

MARIA COLMAN

University of Southern California, Marshall School of Business
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EDUCATION

Marshall School of Business, University of Southern California, Los Angeles, CA
M.B.A., Business Administration, Marketing Management Concentration
Loyola Marymount University, Los Angeles, CA
B.A., Business Administration, Finance Concentration

ACADEMIC AWARDS

USC Center for Excellence in Teaching, University of Southern California
Certificate of Merit, the Small Business Administration, Loyola Marymount University

TEACHING EXPERIENCE

Senior Lecturer, Department of Business Communication

Dec. 2025 - Present

Lecturer, Department of Business Communication

Aug. 2018 - Dec. 2025

Adjunct Professor, Department of Business Communication

Aug. 2014 - Aug. 2018

University of Southern California, Marshall School of Business, Los Angeles, CA

Courses taught:

- *Communication Strategy in Business - BUAD 302*
- *Advanced Writing for Business - WRIT 340*
- *Communication for Management – GSBA 542, MS Finance program*
- *Communication for Management – GSBA 542, MS Marketing program*
- *Communication for Accounting and Tax Professionals - GSBA 523T*
- *Communication for Management - GSBA 542, MS Business Analytics program*
- *Communication Strategy in Accounting - BUAD 302T (Lead)*
- Instruct students in the theory, practice, and techniques of business communication strategy essential to effective and efficient external and internal communication, and actively encourage educational equity, diversity, and inclusion.
- Engage students using current methods and techniques. Utilize different teaching approaches, such as lectures, discussions, in-class activities, and multimedia demonstrations.
- Organized semester-end ACCT 370/BUAD 302T final presentations to a panel of accounting professionals (2016 - 2018).

University, School, & Department Activity

Intro to Business – High School Students

- Designed and led a workshop series for approximately 90 high school students focused on foundational communication skills. Sessions focused on public speaking, active listening, and personal storytelling, with an emphasis on building confidence and applying these skills in real-world situations. Created an inclusive, engaging environment that encouraged student participation and growth. July 1, 2025.
- Developed a communication and case competition 2-day workshop for 69 high school students attending Introduction to Business in preparation for the capstone case presentation. July 11 & 13, 2023.
- Taught high school students key communication skills through interactive lessons on public speaking, listening, and storytelling. July 10 & 11, 2024.
- Served as a judge for the capstone case competition. July 14, 2023.

Fashion Scholarship Fund (FSF) Faculty Member

- Represented USC at the Gala for the seven scholarship-winning students, and attended the FSF Educator Forum, NY, NY, April 7-8, 2025.

- Attended the Gala to celebrate and support the four scholarship winners; contributed to the FSF Educator Forum in New York, NY, April 8-9, 2024.
- Represented USC at the Gala for the two scholarship-winning students, and attended the FSF Educator Forum, NY, NY, April 3-4, 2023.
- Attended the Gala and supported the four scholarship winners, contributed to the FSF Educator Forum NY, NY, April 11-12, 2022.

Association of Indonesian Students (ASIS)

Faculty Advisor (Fall 2024 – present)

- Provide support to the RSO as needed and remain available to assist them.

Impact Investing Group (IIG)

Faculty Advisor (Fall 2023 – present)

- Support the student organization as needed.
- Attended Financial Pitch Session, December 6, 2024.

Marshall Case Team (MCT) Advisor

Attend weekly meetings, coach, encourage, and travel with student teams to competitions.

