

**MARCO APONTE-MORENO**  
Professor of Clinical Management and Organization  
USC Marshall School of Business  
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### Academic Appointments

- **Professor of Clinical Management and Organization**  
USC Marshall School of Business, August 2022 - present
- **Associate Professor, Management Department (tenured)**  
School of Economics and Business Administration  
Saint Mary's College of California, 2019 – July 2022
- **Assistant Professor, Management Department**  
School of Economics and Business Administration  
Saint Mary's College of California, 2016 – 2019
- **Senior Lecturer (full-time), Organizations and Innovation Department**  
UCL School of Management, University College London, UK, 2012 – 2016
- **Lecturer (full-time), Strategy and International Business Department**  
Surrey Business School, University of Surrey, UK, 2010 – 2012
- **Lecturer (full-time), International Business and Modern Languages Program**  
School of Social Sciences and Humanities, Aston University, UK, 2008 – 2010

### Academic Appointments During Graduate School

- **Full-time Instructor, Spanish**  
Princeton University, 2005 – 2006 & 2007 – 2008
- **Full-time Instructor, Spanish**  
New York University, 2004 – 2005

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### Industry Experience

- **Assistant Vice President, Global Corporate Finance Department** (focusing on Latin American business), Mizuho Corporate Bank, New York, NY, 2001 – 2003
- **Senior Risk Financial Analyst, Global Commodities Division** (focusing on sugar trading in Latin America), ED&F Man Group, New York, NY, 1999 – 2001
- **Business Analyst, International Finance Division** (Latin American branches), Crédit Lyonnais Bank, New York, NY, 1997 – 1999
- **Financial Reporting Analyst, Finance Division** (Latin America), Miami, FL, 1995 – 1997

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### Education

- Ph.D., CUNY (GC), Leadership Discourse Analysis, Hispanic Sociolinguistics Program, 2008
- M.B.A., Nicholls State University - Louisiana, International Business, 1995
- Master's degree in Languages and Business (Maîtrise), University of Paris – Sorbonne, 1993
- Bachelor's degree in Modern Languages (Licence), University of Paris – Sorbonne, 1992

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## Courses Taught at USC Marshall

- **Undergraduate Program in Business Administration**
  - Management and Leadership (BUAD 304)
  - Strategy (BUAD 497)

## Courses Taught at Saint Mary's College

- **Executive MBA Program**
  - Managing and Leading Organizations (ORB 551)
  - Managing Global Competition (GMAN 513)
- **Professional MBA Program**
  - Social Entrepreneurship from a Global Perspective (MGT 352)
  - International Business (MGT 314)
- **Master's in Management and Technology**
  - Managing Contemporary Organizations and Leading Teams (ORB 405)
- **Undergraduate Program in Business Administration**
  - Managing and Leading Organizations (BUSAD 131)
  - Managing the Global Firm – Cross-cultural Management (BUSAD 185)
  - Global Business (BUSAD 180)
  - Strategic Management (BUSAD 140)
  - Leadership Communication across Cultures (JAN 124)
- **Executive Education**
  - Building Strong Teams (for Provident Credit Union)

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## Courses Taught at Other Universities

- Leadership, Cross-cultural Management, Business Communication and Ethics, International Trade, International Business Research, International Business Environments in Latin America.

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## Academic Publications in Management and Leadership

- “Immigration as a Leadership Crucible among Global Leaders”. Aponte-Moreno, M. In *The Study and Practice of Global Leadership* (ed. Perruci, G.), Bingley, UK: Emerald Group, 2022.
- “Telling Stories to Develop Empathy: An Experiential Exercise for Future Leaders”. Aponte-Moreno, M., *Journal of Leadership, Accountability and Ethics*, v.18(5), 2021
- “Developing Empathetic Leaders through Storytelling”. Aponte-Moreno, M., *Organizational Aesthetics*, v. 9 (1): 109-118, 2020.
- “Transformational Leadership: Lessons from the Venezuela’s System of Youth Orchestras”. Aponte-Moreno, M., *Journal of Leadership Studies*, v. 8 (3), 2018.
- “Telling Personal Stories to Communicate Authentic Leadership: A Cross-cultural Perspective”. Aponte-Moreno, M. & Koulouris, K. In Chin, J. L., Trimble, J. E., & Garcia, J. E. (eds.), *Global and culturally diverse leaders and leadership: New dimensions, opportunities and challenges for business, industry, education and society*. Bingley, UK: Emerald Group, 2018.
- “Classical Music as an Instrument to Foster Leadership Skills for Social Change: The Case of Venezuela’s El Sistema”. Aponte-Moreno, M. & Lattig, L. *Journal of Social Change*, v. 9(1), 2017.

