of the annual budget and increased national profile of organization.
- Cultivated a solid working relationship with client and established a system for capturing all expenses relating to production of each advertisement produced for political campaign. Monitored activities of both the production/creative staff and the project accountant. Successfully collected \$4 Million on all invoices the first week in November, an unprecedented achievement for this industry.
- Established a formal process to manage new business development. Scheduled regular marketing meetings, researched firms to target and developed a list of companies for communications/strategy work. Monitored activities and maintained progress and status reports. Expanded client base by 6 new clients in the first six months of efforts, well on the way to the annual goal of 10 new clients.

- Reviewed regional alumnae recruitment activities, motivated local leaders to increase local recruitment efforts, evaluated and redesigned communication processes including creation of a regional newsletter that supported alumnae recruitment activities. Alumnae participation in local communities increased by 10-30%; applications increased 5-15% across the region.