

Education

Ed.D. Educational leadership (Concentration: educational psychology).
Rossier School of Education, University of Southern California

M.A. American studies/literature, British literature, and journalism/mass communication.
University of Hamburg, Germany

Administrative Appointments

2024- Robert M. Malcolm Director, World Bachelor in Business Program
Marshall School of Business, University of Southern California
2020- Academic Director, John H. Mitchell Business of Cinematic Arts Program
Marshall School of Business, University of Southern California
2014-2021 Chair, Department of Business Communication
Director, Center for Management Communication
Marshall School of Business, University of Southern California

Academic Appointments

2017- Professor of Clinical Business Communication
Department of Business Communication, *Marshall School of Business,*
University of Southern California, Los Angeles, CA
2012-2017 Associate Professor of Clinical Business Communication
Department of Business Communication, *Marshall School of Business,*
University of Southern California, Los Angeles, CA.
2005-2012 Assistant Professor of Clinical Management Communication
Center for Management Communication, *Marshall School of Business,*
University of Southern California, Los Angeles, CA.
2002-2005 Lecturer, Center for Management Communication, *Marshall School of Business,*
University of Southern California, Los Angeles, CA.

Awards/Nominations

Provost's Mentoring Award. (2025)
Evan C. Thompson Faculty Mentoring and Leadership Award. (2019)
USC Mellon Award for Excellence in Mentoring, Faculty Mentoring Faculty. (2014)
The Carnegie Project on the Education Doctorate Dissertation in Practice Award "Honorable Mention"
for dissertation: "Will School-based Online Faculty Development be an Effective Tool for their
Professional Growth?" (2013)
Nominee, "Best of Year Dissertation Award," USC Rossier School of Education. (2013)
Course Continuity in a Crisis (C3) Award (with Britta Bothe, PhD, Dornsife). USC Office of the
Provost/Center for Scholarly Technology. (2012)
Ed.D. Dean's List, USC Rossier School of Education. (2010, 2011, 2012)
Golden Apple Teaching Award (2009)
Nominee, "Teaching and Mentoring Award" by USC's Parents' Association. (2004)
Pacifcus Foundation Award for Best Short Story: *Blue Inferno-A Story of Sunset Madness*. (1995)

Teaching

“Freshman Academy” (BUAD 111, World Bachelor in Business Program)
“Global Social Impact” (BUAD 104, World Bachelor in Business Program)
“Systematic Workplace Problem-Solving” (Executive Education)
“Managing Communication in Organizations” (BUCO533/Marshall graduate programs)
“Managing Outside the Firm: Strategic Organizational Communication and Reputation” (GSBA538/Online MBA)
“Learning About International Commerce” (World Bachelor in Business Program)
“Communication for Management” (GSBA542, MSMKT)
“Leadership Communication Styles and Strategies” (GSBA514/MSFIL Online Program)
“Introduction to Business” (CORE-195) USC Summer Program for HS Students
“Management Communication for Leaders” (GSBA502/MMLIS Online Program)
“Library Project Management” (LIM536/MMLIS Online Program)
“Communication for Organizations: Exploring Creativity” (BUCO450)
“Professional Communication Skills” (MDP, Marshall Executive Education)
“Advanced Writing for Business” (WRIT340)
“Advanced Writing for Business: Blended/Online” (WRIT340)
“Communication Strategies in Business” (BUAD302)
“Learning About International Business” (LINC, Singapore)
“International Business Communication” (BUCO460)
“Communication for Accounting Professionals” (GSBA523T)

Workshop Presentations/Panels

eMPOWr Mentorship Career Panel, USC Children’s Hospital L.A., hosted by Dr. Brian Dias. Panelist. (2025)
Teaching and Learning Workshops Series at Marshall. Lead/Co-presenter, 70+ events. (2013-2020)
“Conducting Midterm Evaluations.” Center for Excellence in Teaching (2017)
“Professional Development for Faculty.” Panelist. Center for Excellence in Teaching (2016)
“Elevator Talks for PhD Students to Pitch Research.” Center for Excellence in Teaching (2016)
“Grading Best Practices,” Marshall School of Business. (2016)
“Implementing YouSeeU (Bongo) Presentation Software.” Marshall School of Business, Academic Information Systems, (2013, 2014)
“Introduction to Universal Design for Learning and Instruction.” Marshall Webinar. (2012)
“Creating Meaningful Learning Objectives.” Marshall School of Business, USC. (2012)
“Teaching in an Online-Environment.” Marshall Faculty Technology Workshop. Marshall School of Business, USC. (2012)