- “Writing and Enacting Ethical Dilemmas: Using Drama to Foster Responsible Leadership Behavior” (Symposium). Aponte-Moreno, M. *Journal of Leadership Studies*, v. 11 (2). 2017.
- “Embodying Authentic Leadership: An Actor's Perspective”. Aponte-Moreno, M. In Schuyler, K., Baugher, J., Jironet, K. and Lid-Falkman, L., (eds.) *Leading with Spirit, Presence, and Authenticity*. New York: Jossey-Bass. 2014.

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### **Other Academic Publications**

- "Immigration as a Leadership Crucible." *ILA Intersections* (January 2020)
- “Assessing and Reviewing Cultural Transactions in International Companies”. Dippold, D., Angouri, J. Aponte-Moreno M. and Hagen S. UK Research Project and Report commissioned by the UK Arts and Humanities Council. 2013.
- “Hugo Chávez: Rhetoric Made in Havana”. Aponte-Moreno, M & Lattig, L. *World Policy Journal*, v. 29: 33-42, 2012.
- “Making Short Films as a Motivational Tool in Higher Education”. Aponte-Moreno, M. In *Camera, Action and the Brain*. Maher Bahloul & Carolyn Graham (eds.), Cambridge: CSP. 2012.
- *Metaphors in Hugo Chavez's Political Discourse: Conceptualizing Nation, Revolution, and Opposition*. Aponte-Moreno, M. Saarbrücken: VDM. [Monograph based on Ph.D. dissertation] 2009.
- “Everyday use of Spanish among bilingual teachers in New York City and their attitudes toward the language”. Aponte-Moreno M. & Herrera N. *LL Journal*. v. 3(1), 2008.

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### **Conference Presentations in Management and Leadership**

- “Immigration as a Leadership Crucible among Global Leaders.” (2020) The 22<sup>th</sup> Annual International Leadership Association Conference. Virtual conference.
  - “Exploring Acting Techniques to Develop Leadership Communication Skills.” (2019). 84<sup>th</sup> Annual International Conference. Association for Business Communication, Detroit, MI.
  - “Developing Empathetic Leaders through Storytelling and Performance.” (2018). 20<sup>th</sup> Annual International Leadership Association Global Conference. West Palm Beach, FL.
  - “Communicating Authenticity across Cultures: Telling Personal Stories in Leadership Contexts.” (2017) (with K. Koulouris). The 77<sup>th</sup> Academy of Management Annual Meeting. Atlanta, GA.
  - “Leadership Lessons from El Sistema, Venezuela’s System of Youth Orchestras.” (2016) 18<sup>th</sup> Annual International Leadership Association Global Conference. Atlanta, GA.
  - “The Art of Storytelling in Communicating Authentic Leadership across Cultures” (2015) 17<sup>th</sup> Annual International Leadership Association Global Conference. Barcelona, Spain.
  - “The Art of Teaching Leadership Communication: Lessons from the Theater” (2014) 16<sup>th</sup> Annual International Leadership Association Global Conference. San Diego, CA.
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## **Professional Leadership Development Workshops and Panels Given**

