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| Robert E. Bowse, MFA | Business Communication Program 307A Isenberg School of Management  University of Massachusetts Amherst  Amherst, MA 01003  413 577 2237  rbowse@umass.edu |

**Teaching & Administrative Experience**

**University of Massachusetts Amherst**,Amherst, Massachusetts

*Director, Business Communication Program ― September 2021 to present*

*Interim Director, Business Communication Program ― August 2020 to August 2021*

*Senior Lecturer II, Isenberg School of Management, Business Communication Program ― September 2020 to present*

*Senior Lecturer, Isenberg School of Management, Business Communication Program — September 2014 to August 2020*

*Lecturer, Isenberg School of Management, Business Communication Program — September 2008 to August 2014*

* SCH-MGMT 397M & 379P: Seminar - Shaping the Future: Peer Leadership in Action & Peer Leaders
* SCH-MGMT 310 & 317: Management Communication & Sport Management Communication
* SCH-MGMT 200: Career and Professional Development
* SCH-MGMT 191T, 191BUS1 & 192T: Transitions

*Instructor, University Writing Program — September 2004 to May 2008*

* ENGL-WRIT 112: College Writing, general and honors sections
* ENGL-WRIT 111: Introduction to College Writing

**Communications Consulting Experience**

**Fidelity Investments**,Marlborough, Massachusetts

*Senior Communications Consultant, Plan Sponsor Services — October 2003 to August 2004*

* Developed communications strategies to market retirement plans to eligible employees.
* Coordinated and oversaw design, production, and fulfillment of print and electronic communication elements.
* Served as communications contact for all FITSCO higher education and union clients.
* Developed and managed budgets and plan-related client communications inventory.

**Mercer**,Boston, Massachusetts  
*Associate Principal and Senior Consultant, Communications Team — June 1999 to July 2002*

* Designed and implemented communications strategies for mid-market to Fortune 100 clients.
* Conducted focus groups and performed communications audits.
* Coordinated and oversaw design and production of print, video, electronic, and web communication elements.
* Managed client relationships, developed and managed budgets, and mentored junior writing staff.

**Watson Wyatt Worldwide**,Wellesley Hills, Massachusetts*Consultant, Human Capital Group — December 1997 to May 1999*

* Wrote and assisted in the design of printed, electronic, and video employee communications.
* Facilitated strategic planning and measurement with clients using balanced scorecard system.
* Managed client and vendor relationships, prepared budgets, and coordinated production of print elements.

**Towers Perrin**,Boston, Massachusetts  
*Specialist, Human Resources and Communications — March 1995 to November 1997*

* Drafted, edited, and proofed employee communications in print, electronic, and video media.
* Designed and analyzed company survey and focus group data and prepared employee and executive reports.
* Managed relationships with design, print, and fulfillment vendors.

**Education**

**University of Massachusetts**,Amherst, Massachusetts

### Master of Fine Arts, Fiction, May 2008

**Yale University**,New Haven, Connecticut

### Bachelor of Arts, Psychology, May 1991

**Publications**

**Academic**

Bowse, R. & Lawrence, H. (2016). The whys, hows and lessons learned from our 780-person writing class. *Business and Professional Communication Quarterly*, 79(1), 1-23.

**Creative**

Fiction, essays, and drama published in *The Florida Review*, the *New Orleans Review*, *Gargoyle*, *The New York Tyrant*, *Hunger Mountain*, *Salt Hill*, *Dislocate*, *Night Train*, *American Thinker*, *Harvard Summer Review*, and elsewhere.

Awards and Honors

* Outstanding Teaching Award, Isenberg School of Management (2013)
* Nomination, Pushcart Prize in Fiction (2008, 2005)
* Fidelity Highest Customer Satisfaction Award (2004)
* International Association of Business Communicators Gold Quill Award of Merit (2002)

**University and School Service**

* Chair. Isenberg Gen AI Working Group — February 2024 to present
* Member. Committee on Inspiring Innovation in Teaching & Learning — September 2020 to May 2021
* Member. Academic Honesty Board — February 2013 to December 2020
* Hearing Chair: June 9, 2020; November 11, 2018; September 29, 2017
* Liaison. Isenberg Undergraduate Programs Office — September 2018 to April 2020

