

JD SCHRAMM, ED.D.

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Education

- Ed.D, Graduate School of Education, University of Pennsylvania (May 2012)
Doctorate of Education with an emphasis in higher education management through Penn's Executive Doctorate Program. Dissertation – What factors cultivate curricular innovation within the MBA: studying three examples of curricular innovation.
- MBA, Stern School of Business, NYU (May 2002)
Master's in Business Administration completed with an emphasis in management and entrepreneurship. President's Service Award recipient.
- BFA, Emporia State University (December 1985)
Bachelor of Fine Arts with emphasis in arts management, marketing and nonprofit management. Graduated Summa Cum Laude.

Academic Experience

Graduate School of Management, UC-Davis, January 2022 – present

Lecturer, Communication: teaching ACC 261 Communications for Professional Accountants for MPAc cohort during Winter Quarter 2022.

Annenberg School of Communication & Journalism, USC, Autumn 2021

Lecturer, Communication: taught two sections of CMGT 502, Strategic Corporate Communication, with recently updated curriculum and coursework.

Graduate School of Business, Stanford University, June 2007- August 2020

Lecturer, Organizational Behavior

- **MBA and MSx Program:** created and taught elective MBA courses in Strategic Communication, Reputation Management, and Thought Leadership.
- **Ph.D. Program:** created and taught elective course for third year students entitled Communication Strategies for Scholars to support their development as educators.
- **Undergraduate College:** annually taught introductory seminars: Entrepreneurial Communication and Leading Out Loud, and Changing Hearts and Minds.
- **LOWKeynotes:** co-created and led a rigorous, competitive, public speaking program; since 2012 more than 250 students have participated with over 5 million views online
- **Ignite:** created and taught modules on communication for entrepreneurs; coached teams in their final pitches; teach on campus and via distance learning in US, India, and England.
- **Executive Education:** regularly taught in programs for visiting executives; co-created programs for LGBTQ leaders, Asian American leaders, and former NFL players.
- **Faculty mentoring:** helped attract and mentor thirteen new lecturers; regularly support peer faculty (tenure-line and lecturers) with presentation coaching and course design

Founding Director, Mastery in Communication Initiative

- Created an entirely new cross-disciplinary initiative to support students at all levels of communication ability to acquire greater mastery in speaking, writing, and participating.
- Collaborated with and supervised the work of a full-time associate director.
- Hired a team of more than 40 external consultants to deliver elements of the program.
- Saved the GSB approximately \$250,000 annually over previous approaches to student communication support, while providing exemplary programs and service.

Founding Director, Critical Analytical Thinking (CAT) Writing Program

- Hired, trained, and led a team of professional writing coaches to work with each of the first year MBA students on their writing in the CAT course.
- Created and taught workshops on a variety of communication topics for first year MBAs
- Collaborated with 15 tenured faculty members on the creation and implementation of the CAT course as part of the broader curriculum revision at the GSB.
- Served as a co-instructor for CAT sections with tenured (now emeritus) faculty member in 2009, 2010, and 2011.

Knight-Hennessy Scholars Program, Stanford Univ., July 2019 – July 2020

Director, King Global Leadership Program

- Served a one-year appointment as the inaugural director of the leadership program serving scholars across all seven graduate schools at Stanford; creating with colleagues the leadership model guiding the curriculum for this innovative fellowship program in its second year; select faculty and speakers to lead seminars and workshops for the scholars.
- Led the Scholar Life team to serve the needs of all scholars; participate as a member of the senior leadership team guiding the direction and operation of the program; serve as a representative of the program at events.

School of Professional Studies, Columbia University, Aug. 2018 – June 2019

Senior Lecturer, Strategic Communication

- Taught two courses per semester with mix of elective and required offerings including Principles of Persuasion, The Compelling Communicator, and Strategic Storytelling.
- Created and led information sessions for prospective students; participated in faculty selection process; served on faculty committees as assigned.

Faculty Director, Career Design Lab

- Oversaw the launch and operation of Columbia's first West Coast location in San Francisco's financial district; partnered with academic directors and senior leaders to design and deliver four MS degrees for working professionals;
- Served as the university's representative at several Bay Area events with prospective students, students, alumni, and parents.