- Workshop: Honing Values and Developing Empathy in Times of Crisis: A Theater-based Approach (2022) (with Mary Vradelis). The 82<sup>nd</sup> Academy of Management Annual Conference. Seattle, WA.
- Workshop: Drama-based Strategies to Bring Leadership and Management Principles to Life (2021) (with Mary Vradelis). The 81<sup>st</sup> Academy of Management Annual Conference. Virtual.
- Workshop: Leadership Lessons from the Theatre: Listening, Imagining and Connecting (2019) (with Steven Taylor and Mary Vradelis). The 79<sup>th</sup> Academy of Management Annual Meeting. Boston, MA.
- Panel: International Leadership Network: Global and Diverse Leadership (2018) (with J. L. Chin, C. Shealy, F. Denmark, A. Roh, J. Tan). Human Rights, Dignity and Justice. The 76<sup>th</sup> Annual International Council of Psychologists Convention. Montreal, CA.
- Panel: Global and Diverse Leadership Forum (2017) (with J. L. Chin, C. Shealy, T. Sasao, R. Elkington, A. Roh, R. Staton, L. Sternberger, D. Thornberger, L. Brewster. The 75<sup>th</sup> Annual International Council of Psychologists Convention, New York, NY.
- Panel: “Why Leadership Must Include the Imagination.” (2016) 18<sup>th</sup> Annual International Leadership Association Global Conference. Atlanta, GA.
- Panel: “Leading with Spirit, Presence and Authenticity Across Real and Imagined Borders” (2015) (with K. Goldman-Schuyler, K. Jironet, J. Reams, C. Etmanski and B. Page). 17<sup>th</sup> Annual International Leadership Association Global Conference. Barcelona, Spain.
- Workshop: “Leading with Spirit, Presence, and Authenticity” (2014) (with K. Goldman-Schuyler, L. Lid-Falkman, C. Etmanski, M. Fulton, R. Gigliotti, D. Raffo, R. Deane, R. Stilger, J. Reams). Workshop delivered at the 16<sup>th</sup> Annual International Leadership Association Global Conference. San Diego, CA.

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## **Other Conference Presentations**

- “It’s the Disease Talking: Dehumanization of Patients Living with Dementia.” (2018). Human Rights, Dignity and Justice. The 76<sup>th</sup> Annual International Council of Psychologists Convention. Montreal, Canada.
- “Castro and Chávez’s Leadership Styles: Anti-American Metaphors and Metonymies within the Framework of the Bilateral Cooperation between Cuba and Venezuela” (2010) 8<sup>th</sup> International Conference on Researching and Applying Metaphor, VU Amsterdam, Netherlands.

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## **Other Leadership Roles in Academia**

- Department Chair, Management, School of Economics and Business Administration, Saint Mary’s College of California, 2021 – 2022
- Director, Professional MBA Program, School of Economics and Business Administration, Saint Mary’s College of California, 2018 – 2020
- Director, Master in Management Program, UCL School of Management, University College London, United Kingdom, 2012 – 2016
- Co-Director, Bachelor in Management Program, Surrey Business School, University of Surrey, United Kingdom, 2010 – 2012

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## Academic Committees at Saint Mary's College

- DBA Dissertation Committee (Dissertation by Matthew Fisher), 2020 – 2022
- Rank and Tenure Task Force, 2021 – 2022
- COVID-19 Academic Contingency Planning Working Group, 2020 – 2021
- Strategic Plan Steering Committee (Internationalization Group), 2020
- Core Curriculum Working Group (American Diversity), 2018 – 2021
- Dean of the Core Search Committee, 2017
- Graduate Programs Committee, 2017 – 2020
- Undergraduate Programs Committee, 2016 – 2017
- Academic Administrators' Evaluation Committee, 2016 – 2018

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## Advising at Saint Mary's College

- Advisor for Professional MBA students, 2016 – 2020
- Advisor and organizer of Saint Mary's Business Case Competition, 2018, 2019 and 2020
- Advisor for Latinx Business Student Association and Beta Gamma Sigma, 2018 – 2021
- Advisor and organizer of MBA Summer Program for La Salle Barcelona, 2019
- Advisor for Net Impact, 2017 – 2019

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## Review Work

- Reviewer for the Journal of Leadership Studies (2018 – 2021).
- Reviewer for the Academy of Management Annual Meeting (2017, 2018, 2020, 2023).
- Reviewer for the International Leadership Association Annual Meeting (2018, 2020).
- Program external reviewer of Bachelor of Arts and Sciences in Hispanic Studies and Global Sustainable Development, University of Warwick, UK (2018).
- Expert reviewer of book proposal Performative Aspects of Teaching in Higher Education (by R. Bale), Routledge books, UK (2018).