- Advised and coached a team of four students for the Australian Undergraduate Business Case Competition (AUBCC 2025) in Melbourne, Australia. Guided a multidisciplinary undergraduate team to a *3rd-place finish* out of 16 teams, providing strategic coaching in case analysis, executive communication, and competitive presentation delivery. October 2025
- Advised the USC Marshall Case Team at the 2025 Belgrade Business International Case Competition (BBICC), where the team earned a strong judge praise for strategic analysis and presentation across three intensive cases. March 2025
- Mentored a team that *placed first in their division* with a five-minute pitch for Omaha Productions and developed innovative blockchain strategies for InvestCloud, Inc., during MICC 2025. February 2025
- Accompanied the team to the 2025 BI International Case Competition in Oslo, Norway. They tackled complex energy-sector cases and developed skills in strategic analysis, teamwork, and global engagement. February 2025
- Coached the team of four that traveled to Budapest, Hungary, to compete in the Central European Case Competition (CECC). November 2024
- Traveled with the team to the IE Business School Case Competition, Madrid, Spain. *The team placed Second in the competition.* February 2024
- Faculty advisor for the team competing at the Lazaridis International Case Conference in Waterloo, Canada. October 2023
- Coached and traveled with the team for the competition at the UNAV, Pamplona, Spain. March 2023
- Advised the MCT for the MICC (Marshall International Case Competition). *The team made it to the finals.* February 2023
- Traveled with a team to the RO/CA Case Competition in Rotterdam, the Netherlands. November 2022
- Faculty advisor for a team competing at CECC, Hungary. *The 4-person team advanced to the finals for the 6-hour case.* April 2022
- Virtual advisor for a team competing at the NHH ICC, Norway. October 2021
- Advisor for the virtual competition at the University of Washington, Tacoma. April 2021
- Coached the team participating in the BisNet International Competition. *The MCT team was the first runner-up.* October 2020
- Virtual advisor for the team competing in the TUBC (Thammasat case competition). October 2020

- Advised MCT for the USC MICC (Marshall International Case Competition). February 2020
- Traveled with a team to an international case competition at Thammasat Business School in Bangkok, Thailand. October 2019
- Traveled with a team to the Milgard Invitational Case Competition in Social Responsibility at the University of Washington, Tacoma. February 2019
- Traveled with MCT to the Champions Trophy Case Competition at the University of Auckland, Auckland, New Zealand. January 2019
- Traveled with MCT to the Global Business Case Competition at Ritsumeikan Asia Pacific University, Japan. *USC Marshall came in 1st of 12 universities.* October 2018
- Traveled with MCT to BI International Case Competition in Oslo, Norway. February 2018
- Traveled with MCT to the National University of Singapore (NUS), Case Competition, Singapore. September 2017
- Traveled with a team to UW Tacoma to compete in the MICCSR (Social Responsibility) T-Mobile competition. *USC placed 2nd out of 16 universities.* March 2017

Washington Media Scholars Foundation (WMSF)

Faculty Advisor (March 2025 – June 2025)

- Served as faculty advisor to USC finalists, two undergraduate students who advanced to the finals in Washington, D.C., among six finalist teams from across the country.
- Provided mentorship on communication strategy, professionalism, and presentation delivery.
- Contributed to student achievement and national recognition, with one USC student earning the prestigious Mia Guion Scholarship, awarded for excellence in communication and academic performance.

Johnson & Johnson 2025 University Case Competition

Judge (April 2025)

- Served as a judge for the 2025 Johnson & Johnson University Case Competition, evaluating student-led strategic recommendations on biotech acquisitions.

Global Brigades at Marshall

Faculty Advisor (Fall 2020 – Spring 2022)

- Invited to be the Advisor for the student organization, due to COVID-19, there was limited activity.

Various USC, Marshall School of Business, & BUCO Activities

- Panel member of the 2025 Marshall Undergraduate Student Commencement Speaker, March 28, 2025.
- Contributed to and Coached MS Finance, class of 2024, graduation presenters, December 2024.
- BUAD 302 Course Coordinator (November 2021 – May 2025).
- Faculty mentor, BUCO adjunct professor (Fall 2019 - Spring 2020, Fall 2023 – Spring 2025).
- Participated in the Undergraduate and Graduate Commencement, May 10, 2024.
- Participated in the selection process of the new faculty, attended two dinners with them, and provided feedback, May 3 & 6, 2024.
- Attended Explore USC, lunch for prospective students' families, April 12, 2024.
- Panel member of the 2024 Marshall Student Commencement Speaker, April 5, 2024.
- Attended MS Finance graduation ceremony, December 14, 2023.
- Judged and coached the MS Finance, Class of 2024, graduation presenters.
- Coached MS Finance, class of 2023, graduation presenters.
- Invited to the Alpha Chi Omega Scholarship Dinner, November 11, 2023.
- Participated in the MS Finance, Wolf Tribe, team-building activity, September 8, 2023.
- Attended the Marshall School of Business graduation ceremony on May 12, 2023.
- Attended the USC Student Athlete graduation ceremony, May 11, 2023.
- Contributed to a video for USC football player John Jackson III, winner of the [*Gimbal Award*](#).
- Attended MS Finance graduation ceremony, December 15, 2022.
- Coached MS Finance, class of 2022, graduation presenters.