Stern School of Business, New York University, 2002-2007

Clinical Associate Professor of Management Communication (Sept. 2006 – June 2007)

Clinical Assistant Professor of Management Communication (Aug. 2003 – Aug. 2006)

- **Undergraduate Program:** taught a required core course, Organizational Communication, for all undergraduates.
- **MBA Program:** taught required core course, Communication for Teams and Leaders; taught two different Advanced Topics in Communication courses focused on persuasive communication; taught required Summer Start course in management communication.
- **Langone Program for Working Professionals:** taught required course (both intensive and once-weekly formats.); facilitated pre-term communication modules; designed and taught two elective advance topics courses on persuasive communication.
- **Executive MBA Program:** taught core course in Business Communication for the Lehman Alliance program; adapted and taught a version of Persuasion for Financial Services Executives for the Executive MBA audience.

Adjunct Professor, Management Department (Jan. 2002 – Aug. 2003)

- **Undergraduate Program:** taught a required capstone course, Business Policy and Strategy, for graduating seniors.
- **MBA Program:** taught on-line business writing course for students with deficiencies in writing; led pre-term sessions on Communication and Teamwork.

Visiting Lecturer Engagements – ongoing

- **Emory University, Goizueta School of Business** – Co-taught an intensive intersession course for PhD candidates on effective teaching techniques. (August 2008)
- **Univ. of San Francisco, Executive MBA Program** – created and taught a module in crisis communications based on Columbia Final Shuttle Mission (Spring 2011 and 2012)
- **University of California, Santa Cruz** – taught individual session on entrepreneurial communication within elective course in engineering (Winter 2017 and 2018)
- **NYU Stern School of Business** – have delivered over 20 guest lectures in MBA & EMBA Communication Courses (2007 to present)
- **Yale University, New Haven CT** – invited to teach within AF ROTC leadership course about communication strategies for leaders interacting with civilians. (Fall 2020)

Current Professional Memberships

- Academy of Management (AoM)
- American Society for Training and Development (ASTD)
- Association for Business Communication (ABC)
- International Association of Business Communicators (IABC)
- Management Communication Association (MCA)
- Out for Undergraduate (O4U); business, tech, engineering, and marketing events
- Reaching Out MBA (ROMBA)
- Silicon Valley Product Managers Association (SVPMA)
- TED and TEDx Speaker, Conference Participant and Volunteer
- The Battery Creative in Residence

Awards and Honors

- Robert K. Jaedicke Faculty Award, Stanford GSB (October 2018)
- Class of 1978 Lecturer in Organizational Behavior (September 2014 – August 2018)
- Distinguished Alumnus, Emporia State University (October 2013)
- Best Young Adult Event, YPO Next Generation (November 2012, 2013, 2014, and 2016)
- Bob Butler Award for Queer Advocacy, New York University (May 2007)
- Rookie of the Year Award (MCA, Tulane May 2004)

Partial List of Conferences, Workshops, and Professional Presentations

- Mastering Virtual Persuasive Presentations, SVPMA (January 2021)
- Executive Presence for LGBTQ Leaders, Victory Fund Congressional Interns (Dec. 2020)
- Strategic Communication in Good Times and Bad (One World Summit, April 2020)
- Storytelling with Statistics, (Qualtrics X4 Summit, April 2020)
- The Bridge Back to Life, YPO Next Generation Summit (Washington DC, Jan. 2020)
- John C. Thorns, Jr. Lecture: Hope and Healing in Western Kansas, (FHSU, Nov. 2019)
- 7 Secrets of Storytelling Success, Stanford Reunion 40 and 50 year classes (Sept. 2018)
- Leadership Communication for Community College Presidents (Aspen Inst. July 2018-20)
- The Power of Using Video Micro-edits in teaching leaders (MCA, USC, June 2018)
- Executive Presence for LGBTQ Leaders (Next Gen Fellows, May 2018, Sept. 2020)
- Further Down the Bridge Back to Life (NAMI Chapter, Fort Hays State, March 2018)
- The Bridge Back to Life (4th Annual Mood Disorders Summit, Orlando FL Dec. 2017)
- Sam Hayes Lecture, (Emporia State University, October 2017)
- Executive Presence for Higher Ed Leaders (Penn Exec Doc Alumni Conf. Jan. 2017)
- Presence for Elected LGBTQ Leaders (Victory Fund, Washington DC, Dec. 2016 and 2017)
- Leading Out Loud (Bloomberg ERG, San Francisco, Dec. 2016)
- Keynote: Storytelling with Data (Qualtrics User Summit, February 2015, 2016, and 2019)
- Keynote speaker (Genentech Community of Champions Retreat, October 2015)
- Using public media to increase student learning (MCA, Dartmouth, June 2015)
- Featured speaker: The Winding Path to Parenthood (TEDx Stanford, May 2015)
- Keynote speaker (Stanford University Division of Student Life, April 2014)
- Lead Moderator (Stanford GSB Supply Chain Conference, April 2014)
- Concise Storytelling in Writing (Stanford Alumni Scribes Gathering, March 2014)
- Curricular Innovation in Higher Ed (GSE Penn Summer Symposium, August 2013)
- MBA Innovation Strategies (GMAC Leadership Conference, January 2013)
- Panelist on MBA Innovation (MIT Action Learning Conference, August 2012)
- Higher Education Roundtable (Nazarbayev University, Kazakhstan, July 2011)
- Peerless Innovation at our Peer Schools (MCA, Tulane, May 2011)
- Storytelling for Student Service Success (GSB MBA Program, April 2011)
- Redesigning the MBA: CAT at the GSB (AACSB, Tampa FL, March 2011)
- Breaking the Silence around Suicide (TED Active, Palm Springs, CA, March 2011)
- Glimpse the Future: (IABC, Pacific Plains Regional Conference, October 2010)
- ReTweet This: Managing Corporate Communication Today (Notre Dame, Oct. 2009)
- Networking Keynote Workshop (OUBC, Oct. 2009, 2010, 2011)
- Pulling the Classroom Out of the Closet (AoM Chicago, Aug. 2009)

