

LISA A. PAWLIK

CAREER SUMMARY

An educator with a passion for teaching and 18 years of experience as a university instructor, along with over 20 years professional experience in program and operations management at an automotive OEM.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF MICHIGAN, Ross School of Business, Ann Arbor MI

2005-Present

Teaching Professor (2023); Lecturer IV of Business Communication (8/2021 – present)

Develop course materials and instruct graduate and undergraduate students to master communication concepts, improve critical thinking and written and oral communication skills and produce high-quality deliverables. Position students to communicate successfully in business to achieve organizational and career goals. Provide leadership for course development and department and Business School initiatives. Promoted to Lecturer II 2009.

- **Graduate MBA Instructor:** Teach graduate writing and presentation courses: Current BCOM 561 Management Presentations (16 sections to date). Previously taught BCOM 522 Managerial Writing (29 sections to date) and 524 Persuasive Communication (4 sections) in Full time MBA program; BCOM 525/526 Business Communication for Weekend MBAs (3 sections each—replaced 516) and 3 sections of WMBA 527 (Replaced 517); also BCOM 594 Written Business Communication and BCOM 595 Oral Business Communication for Global MBAs in Seoul, Korea (7 sections each).
- **Undergraduate BBA Instructor:** Teach core integrated junior year course BCOM 350, Professional Communication Strategies (33 sections to date). Previously taught BCOM 250, Intro to Business Communication (3 sections); nominated for 2012 Teaching Excellence award.
- **Multidisciplinary Action Projects (MAP) Advisor/Communication Coach/Faculty:** Advised/coached 241 Full Time MBA MAP teams in researching, developing and presenting solutions to global business problems. Produced and delivered presentation workshop materials, including Crushing your Virtual Presentation ('21), Building Credibility & Rapport and Delivering for Impact ('22). Advised 46 Weekend, 7 Global, and 10 Online MAP teams to date.
- **Tauber Institute Faculty Advisor/Communication Coach:** Provide guidance to graduate business-engineering-supply chain student intern teams on global operations projects (14 projects to date). Initiated communication support role and coached teams on written and presentation deliverables for corporate sponsors and faculty advisors (27 teams '08-'12). 2011 team advised received top Spotlight! Competition award; 2012 team placed third and 2015 team placed second.
- **Ross Leadership Initiative/Sanger Communication Coach:** Coach competing MBA/BBA teams on presentations for Leadership Crisis Challenge events (11 years).

Coordination/Service Contributions

- **Multidisciplinary Action Projects (MAP) Communication Coach Coordinator:** Lead CommFaculty, interface with faculty and administration, manage website, create and disseminate communication resources ('09-'14, '17-'24). Foster best practices standardization across MAP programs. Created Virtual Communication resources module 2020, Virtual Presenting Workshop 2021, and Compelling Sponsor Communications Workshop series in 2022. Trained/mentored 27 new coaches to date.
- **Mentor/Coach for Ph.D. Student Practice BA830 WN2022:** Provided teaching material feedback, observed and coached class delivery to Ph.D. students preparing as instructors. Also developed a feedback tool for all coaches to utilize and reinforce best teaching practices. 3 students in '22; 2 in '23.
- **Member – Wellness and Community Task Force:** Met weekly Feb. – March 2023 with faculty and staff team to discuss and recommend ways to elevate the sense of community and promote wellness in the Ross work environment. Recommended short and long term actions.
- **Member – Community Values Committee:** Serve with sub-team of faculty, staff and students to review cases and reinforce the Academic Honor Code.
- **Communication Workshops:** Created and delivered 'Communicating with Confidence' workshop for Ross Women's Business Club Nov. 2022; Executive Communications workshops for two Jeff Sinclair courses (Entrepreneurial Studies – Turnaround Mgt. (ES735) and Professional Capstone – Management Consulting (TO465) – Winter 2022; Global MBA 'Communication at Ross & Beyond' – Winter 2023 and 2024; 'Presenting with Confidence' for Rackham Aspiring Fellows (pipeline program for minority undergraduate students from target universities to conduct/present research).