Conference Presentations

“Adaptive Space: Relationships and Communicator Roles in Agile Organizations,” Presenter. Management Communication Association (MCA). Annual Conference, New York University, Stern School of Business, New York, NY. (2023)
“Enhancing Collaboration and Building Leadership Skills Through Exploring Vulnerability,” Presenter. Western Regional Conference, Association for Business Communication (2023)
“MBA Special Interest Group”, Session Chair. Annual International Conference, Association for Business Communication (2018-2022)
“My Favorite Assignment” Presenter. Annual International Conference, Association for Business Communication (online). (2020, 2022)
“Leadership Ethics to Cancel the Worst Effects of Disease and Social Injustice.” Neely Center for Ethical Leadership and Decision-Making Ethics Symposium. Session host. (2020)
“Faculty Peer-to-Peer Observation: Challenges and Opportunities,” Presenter. Annual International Conference Detroit, Association for Business Communication, Detroit (2019)

“Trust Your Unconscious: Unleashing Creativity,” Presenter. Management Communication Association (MCA) 40th Annual Conference, Vanderbilt University’s Owen Graduate School of Management, Nashville, TN. (2019)

“Administrative Perspectives in Preparing Teachers New to Online Business Communication Pedagogy”, Presenter. Annual International Conference Miami, Association for Business Communication, Miami (2018)

“Using Open Educational Resources (OER), Ensuring Technology is Accessible for all Students.” Session Chair, USC Teaching with Technology, Center for Excellence in Teaching, USC (2018)

Management Communication Association (MCA) 39th Annual Conference: Creativity, Integrative Thinking, and Storytelling: Present and Future Trends in Management Communication, Management Communication Association (MCA), Los Angeles, Conference organizer & host. (2018)

“Specialized Masters Programs and Developments in the MBA Curriculum,” Session Chair. Annual International Conference, Association of Business Communication, Dublin, Ireland (2017)

“Faculty Mentoring,” Presenter. Management Communication Association Annual Conference, Management Communication Association, Cornell University, NY (2017)

“Diversifying Assignments with Multimodal Compositions and Google Translate,” Session Chair. USC Teaching with Technology, Center for Excellence in Teaching, USC (2017)

“Developing Effective Assignments for Web-based/Online Courses.” Panelist. Association for Business Communication, Annual International Conference, Albuquerque, NM (2016).

“Grading: Best Practices.” Presenter. Management Communication Association (MCA) Annual Conference, Stanford, CA (2016)

Institute for Cross Cultural Management, Cross Cultural Management Summit, Florida Institute of Technology, Melbourne, FL. Attendee. (2016)

“Making Faculty Positions in Business Communication Attractive-Current Practices and Future Goals.” Session Chair. Association for Business Communication, Annual Conference, Seattle, WA (2015)

“The Future of our Discipline: Topic 3, Expanding Our Research ‘Reach’ to Drive 21st Century Insights for Industry.” Panelist. Management Communication Association (MCA) Annual Conference, Dartmouth, MA (2015)

“Managing Virtual Teams: Successes and Challenges of Electronic Communication and Social Media.” Co-presenter. Association for Business Communication, Annual Conference, Philadelphia, PA (2014)

“The Influence and Importance of a Business Writing/Speaking Center.” Panelist. Association for Business Communication, Annual Conference, Philadelphia, PA (2014)

“Nurturing Creative Thinking in Business Communication Education,” Presenter. Association for Business Communication, Annual Conference, New Orleans, LA (2013)

“Taking Faculty Development Online,” Presenter. USC 2013 Assessment Symposium, USC Center for Testing and Assessment, USC (2013)

“Mobile Learning: C3 Grant Project-Virtual Cross-Disciplinary Student Interaction,” Presenter. USC Teaching with Technology, USC (2013)

“How Do We Know? Measuring Learning.” Panelist. USC Teaching with Technology Conference (2012)

“Educating the Global Mind: Establishing First Steps for Faculty to Develop Equity Curricula and Pedagogy for a Linguistically Diverse Student Population at Universities.” Presenter. Association for Global Business, Annual Conference 2011, Newport Beach, CA (2011)

“Teaching International Business Communication to a Multi-National-Cultural Group of Senior Undergraduate Students.” Presenter. Association for Global Business, Annual Conference, Orlando, FL (2009)

“Finding the Right Blend of Communication in a Global Environment—A Look at Commonalities and Disparities between S. Korea, Germany and the U.S.” Presenter. Association for Business Communication -Tri-Continental Conference (GABC). Ypsilanti, MI (2009)

Curriculum Development

Managing Communication in Organizations (BUCO533). Developed online graduate elective. (2023)

Systematic Workplace Problem-Solving (Executive Education; 2-Day in-person course. 2024)

Communication for Management (GSBA542). Developed specialized course for MS Marketing program. (2023)

USC Bovard College. Project Management in Information Organizations (LIM 539). Developed this online course for the MMLIS Bovard Program. (2023-24)

Marshall School of Business and the School of Cinematic Arts (SCA): *John H. Mitchell Business of Cinematic Arts Program*. Curriculum revision, incl. development of two new courses (CNTV-428 & CNTV-481), establishing a joint degree between the two schools (in collaboration with SCA). (2021-22)

Strategic Organizational Communication and Reputation in Managing Outside the Firm: (GSBA538 Business Communication Segment). Full course revision. (2022)

Solving Workplace Problems. Developed online course for USC’s “Skill-Up” life-long learning program. (2021)

Introduction to Business (CORE195). USC Summer for High School Students Program. Full course revision. (2021, 2022).