Partial List of Publications and Writing

- *Communicate with Mastery: speak with conviction, write for impact.* Wiley Business Publishing, 2020
- The Rewards (and Demands) of Earning a Masters While Working, *LinkedIn* May 2019
- Recalling Barbara Bush's Contribution to Campus Dialogue, *LinkedIn Post*, April 2018
- AI 'gaydar' could compromise LGBTQ people's privacy – and safety, *Washington Post*, February 19, 2018
- First Father's Day without my Father, *Medium*, June 2017
- Achieving Successful and Lasting Curricular Innovations – *BizEd*, December 2014
- Improving Student Engagement and Expanding MBA Communication Skills with Reduced Resources and Creative Alliances – *MBA Innovation*, June 2014
- Revealing a Heartbreaking Secret on the TED stage, *Huffington Post*, May 24, 2013
- My MBA Students taught me (another) valuable lesson, *Huffington Post*, Feb. 4, 2013
- Leading Out Loud: How Teaching Leads to Learning, *Huffington Post*, August 13, 2012
- What Factors Cultivate Innovation within the MBA: Studying Three Examples of Curricular Innovation, UMI Dissertation Publishing, June 2012
- In Kazakhstan, the Professor Becomes the Student, *Huffington Post*, September 10, 2011
- Why I Watch TED Talks with Other People, *Harvard Business Review*, March 4, 2011
- A Model of Consistency in Communication, *Harvard Business Review*, January 19, 2011
- Leveraging the Benefits of Being a Rookie, *Harvard Business Review*, July 5, 2011
- Winning over the Jury Before the Trial, *Harvard Business Review*, December 21, 2010
- How to Overcome Fears, *Harvard Business Review*, September 30, 2010
- Effective Communication Begins with a First Impression, *Harvard Business Review*, August 17, 2010
- MHR Congregant shows where the love is, *San Francisco Chronicle*, January 14, 2009

Communication and Strategy Consultant (1996-present) with clients including:

- Adams Street Partners, Menlo Park, CA and Chicago IL
- Alpinvest, New York, NY
- AQR Capital, Greenwich, CT
- Bentall Kennedy, Toronto Canada
- Center for Academic Excellence, Madison, WI
- Ciena Worldwide, Ottawa Canada
- Credit Karma, San Francisco, CA
- Facebook, Mountainview, CA and New York, NY
- GenenTech, South San Francisco, CA
- Hospital Employees Union Local #1199, New York, NY
- Jane Street Financial, New York NY
- Kaplan Educational Centers, New York, NY
- Landed.com, San Francisco CA
- Makena Capital, Menlo Park, CA
- National Football League, New York, NY
- NYU Medical Center and Mount Sinai Hospital, New York, NY
- RelateIQ, Palo Alto, CA
- Retail Next, San Jose CA
- Stanford Medical Center Office of Development, Palo Alto CA