- **BCOM Lecturer/Coach Hiring:** Participated in recruitment, interviewing, and assessment of new BCOM lecturers in 2021 and 2023 -- interviewed 10 candidates, resulting in 4 new lecturers hired. In 2024, assisted in assessing and interviewing candidates to select 2 new Presentation Coaches.
- **Faculty Engagement Sub-Committee:** Surfaced and helped resolve faculty concerns, including DEI issues and remote-work from April-August 2021.
- **Core Course Coordinator:** Led development of core presentation course: BCOM 350, Professional Communication Strategies, created course materials and coordinated 5-9 instructors '06-'10. Provided coordination of objectives and instructor materials for BCOM 524 ('09-'12). Ensured consistency of BCOM 522 Managerial Writing course across 4 instructors and co-developed new course curriculum 2013-2014 academic year through 2016. Coordinated 7-8 instructors teaching three Weekend MBA BCOM courses and developed new 2-course curriculums (WMBA 516/517) implemented in Spring 2014/2015 and new 3-course curriculum implemented Spring 2016. Co-coordinated BCOM350 as part of 2024 Ross Integrated Semester, overseeing 10 instructors/24 sections.

Professional Development/Research

- **CRLT/ Ross/ Training & Seminars ('22-'23):** CRLT 'Promises & Pitfalls of Student Presentations' (1/22); Ross DEI Community Conversation with DEI Director (2/22); CRLT Players DEI Session: You Don't Belong Here (3/22); Duarte: Influence through Visual Storytelling – Think Like a Designer (5/22); Duarte's 'Adaptive Listening' 8/22; 'Unpacking Executive Presence' (9/22); Center for Positive Organizations' 'What Inclusive Leaders do Differently' (9/22), Mastering Community (2/23), & Building Empathy (3/23); Completed 8 month Lecturer Equity-Based Teaching program (12/23); and attended several Hosmer luncheons; Enriching Scholarship 5/23 sessions 'Leveraging AI' & 'Fostering Transparency through Visual Design'; Duarte 'Designing slides and visual aids that pop' (9/23); Center for Positive Organization 'Science of Belonging' (10/23); CRLT 'Responding Effectively to Generative Artificial Intelligence' (2/24); Hosmer pres. (4/24); Duarte 'Slide Design Makeovers' (5/24); Ross CPR/AED certification;(4/24); UM's Zero Waste Challenge (4/24).
- **Research Initiatives:** Conducted three years of research into the value/impact of communication deliverables on team project work, collaborating with widely published researchers Priscilla Rogers of Ross and Barbara Shwom of Northwestern. Presented at 2010 International Association of Business Communication Conference, 2012 European ABC Conference and at Ross 'Brown Bag' event 10/13. Published SSRN paper 3-15; submitted to International Journal of Business & Technical Communication 2019 – selected for publication 1-20. Nominated for Conference on College Composition and Communication's 'Best Article Reporting Qualitative or Quantitative Research in Technical Communication' and 'Outstanding Article on Business Communication in a non-ABC journal' awards in 2020. Embarking on research into Amazon 6-pager genre with colleague from University of MI – Flint.

Professional Affiliations/Conference Participation and Presentations

- Member of Association for Business Communication (ABC) since 2007, Management Communication Association (MCA) since 2016; National Council for Teachers of English, and College Composition and Communication Council; Positive Business Conference 2021.
- Conferences: *Assoc. for Bus. Commun.* 10/08, 10/10, 6/12 (presenter), 10/13, 10/14, 10/15, 10/16 (presenter), 10/17 (presenter), 10/19, 10/20, 10/21 (presenter – MBA Teaching Tools with UI, NC, USC Colleagues), 10/23. *Management Commun. Assoc.:* 5/15, 5/16 (presenter), 5/17 (presenter), 5/18 (presenter), 5/19, 5/23 (Inclusive Teaching and Generative AI). *Positive Business:* 5/22, 5/24

GENERAL MOTORS CORPORATION, Detroit, MI

1980 - 2003

Roles of increasing responsibility including: Quality Supervisor, Program Engineer, Program Manager, Planning Director, and Competitive Intelligence Director. Led teams of up to 150; sought out mentor for career development; guided future women leaders as one of only <10% women executive leaders.

EDUCATION

MBA, with Distinction, Concentration in Marketing / Strategic Planning, The University of MI, Ann Arbor 1990

- Beta Gamma Sigma Honor Society (Top 20%)

BS, Industrial Administration, Concentration in Materials Management, GMI/Kettering University, Flint, MI 1985

- Top 20% of Class

CERTIFICATIONS

- Dale Carnegie Presentation Training & 'Top Speaker' Awards
- Cultural Quotient Level I Certification
- TRACOM Social Styles Accreditation