

Cynthia Crawford

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PROFESSIONAL PROFILE

An educator with eighteen years of teaching at the university level, seven years of teaching high school English, and twelve years of experience in a corporate environment, including eight years as trainer and manager within the Human Resources Department. Demonstrated skills at teaching, training, and developing others. Proven ability to communicate effectively with small and large groups using both oral and written communication channels.

MAJOR ACCOMPLISHMENTS

- Collaborated with BBA Faculty to develop and adapt Ross Integrative Semester
- Partnered with Communication Faculty to develop and adapt curriculum for core undergraduate courses
- Designed, developed and delivered training programs for Borders Stores employees
- Managed company-wide restructuring project for all Borders stores
- Developed and oversaw performance management process for Borders Stores employees
- Partnered with appropriate departments to write and edit HR and training policies, manuals, and handbooks

EXPERIENCE

University of Michigan, Ross School of Business, Ann Arbor, MI

2005-Present

Lecturer of Business Communication

- **Instructor, Undergraduate Courses:** Taught BCOM 250 and BCOM 350 undergraduate core courses; taught BCOM 369 Advanced Presentation Skills. Worked on and team-taught pilot class BA 200. Course coordinator for BCOM 350.
- **Instructor, Graduate Courses:** Taught LHC 560, LHC/BCOM 522, BCOM 524, BCOM 561, LHC 559 and LHC 520 graduate communication courses; also taught WMBA 514 and WMBA 516 and WMBA 526. Course coordinator for BCOM 522.
- **Multi-disciplinary Action Projects (MAP) Communication Coach:** Coached 12-16 MAP teams per year on ways to improve their written and oral communication during MAP projects and provided weekly communication updates to teams. Worked with other Communication Coaches to develop MAP Communication Workshops. Provided feedback for EMBA MAP teams on presentation skills. Worked with 5-6 WMBA MAP teams in 2013-2014, 4 teams in 2015 and 2016, 5 teams in 2017, 4 teams in 2018 and 2019; worked with two OMBA MAP teams in 2023 and two OYM Consulting Studio teams in 2024.
- **Tauber Project Communication Coach:** Coached two teams in 2009 and four teams in 2011 to improve their written and oral communication during Tauber projects.
- **Additional Roles:** Served on BBA Committee 2013-2016; helped design and shape BBA course program. Worked as project manager for BA 200 Fall 2014; led weekly meetings, coordinated class material, developed training material and led training for TAs. Worked with RIS Committee to adapt BCOM 350 to the Ross Integrated Semester. Worked with Core Course Coordinators Committee. Served as faculty representative for CVC in 2019-2020.

- **Additional coaching/evaluation:** Coached student commencement presenters 2008-2012. Presented a Presentation Workshop to AKPsi fraternity, a Writing Effective Emails presentation to the Solar Car Team in September 08, and Business Communication Skills to LEAD in July 08. Provided coaching on presentation skills for teams in Leadership Crisis Challenge in January 2008, 2009, 2011-2016. Served as judge for Michigan Business Challenge in February 2008. Provided coaching for EMBA MAP presenters 2008-2011 and in 2013-2017. Served as Faculty Mentor in the University Mentorship Program 2008. Taught Independent Study project in 2017.

Communication Consultant

- Advised BBA, MBA, MAcc, and PhD students on writing and speaking

Professional Development

- **BCOM training sessions:** Storytelling with Data (11/19), Minto: Structuring our Reasoning to Save Time and Communicate Like a Consultant (1/20); Designing and Using Rubrics (10/21)
- **International Writing Across the Curriculum Conference:** Adapting writing across topics (6/16)
- **Ross Teaching Seminar:** Cased-Based Methods (6/15); Inclusion Training (4/18); Equity and Inclusiveness in a Hybrid Environment (8/20); Maintaining Student Positivity and Engagement in Online Learning (8/20); Inclusive Teaching: Dialogue with Students (3/21);
- **BCOM Brown Bag:** More Than Delivery: The Role of Deliverables in Project Work (10/14)
- **CRLT Seminars:** Learning Styles in the Classroom (9/05), Interactive Learning: The Best of Both Worlds (11/06); Designing Effective Group Activities (11/08); Responding to Student Climate (10/19); Rubrics: Transparent, Consistent, and Efficient Assessment in Support of Students' Learning (9/22)
- **CCCC Convention:** Attended various workshops and presented session on teaching business writing to sophomores (3/09)

Borders Group, Ann Arbor MI

1992-2004

- **Manager of Training:** Managed the training process for Borders Stores employees, including the development of training materials, the budgeting process, and regular updates to executives. Wrote training materials for store supervisors. Developed and delivered developmental training using Myers-Briggs for Borders employees
- **Manager, Borders Stores HR:** Managed the Employee Relations function, including HR Communications. Oversaw development and production of training and informational videos, Employee Handbooks, and HR Manuals. Provided communications to stores on HR issues.
- **Various store positions:** Worked in a variety of positions in Borders Books and Music, including Educational Liaison, Corporate Accounts, and Assistant Manager

Fairfax County Public Schools, Fairfax, VA

1984-1991

- **Teacher:** Taught high school English to 9th, 10th, and 11th graders
- **Team Leader:** Served as Team Leader for 9th Grade Teachers; represented team and school-wide and county-wide meetings

EDUCATION

M.A., English - University of Virginia. Charlottesville, VA	1983
M.Ed. Education - University of Virginia. Charlottesville, VA	1983
B.A., English - George Mason University. Fairfax, VA	1981