- Faculty mentor, Marshall's First-Year Experience (2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023 academic years).
- Participated in the selection process of the Marshall Undergraduate Commencement Speaker in May 2022, May 2023, and May 2024.
- Took part in the Marshall Scholarship interviews in February 2022.
- Functioned as Faculty Marshal for the new student convocation. August 2015, 2017, 2019, 2022.
- Served as a Faculty Marshal at the graduation ceremonies. May 2015, 2017, 2018, 2019, 2022.
- Panelist, Global Scholars Program, February 2021, February 2022.
- Coached MBA, IBEAR students.
- Assisted with and coached MBA Case Competitions. August 2016, 2019, 2020, 2023.
- Panelist, Explore Merit Program, March 2021, April 2023.
- Member of University Committee on Part-Time Faculty Affairs (Aug. 2015 - May 2018).
 - Interacted with and made resolution recommendations to the Academic Senate.

Adjunct Business Professor

Aug. 2013 - Aug. 2014

Moorpark College, Moorpark, CA

- Involved students in current and relevant topics as they relate to the course taught: *Business Communication - BUS M39*
- Participated in department meetings, scholarship fund-raising, and student graduation ceremonies.

Lecturer/Adjunct Business Professor

April 2013 - Aug. 2014

California State University, Los Angeles, Los Angeles, CA

- Outstanding knowledge of the subject taught: *Business Communication - Business 305*
- Developed course syllabus, managed curriculum, and developed lecture strategies for inclusivity-based on the needs of the diverse student body.
- Utilized MOODLE for assignments and communication with students.
- Counseled students on career choices. Participated in the student graduation ceremony.

Adjunct Business Professor

Aug. 2012 - Aug. 2014

Antelope Valley College, Lancaster, CA

- Courses taught:
 - *Management Principles - MGT 101*
 - *Introduction to Advertising - MKTG 112*
 - *Business Communication - BUS 113*
- Developed course syllabi, instructed students using lectures, discussions, case studies, and in-class activities, and demonstrations using technology.
- Adjusted teaching methods/instructional materials for the diverse circumstances of the student population.

Substitute Teacher

Nov. 2003 - June 2014

William S. Hart Union High School District, Santa Clarita, CA

- Educated struggling students in a special summer math class. Ensured stated objectives were met.
- Reinforced the teacher's plans and guided the students through assignments, labs, and tests.
- Acquired and developed skills with students with special needs.

Tutoring Coordinator - Business & CSIS

March 2011 - Feb. 2012

Santa Monica College, Santa Monica, CA

- Coordinated and delivered tutoring services to students by helping them to understand course content, improve their study skills and assist in the completion of projects and assignments. Prepared work schedules and payroll.
- Recruited, hired, trained, and oversaw the student tutors to provide effective assistance to students in the lab.

PROFESSIONAL BUSINESS EXPERIENCE

Investment Property Owner/Manager

May 2001 - Present

Family Trust, Santa Clarita, CA

- Oversee residential properties in the South Bay.
- Manage tenants, including creating and enforcing rental contracts and resolving day-to-day complaints and repairs. Oversee contractor work.
- Collect and manage rents; pay monthly and one-time expenses; monitor county, state, and city ordinances and law changes. File required tax forms.

