

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

Lecturer IV of Business Communication (8/2021 – present)

Lecturer II of Business Communication 2009-2021

Lecturer I of Business Communication 2005-2009

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.

- **Graduate MBA Instructor:** Teach graduate writing and presentation courses: Current BCOM 561 Management Presentations (15 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 (32 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 231 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 44 Weekend, 6 Global, and 4 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 teams on presentations for Leadership Crisis Challenge events (10 years). Coach undergraduate teams in a parallel event since 2015.
- **Communication Consultant:** Evaluated MBA written waiver exams. Advised business students 1-1 on academic and professional communication tasks '05-'09.

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-'23). 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 23 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.
- **Women-Rising Workshop:** Created and delivered 'Communicating with Confidence' workshop for Ross Women's Business Club Nov. 2022.

- **Cross-Functional Workshops:** Developed and delivered Executive Communications workshops for two Jeff Sinclair courses (Entrepreneurial Studies – Turnaround Mgt. (ES735) and Professional Capstone – Management Consulting (TO465) – Winter 2022.
- **BCOM Lecturer Hiring:** Participate in recruitment, interviewing, and assessment of new BCOM lecturers. Assisted narrowing from 16 candidates to 6 interviewed to two lecturers hired in 2021.
- **Faculty Engagement Sub-Committee:** Surfaced and helped resolve faculty concerns, including DEI issues and remote-work from April-August 2021.
- **BCOM Resources Site Development:** Initiated development & supervised student assistant in developing shared BCOM Resources on Google Drive site in 2020.
- **Public Speaking Club Competition Coach/Judge:** Provided communication guidance and feedback in several rounds of speaking debate competition (10/19).
- **BOND Consulting Club Public Speaking Workshop:** Created and delivered communication module for team consultants – attended by 16 club members. (11/19).
- **U-M School of Public Health, Department of Health Management and Policy Consulting:** Advised on business communication support for capstone action-based learning experience for master's students (2019), developing a schedule for communication training and resources for student teams.
- **Core Course Coordinator:** Led development of core presentation course: BCOM 350, Professional Communication Strategies, creating course materials and coordinating 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 starting with 2013-2014 academic year through 2016. Coordinated 7-8 instructors teaching three Weekend MBA BCOM courses. Developed new 2-course curriculums (WMBA 516/517) implemented in Spring 2014/2015 and new 3-course curriculum implemented Spring 2016.
- **Nespresso Sustainability MBA Challenge Coaching:** Guided Ross semi-finalist team to develop and deliver the winning presentation (6/14).
- **Tauber Institute Communication Coach/Coordinator:** Initiated coaching program for Tauber project teams. Led coaching staff, interfaced with administration, created and disseminated communication resources. Trained/mentored 9 new coaches '09-'13.
- **Commencement Speaker Coach:** Reviewed written speeches of selected undergraduate and graduate student presenters; provided feedback on delivery '07-'11.
- **Student Recommendations/Communication Coaching:** Provide numerous letters of recommendation (job, grad school, etc.), along with personal presentation & writing advice.

Professional Development/Research

- **CRLT/ Ross/ Training & Seminars ('05-'16):** Learning Styles in the Classroom (9/05); Dealing with Heterogeneous Student Ability (3/06); Engaging Students in Problem-based Learning (5/06); Interactive Learning: Best of Both Worlds (11/06); Evaluating Student Writing (11/07); Engaging Students through Technology (10/08); Using Wikis and Blogs (1/09); Faculty Focus Group on Advanced Teaching Expertise (1/09); Making it Stick: Classroom Retention Strategies (3/09); Voice and Presentation Techniques for Public Speaking (5/09); Blogging in the Classroom (5/09); Rigor in Teaching (8/12); Flipping the Classroom (5/14); Case Method Teaching Workshop (6/14); Flipped Classroom Workshop (3/15); Executive Education Faculty Focus (4/16)
- **CRLT/ Ross/ Training & Seminars ('17-'21):** Cultural Quotient Level 1 Certification (3/17); Blended Learning Workshop (4/17); Media Training (5/17); Communication Competency Assessment 5/18); Data Visualization Seminar (5/19); Storytelling with Data Workshop (11/19); Minto: Structuring Reasoning to Communicate Like a Consultant (1/20), BA Seminar 'Equity in the Classroom' (1/20), Duarte Virtual Communication series (3 modules 4-5/20), Duarte's Power of Visual Thinking (10/20), TRACOM Social Styles Certification (10/20), Harvard's Making Online Classes Work (11/20), CRLT 'Act for Equity (12/20); Harvard Business Review 'Getting & Keeping Students Engaged Virtually (3/31); HBR 'Reducing Cognitive Load in Hybrid Teaching' (4/21); Duarte 'Persuading Audiences Through Story' (5/21); Duarte 'Top Delivery Struggles Speakers Face & How to Overcome Them' (6/21); Inclusive Excellence Ross Faculty Training (8/21); Students in Distress Workshop (10/21); Duarte 'Master Virtual Presentations' (11/21); LSA Seminar: Shoulda, Woulda, Coulda (11/21)

- **CRLT/ Ross/ Training & Seminars ('22-'23):**; CRLT 'Promises & Pitfalls of Student Presentations' (1/22); Ross DEI Community Conversation with Thomas Bell, 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 on Leveraging AI and Fostering Transparency through Visual Design.
- **Classroom Observations/Coaching:** Reviewed by Anne Harrington, Director of Instructional Development (522 1/06; 250 11/06). Instructional consults (6/09, 9/10).
- **Textbook Reviewer/Editor:** Reviewed new Shwom/Snyder '*Business Communication*' Textbook (Pearson/Prentice Hall publication) 12/09-6/10; reviewed Mary Munter's *Guide to Managerial Communication*, 9th edition, 2010.
- **Henry Ford Health System 'Managing Communication by Objective' Workshop:** Developed and delivered communication seminar; executed communication skill assessment survey for Henry Ford executive physicians and administrators 2011-14.
- **Alvarez & Marsal Workshops: 'Delivering Compelling Presentations' for all staff and Senior Director "Developing Your Presentation Persona'** Developed and delivered communication seminar/training on effective presentations; evaluated and coached top executives on skills (Jan. '18)
- **Research Initiatives:** Conducted three years of research into the value/impact of communication deliverables on team project work. Collaborated with widely published researchers Priscilla Rogers of Ross and Barbara Shwom of Northwestern. Proceedings paper presented at 2010 International Association of Business Communication Conference. Updated research presented at 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.

Professional Affiliations/Conference Participation and Presentation

- 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
- ABC Conferences: 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). MCA conferences 5/15, 5/16 (presenter), 5/17 (presenter), 5/18 (presenter), 5/19, 10/21 (virtual presenter – MBA Teaching Tools panel with UI, NC, USC colleagues); MCA Conference May 2023 – Inclusive Teaching and Generative AI.

GENERAL MOTORS CORPORATION, Detroit, MI

1980-2003

World's largest manufacturer of transportation products and related services.

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

1990

The University of Michigan, Ann Arbor, MI

- Selected for Beta Gamma Sigma Honor Society (Top 20%)

BS, Industrial Administration, Concentration in Materials Management

1985

GMI Engineering and Management Institute (now Kettering University), Flint, MI

- Top 20% of Class

CERTIFICATIONS

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