University and School Committees and Service

Stanford University

- Committee member, Future of Management Education, (April 2017 – June 2018)
- Pre-Major Advisor for freshmen (ongoing)
- Communication Coach, Leadership Academy for Senior Leaders (ongoing)
- Faculty Advisor, GSB Pride, GLBT Group and GSB Allies Group (ongoing)
- Faculty Advisor, TEDx Stanford (2012-2017)
- Faculty Advisor, Global Experience Trip to New Zealand (December 2018)
- Faculty Advisor, Global Experience Trip to South Korea (Spring 2013)
- Faculty Advisor, Service Learning Trip to Thailand and Cambodia (Spring 2008)
- Facilitator, Stanford University Alumni Pride Board Annual Retreat (2008, 2009)
- Communication Coach, Leadership and Development Officers Academy (Ongoing)
- Workshop Presenter, How to Pitch to VCs for VC3 event (Winter 2009, 2010, 2011)

New York University

- Academic Coordinator, NY Initiatives Program; have written numerous cases on NYC institutions (Barneys, NY Mets, Jazz at Lincoln Center, etc.) and helped coordinate activities with courses in economics, marketing, management, and strategy. (2005-2007)
- Faculty Fellow in Residence, Coral Tower; served as resident faculty mentor and advisor for 400 undergraduate residents in NYU Residence Hall (2005-2007)
- Workshop Leader, “How to Think for a Change”, Residential Education (August 2007)
- Coordinator, “How to Effectively Pitch New Business Ventures,” for participants in Berkley Center for Entrepreneurship Business Plan Competition (2003-2007)
- Retreat Facilitator, Vice President of Student Life’s Senior Staff (May 2005)
- Faculty advisor, ISP trips to Chile (2006) and Hong Kong (2007)
- Faculty advisor, OUTClass and Pride Corp (MBA and undergraduate GLBT groups)
- Faculty advisor, Annual Part-Time Leadership Forum Retreat for Langone students.
- Advisor, NY Student Initiative for AIDS, a non-profit created and led by NYU students dedicated to raising both funds and awareness to fight the AIDS pandemic. (2003-2007)

Additional Service and Activities

- Creative in Residence, The Battery of San Francisco, (2015 – present)
- Board of Trustee, Unity Institute and Seminary, (2014 – 2015)
- Founding Board of Directors, Out for Undergraduate (2003 – 2015)
- Advisory Board Member, Penn Foster Career Schools (2007 – 2011)
- Founder and lead advisor Reaching Out MBA Case-writing competition 2006 – 2012)
- Facilitator and judge, Reaching Out Business Case Competition (2004 – 2012)
- Board of Advisors, NextGen Leaders (2018 – present)

Prior Professional Experience

- **Relationship Manager, eMind (June 1999 – September 2001)**
 - Designed and implemented the firm’s approach to launching and serving corporate clients with eLearning for financial services professionals.
 - Worked with senior sales team members to secure numerous large and pivotal accounts; then handled the implementation of these accounts.

- **Organizational Development Specialist, NYU Med Center (Jan. 1998 – June 1999)**
 - Coordinated the development and launch of a five session Decision Support System curriculum; training hundreds of staff members.
 - Collaborated on the development of eight other new course offerings in while providing organizational development to numerous departments.

- **National Director of Staff Development, Kaplan (June 1993 – January 1998)**
 - Pioneered management development program for firm’s managers nationally.
 - Founded Kaplan University program for new hires; delivered curricula nationally.
 - Developed and led weeklong sales training program in each of 10 sales hubs.
 - Created role of regional trainer for conducting sales and teacher training.
 - Served as initial leader for Kaplan After School which became Score@Kaplan.

- **Executive Director, King’s Court Play’rs (June 1992 – June 1993)**
 - Managed an educational theatre company, which performed over 400 shows annually in schools throughout California.
 - Hired, trained, and led staff of performers, designers, and directors.

- **Center Director, The Ronkin Educational Group (October 1991 – June 1992)**
 - Oversaw successful start-up office in San Mateo, CA of national test prep firm.
 - Taught multiple test preparation courses.

- **Sales Associate, Shearson Lehman Brothers (January 1991 – October 1991)**
 - Supported four top-producing brokers as a client services associate.
 - Created processes and systems to translate my efforts to other team members.

- **Faculty & Dean of Admissions, Thomas More Prep (August 1987 – December 1990)**
 - Managed marketing and admissions efforts for four-year international college prep boarding school.
 - Taught courses in communication, leadership, religion, and music.
 - Created and launched girls’ residency program and student ambassador program.

- **Cast Member, Up with People (July 1986 – July 1987)**
 - Served as a member of a 127 person cast traveling to 11 countries and 27 states.
 - Took on leadership roles in logistics and education for the cast.
 - Served as advance promotion team member on three occasions with increasing levels of responsibility.