Owner/Designer

January 1989 - Present

handmadeMaria®, Santa Clarita, CA

- Design and produce items sold in boutiques and online. A business plan was prepared during my graduate studies.
- Manage multiple e-commerce sites.
- Founded a seasonal boutique called *Mandarin Lane Boutique*. Performed marketing, recruiting, training, scheduling, and supervision of 25 participants. Maintained bookkeeping and payroll.
- Acquired and maintain the trademark for handmadeMaria®.

Externship

Weber Logistics, Santa Fe Springs, CA

June 2021 – July 2021

- Applied for and was accepted into a summer externship for non-tenure track professors.
- Participated in 40+ meetings with internal and external stakeholders, new customers, employee onboarding, financing banks, and PE.
- Provided professional advice to Weber Logistics leadership regarding their communication practices.
- Learned about and participated in the business regarding interpersonal communication, culture, HR practices, leadership, organizational structures, internal and external communication, PE interaction, and overall understanding of a \$100 million company.
- Developed a new Marshall ELC activity working with the ELC staff, utilizing what was learned to benefit the students.

Branch Advisor/Sales Consultant

Oct. 1995 - Oct. 2005

The Longaberger® Company, Santa Clarita, CA

- Organized fund-raisers; obtained donations of over \$150,000 for the American Cancer Society®.
- Achieved Sales Management level within the first six months. Sponsored 14 consultants.
- Top 5% of regional sales and in the top 10% of all sales for 7 of 10 years.
- Sold Longaberger products via direct sales. Did presentations for groups of 2 to 30.

Order Entry Manager/Accounting Supervisor

Nov. 1984 - Nov. 1989

Los Angeles Times, Los Angeles, CA

- Managed 25 clerks/bookkeepers/accountants. Performed A/R review and posts to the general ledger, adjustments, customer service, and interaction with sales, credit, and production.
- Performed analysis and made formal recommendations to senior management on the effectiveness of the new proprietary database—ADMARC.

PUBLICATIONS/PRESENTATIONS

- *My Favorite Experiential Assignment*, ABC Western Regional Conference, Oahu, HI, February 15-18, 2023.
- “*A Storm Surge of Teaching Innovations*” *Business & Professional Communication Quarterly*, paper submission accepted December 2022, via peer review
- *My Favorite Assignment*, ABC 86th Annual International Conference, Tampa, Florida, October 2022.
- *Business & Professional Communication Quarterly*, paper submission accepted December 2021, via peer-review

- *My Favorite Assignment*, ABC 86th Annual International Conference, Virtual, October 2021.
- *Favorite Assignment*, WBEA Regional Conference, Tucson, Arizona, February 2019.
- *Keynote Speaker*, quarterly gathering for Ronald McDonald House Charities Southern California, September 2015, Pomona, CA. “How to Improve Internal and External Communications while Adhering to Company Values.” Included a brainstorming break-out session requested by the CEO.
- *The Seasons Branch*, published a monthly newsletter to a sales team of 14 consultants.
- *Crafting at Home*, authored and illustrated book outlining the steps involved to realize the creation and subsequent success of *Mandarin Lane Boutique*. The typical three-day gross \$25,000.
- *User Reference Manual*, co-authored the first departmental manual for the staff of 15. A manual was written to ensure accurate input of display advertising and to incorporate the new ADMARC system.

PROFESSIONAL DEVELOPMENT

Professional Memberships

- NCA - National Communication Association (Current)
- ABC - Association for Business Communication (Current)
- NBEA - National Business Education Association (2014-2020)