**Business Communication Program Service**

* Chair. Equity Action Plan Working Group — May 2023 to present
* Member. Search Committee, Chase Career Center — June 2023 to present
* Chair. Faculty (PT) Search Committee — May 2023 to present
* Mentor. Eric Holmes, BCP Faculty — September 2022 to May 2023
* Chair. Faculty (FT) Search Committee — September 2022 to May 2023
* Chair. Faculty Pool Search Committee — September 2021 to May 2022
* Chair. IDA Working Group — September 2020 to May 2021
* Chair. Curriculum Committee — September 2020 to present
* Chair. Faculty Pool Search Committee — April 2021 to August 2021
* Mentor. Brian Hentz, BCP Faculty ― May 2020 to August 2021
* Member. Program Personnel Committee — September 2019 to October 2020
* Member. Faculty Survey Group — September 2019 to May 2020
* Member. Faculty (FT) Search Committee — March 2019 to May 2020
* Member. Curriculum Committee — February 2018 to May 2020
* Mentor. Fadia Nordtveit, BCP Faculty — September 2019 to January 2020
* Member. Merit Pay Subcommittee ― January 2018 to May 2019
* Webmaster. Business Communication Program Website — January 2009 to September 2015
* Chair. Assessment Working Group — January 2011 to December 2013
* Member. Personnel Committee — September 2010 to December 2012
* Liaison. Technical Support Services — September 2010 to December 2012
* Judge. International Education Week Essay Contest — November 2010 & 2011
* Member. Faculty (FT) Search Committee — March to May 2011
* Member. Assessment Subcommittee — January 2009 to January 2011
* Chair. Website Redesign Committee *—* September 2008 to May 2009

**Trainings and Certifications**

* CliftonStrengths *— July 2023*
* Flagship Analytics (UMass) *— April 2023*
* STRIDE (UMass) *— November 2022*
* Behavioral EQ® (TRACOM) *— July 2022*
* Life Design Studio (Stanford University) *— June 2021*
* SOCIAL STYLE & Versatility® (TRACOM) *— April 2020*

**Business Communication Program Special Projects**

**SCH-MGMT 192T, Transitions** (October 2020 to May 2021). Developed syllabus, content, assignments, and website for Isenberg's only on-ground course in spring 2021. Hired and trained 25 teaching assistants.

**Business Communication Center Student Tutors** (December 2019 to May 2020). Recruited, interviewed, and trained team of six student tutors as part of new BCC service offering. Researched and vetted third-party training software. Worked with vendor (TutorLingo) to set up custom site to augment in-house training program.

**191T Curriculum Development** (April 2019 to May 2020). Worked with Holly Lawrence to develop new content for Career   
and Professional Development course, including the introduction of *Designing Your Life* concepts and SOCIAL STYLE & Versatility® interpersonal behavior model, and developing curriculum trajectory for BCP three-course series.

**Oral Communication Lab Proposal** (November 2019). Spearheaded efforts to research oral communication lab technology and pricing, and developed proposal for Anne Massey re same.

**Professional Development Workshop, Visual Design** (September to November 2019). Oversaw RFP and proposal review process, and managed scheduling/administration for faculty professional development workshop on 11/1/2019.

**Business Communication Program Marketing Collateral** (2013-2018). Designed and produced a seven-minute slidecast for use at ISOM open houses that educates potential students about Program mission vision, courses, topics, etc. Developed content and managed design process for multiple one-page flyers for Isenberg senior administration.

**SCH-MGMT 392A, Corporate Communication** (June 2012). Developed Program’s first content-based course for online delivery. Selected text, developed syllabus, schedule, assignments and rubrics, and built course site on Blackboard.

**Report on Class Size, Course Load and Best Practice Pedagogies** (March 2011). Researched and produced a 3,000-word report and reading list on best practice pedagogies regarding post-secondary intensive-writing courses. Report was presented to colleagues during internal meeting and has informed key decisions on Program strategies; select content was used in subsequent meetings and conferences by Program Director in and outside Isenberg.

**Guest Presentations**

* ALPFA Member Meeting: Interview Prep Workshop — March 2024
* MS Sport/MBA Students: Storytelling through PowerPoint — October 2023
* MS Sport/MBA Students: Storytelling through PowerPoint — October 2022
* Chase Career Center: Public Speaking Workshop for Career Peers — November 2020
* SCH-MGMT 291T: Transfer Connection (eight classes) — January 2020
* SCH-MGMT 291T: Transfer Connection (eight classes) — September 2019
* Association of Diversity in Sport, Member Meeting: Resume Workshop — October 2014
* Association of Diversity in Sport, Member Meeting: Resume Workshop — October 2013