Library Project Management (LIM536). Full course revision. (2020)

Dynamics in Workplace Communication. Business Communication undergraduate minor. (2019)

Business Communication Strategy (BUAD302). Initiated curriculum enhancement by adding the Strength Development Inventory (SDI) for students’ development of EQ. Created experiential activity for students (with Prof. Kirk Snyder and Dr. Gita Govahi). (2017)

Management Communication for Leaders. (GSBA502) Master of Management Library and Information Sciences program. Created online core course featuring multi-media content. (2013)

Virtual Team Project. Created multi-sectional virtual team assignment for undergraduate students (with Jolanta Aritz, Pete Cardon, & Robyn Walker). (2014)

Advanced Writing for Business Special Topics. Created Special Topics version for World Bachelor in Business Degree (WBB) (with Jolanta Aritz).

Sustainability and Business Writing Competition (with Jolanta Aritz). Developed USC Marshall Undergraduate Team Paper Competition “Sustainability and Business” sponsored by USC CIBER. (2010-2012)

International Business Communication. (BUCO460). Full course revision. (2007)

Certifications

iNLP (Neuro Linguistic Programming). Certified NLP Practitioner.

Kirkpatrick Four Levels of Evaluation, Certified Professional (Bronze)

Certified Facilitator Personal Strength Deployment Inventory (SDI)

USC Center for Excellence in Teaching. Accelerated Online Teaching Intensive Certificate.

Service (selected)

University of Southern California

USC Honorary Degree Nomination Committee (2025)

Provost Mentoring Award Selection Committee (2025)

Academic Senate Committee for Faculty Environment and Employment Committee, co-chair (2023/24)

Academic Senate Nomination Committee (2024, 2025)

Dornsife College of Letters, Arts, Sciences. The Writing Program. External Promotion Case Reviewer (2019-)

University Committee on RTPC Promotions. Office of the Provost. (2018-)

Center for Excellence in Teaching, Advisory Board Member (2017-)
Academic Senate Task Force on Communication (2018-2019)
Academic Senate Committee on Teaching and Academic Programs (2016-2018)
Center for Excellence in Teaching, Faculty Fellow (2016-2021)
Academic Senate/Provost Libraries Committee. (2013-2017, 2022)
Diversity and Inclusion Initiative. Participant. (Spring 2016)
“Transforming Teaching and Learning with Technology—USC’s Present and Future,” Provost/Academic Senate Retreat Participant (2013)
Writing Committee (2009-2011)
Non-Tenure-Track Faculty Committee (2007-2010)
The Living University, Provost/Academic Senate Retreat Participant (2010)

Marshall School of Business

Faculty Council president-elect/president (2023-25)
Committee for RTPC Promotion (2021-)
Marshall Subcommittee on MBA Rankings (2025)
Task Force: Annual Performance Review Teaching Assessment. (2022)
Task Force (chair): Assessing feasibility of converting courses from in-person to online. (2021).
Master of Science in Entrepreneurship and Innovation. Program review committee chair (2021)
Online MBA Program. Program review committee (2020)
Dean Search Committee (2019)
Marshall/CET Faculty Fellow. (2018-2021)
Faculty Coach and member of teaching and pedagogy team (2013-2021)
Committee for Undergraduate Programs (2011-2014)
Marshall Faculty Development Companion. Online teaching resource. Creator (2012-13)
MMLIS Program, Admissions Committee Member (2019-)
MMLIS Program, chair of Faculty Recruitment and Development Committee (2015-2016, 2021-)
MMLIS Program, director search committee member (2015-2016)
MMLIS Program, faculty contributor to accreditation process led by Dr. Ken Haycock
Search Committee for Instructional Designer (2013)
Fertitta Hall Committee (Fall 2013 to Spring 2014)
CIBER/PCSI Undergraduate Student Team Writing Competition Coordinator: “Sustainability in Pacific Rim Cities. Themes: Business, Transportation, Housing” (2010-2013).
IT Committee Member (2008-2011)
ExCel Program trip to Budapest, Hungary, Faculty (2010)
MBA.PM Globe Trip to Seoul & Beijing, Faculty Observer (2009)
Marshall Consulting Program, Faculty Advisor (2006-2008)
MBA.PM, IBEAR programs, Coach (2004-2013)