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## Selected Press Articles

- "What can leaders learn from actors?" Medium (May 23, 2021).
- "5 reasons Trump's Venezuela embargo won't end the Maduro regime." Business Insider (August 7, 2019).
- "Punto de vista: 5 razones por las que las sanciones a Venezuela no acabarán con el gobierno de Maduro (como desea Estados Unidos)" BBC Mundo (August 9, 2019).
- "Why newly freed opposition leader Leopoldo Lopez is so essential to Venezuela's uprising." The Independent (May 1, 2019).
- "Venezuela's Maduro will go, it's just a matter of time." The Globe Post (January 29, 2019).
- "Trump sees opportunity in Venezuela's humanitarian crisis as midterms approach." The Conversation [Also published by Public Radio International, Chicago Tribune, Univision and Navy Times] (October 18, 2018).
- "Cuba, Missing Piece for Ending Venezuela's Crisis." The Globe Post (with L. Lattig, August 12, 2017).
- "The Death of Venezuela's Revolution Will Not Be Televised." World Policy Institute (September 14, 2016).
- "Venezuela amps up media repression by sentencing newspaper editor to prison." The Conversation (with L. Lattig, March 31, 2016).
- "As Crisis in Venezuela Deepens, Maduro's Iron Fist Tightens." International Policy Digest (with L. Lattig, March 5, 2015).

- “After Chávez.” Times of Higher Education (October 16, 2015).
- “The World’s Best Leaders Are Cast as Themselves in a Play That Never Ends.” The Guardian (August 15, 2014).

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### **Selected Media Coverage**

- Radio and TV Interviews
  - “Venezuela already has two presidents. Now Leopoldo López is back in the mix too.” CBC and Houston Public Media (May 3, 2019).
  - “The Future of Venezuela Remains in Grave Doubt Tonight.” KCBS News Radio (January 25, 2019).
  - “Venezuela’s dwindling democracy.” The Newsmaker. TRT World (Turkish television) (December 13, 2017).
  - “Economic crisis in Venezuela.” This Morning with Alex Jensen. TBS Radio (South Korean public radio) (November 28, 2017).
  - “Last Word: On Hugo Chávez.” BBC Radio 4 (March 10, 2013).
- Newspaper interviews
  - “Ahora todo es posible en Venezuela: el país está lleno de armas.” Portafolio (Colombian newspaper) (January 24, 2019).
  - “What the opposition is missing to remove Maduro from power.” (Published in Portuguese: “O que Falta para a oposição retirar Maduro do poder”). Gazeta do Povo (Brazilian newspaper) (October 31, 2018).
  - “Why Brazil needs to involve itself in the solution of the Venezuelan crisis. (Published in Portuguese: “Por que o Brasil precisará se envolver na saída para a crise na Venezuela”). Gazeta do Povo (Brazilian newspaper) (August 23, 2018).
  - “Obstacles to the referendum against Maduro exasperate a fed-up opposition (Published in Spanish: Trabas al referendo contra Maduro exasperan a una oposición hastiada). El Colombiano (Colombian newspaper) (July 28, 2016).
  - “Experts fear Venezuela on the brink of military coup following country’s largest ever ‘war games.’” Australian News (news.com.au) (May 24, 2016).

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### **Honors and Awards**

- Outstanding Teaching Award, School of Economics and Business Administration, Saint Mary’s College of California, 2018.
- SEBA Research Grant, 2017, 2018 & 2019.
- Fellow of the UK Higher Education Academy, 2011-2015.
- Project Innovation Award from the Centre for Learning Innovation and Professional Practice (CLIPP), Aston University, 2009-2010.
- Recipient of MAGNET Dissertation Fellowship, 2007-2008.
- Recipient of Dean K. Harrison Fellowship, CUNY, 2005-2006.
- Recipient of the CUNY Fellowship Award, 2003-2006.

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### **Memberships**

- Academy of Management
- International Leadership Association
- Association of Business Communication

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### **Personal Information**

- Fluent in English, Spanish and French. Citizen of the U.S., Venezuela and France
- Over twenty years of theater acting. Trained at the HB Studio in New York
- Guitar and piano player. Marathon runner.