Academic Conferences

- ABC Europe, Africa, & Middle East Conference, June 4-6, 2025, Bergen, Norway
- ABC International Conference, October 16-19, 2024, Tulsa, OK
- ABC Western Regional Conference, March 6-8, 2024, Tucson, AZ
- ABC Western Regional Conference, February 15-18, 2023, Oahu, HI
- ABC 87th Annual International Conference, October 2022, Tampa, FL
- LENS Los Angeles, November 9-11, 2021, Los Angeles, CA
- ABC 86th Annual International Conference, October 2021, Virtual
- ABC Southwestern Conference, March 2021, Virtual
- International Women’s Day Celebration, March 2021, Virtual
- ABC Virtual Conference 2020, November 2020
- Teaching Summit, September 2019, Los Angeles, CA
- Corporate Communications International Conference, May 2019, Los Angeles, CA
- Western Business Education Association (WBEA), Regional Conference, February 2018, Tucson, AZ
- Management Communication Association Conference at USC Marshall, June 2018, Los Angeles, CA
- ABC Western Region Conference, May 2015, Los Angeles, CA
- SEC and Financial Reporting Institute Conference, June 2016, Los Angeles, CA
- Great Teachers Seminar, August 2014, Santa Barbara, CA
- ASCD Conference on Teaching Excellence, June 2014, Dallas, TX

Training/Seminars

- Inclusive Curriculum for UGs, Core Coordinator Meeting, Zoom, October 9, 2024
- McGraw Hill Webinar, Helping Every Student Become an AI Ethicist, in Business Communication, September 20, 2024
- Trojans for Excellence, virtual, Gender Inclusion Session, July 17, 2024
- AI and the Future of Higher Education, virtual, February 28, 2024
- Brightspace training—move from Blackboard to Brightspace, various 2024
- ABC Teaching Circle, virtual, January 18, 2024
- ChatGPT/AI Marshall faculty meetings, various 2023
- USC Marshall Faculty Website Training, December 1, 2022, via Zoom
- MBTI Step 1 Training with certification, June 2022, online
- Creativity and Agility Workshop with Pete Cardon, December 2021, McGraw Hill, via Zoom
- AI and Business Communication: What Changes Will We See in the Next Five Years? McGraw Hill, November 2021, via Zoom

- DEI Week: *Teaching the newest generation of USC students*, March 2021, via Zoom
- CET training, January 2021, via Zoom
- Student Wellness and Crisis Intervention, November 2019, USC Marshall, Los Angeles, CA
- Critical Thinking Workshop, November 2019, USC Marshall, Los Angeles, CA
- Brent Willman, Fall BUCO Lecture Series, *Coordinator and Moderator*, October 2019, USC Marshall, Los Angeles, CA
- The Neely Center for Ethical Leadership and Decision Making, April 2019, Los Angeles, CA
- Women in Risk Management Panel, March 2019, USC Marshall. USC, Los Angeles, CA
- Teaching Using Case Studies, December 2018, USC Marshall, Los Angeles
- BUCO Diversity & Inclusivity Training, November 2018, USC Marshall, Los Angeles, CA
- Shane Snow BUCO Lecture Series, November 2018, USC Marshall, Los Angeles, CA
- Navigating the University, August 2018, Descanso Gardens, La Canada Flintridge, CA
- Invisible Rules Workshop, August 2018, USC, Los Angeles, CA
- The Heffelfinger Company Retreat, April 2018, The Huntington Library, San Marino, CA
- David Coleman Spring Expert Speaker, March 2018, USC, Los Angeles, CA
- Marshall Women in Business, March 2018, USC, Los Angeles, CA
- SDI Facilitator Training, May 2017, USC, Los Angeles, CA
- TEDx Moorpark College, April 2014, Participant, Moorpark, CA
- CCC Confer Moderator Training, February 2014, Santa Clarita, CA
- CTE Faculty Training, SCRC - CA Community Colleges, September 2013, Santa Clarita, CA

Certificates

- MBTI Step 1 Certification, Online, Los Angeles, CA
- *Diversity and Inclusion Certificate*, Cornell University, through eCornell, Los Angeles, CA
- The CET Accelerated Online Teaching Institute, USC, Los Angeles CA
- TotalSDI Certification, USC, Los Angeles, CA
- *Investment in Excellence*, Los Angeles Times, Los Angeles, CA
- *Open Communications*, Los Angeles Times, Los Angeles, CA
- *LEADERSHIP: An Introduction to Supervision*, Los Angeles Times, Los Angeles, CA
- *Supervisory Principles*, Los Angeles Times, Los Angeles, CA