Department of Business Communication

Promotion Committee Chair (2023, 2025)
Faculty Mentor (2022-)
Department Chair/Director (August 2014-2021)
Annual Performance Review Committee Chair (2014, 2023, 2024, 2025)
Faculty Undergraduate Electives Advisor (2011-2014)
Undergraduate Instruction Committee (2010-2014)
Faculty Search Committee (2010-2012)
Core Course Coordinator “Advanced Writing for Business,” 23+ sections (2009-2011)
Peer Observation Process Committee (Chair) (2010-2011)
Corporate Advisory Board “CAB,” Co-chair (2006-2009)
Faculty Advisor & Web Master, for student webmagazine *Insight Business*, (2004-2009)

WRIT 340-Portfolio Readings, Table Leader and Reader— (2005-2014)

External

NYU Stern Management Communication Department Program. External program reviewer
(w/ Professor Kelly Grant, Freeman School of Business, Tulane University, 2020)
Independent reviewer for promotion cases (School of Business at Howard University, 2019; Kelley
School of Business, Indiana University, 2020, 2021, 2022)

Publications

Fiction

Der Gaukler der Könige (The Jester of the Kings). Random House/Bertelsmann-Blanvalet: Munich,
1999. 382p. HC; Bertelsmann Book Club: Munich, 2000. HC; Blanvalet/Goldmann: Munich,
2001. PB.

Non-fiction

Bien, J. et al. (2024). “Embracing AI in Business Education: A Case Study of USC Marshall School of
Business” (forthcoming). <http://dx.doi.org/10.2139/ssrn.4975641> (contributing author)
Philadelphia, M. (2023). Strengthening the Organization from the Inside Out: Identifying Workplace
Problems to Build and Sustain Employee Motivation. *New Leadership Communication – Inspire
Your Horizon* (eds. N. Pfeffermann and M. Schaller). Springer Nature, Cham, Switzerland.
<https://doi.org/10.1007/978-3-031-34314-8>
Cardon, P. W., Philadelphia, M. (2015). The Role of Motivational Values in the Construction of Change
Messages. *Business and Professional Communication Quarterly*, 78(2).
“A Prussian in Mexican California” by Ulf Bankmann in *The Southern California Quarterly* (ed. Doyce
B. Nunis Jr.), Spring issue 2002. Credited translator, German to English.
New Weimar on the Pacific-The Pazifische Presse and German Exile Publishing in Los Angeles 1942-48
by Roland Jaeger (Victoria Dailey Publisher, Los Angeles, 2000). Credited translator, German to
English.
“Curious George and H.A. and Margret Rey” by Roland Jaeger in: *Firsts*, The Book Collectors Magazine,
Vol. 8, #12, December 1998. Credited translator/editor, German to English.
Autobiography of Ideas – The Legacy of an Extraordinary Art Scholar by Karl With. Edited by Roland
Jaeger. Credited translator, German to English, and proofreader. (Gebrüder Mann Verlag, Berlin,
1997).
TV/MOVIE Magazine. Heinrich Bauer Publishing, Hamburg, Germany. Los Angeles Reporter. Movie set
coverage, celebrity interviews, weekly “behind-the-scenes” entertainment reports. (1996-97)
Keep Your Breasts-Preventing Breast Cancer the Natural Way by Susan Moss. (Re-Source Publications,
Los Angeles, 1994). Credited editor.
California Staatszeitung, Los Angeles, and *Harburger Anzeigen und Nachrichten*, Hamburg-Harburg,
Germany, several essays. (1993)
Victoria Wolff (author; reporter). Editor. Rewrites of novels *Fabulous City* and *Mushrooms for Breakfast*;
edited Hollywood correspondent contributions for the German edition of *Madame* magazine.
(1989-92)

Professional Experience

1989-2002

Jeff Mackler Communications (a Division of Ruder-Finn), Encino, CA. Entertainment PR.
Landmark Entertainment Group, Los Angeles/Glendale, CA. Themed entertainment.
BRC Imagination Arts, Burbank, CA. Themed entertainment.
Media Concepts, North Hollywood, CA. Script and multi-media translation.
California Institute of Technology, Pasadena, CA. Einstein Papers Project, contributing editor/translator.
Gamma Gulch Productions, LLC, Los Angeles, CA. Media consultant.
New Mastodon Books & Fine Art, Los Angeles, CA. Public relations; event and exhibition planning.

The Pacificus Foundation, Los Angeles, CA. Media design and distribution, event planning.
Netfilm, Inc., Multi-Media Production, Los Angeles, CA. Web-design.
Worldbridge Language Services, Los Angeles, CA. Translator.
Profilm, Inc., Los Angeles, CA. Script and media consultant.
Two Oceans Entertainment Group, Los Angeles, CA. Translator.

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