

Burghardt Tenderich, Ph.D.

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ACADEMIC AND INDUSTRY POSITIONS

2010 – now Professor of Practice

Associate Director of the USC Center for Public Relations

Co-chair Public Relations and Advertising Studies Program

University of Southern California Annenberg School for Communication and Journalism, Los Angeles, CA

- Areas of research and/or teaching include: strategic communications; media entrepreneurship and economic literacy; brand activism; ethics in public relations; social media and new media; transmedia branding; Global Communication Report, Relevance Report.
- Areas of service include co-directing the PR Studies Program, Graduate Student Admission Committee
- Research affiliation USC Center for Public Relations.

2008 – 2010: Executive Director, University of California Berkeley, Center for Entrepreneurship & Technology, College of Engineering, Berkeley, CA

2004 – 2007: General Manager North America, Bite Communications, San Francisco, CA

2003 - 2004: Vice President Public Relations, Siebel Systems. Inc., San Mateo, CA

1995 - 2003: SVP & Partner, Applied Communications Corp., San Francisco, CA

RECENT PUBLICATIONS

- Tenderich, B. et al. (2020) "Trends and Best Practices in Brand Purpose Communication," USC Annenberg Center for Public Relations
- Tenderich, B. (2019) "Content Creation in Public Relations," Chapter 7, in: Kim. C (Editor): *Public Relations: Competencies and Practice*, Routledge, 2019
- Tenderich, A; Tenderich, B.; Barton, T; Richards, S. (2018) "What Are PWDs (people With Diabetes) Doing Online? A Netnographic Analysis," in: *Journal Of Diabetes Science and Technology*, 11/2018
- Tenderich, B., Zicari, R. (2019). "How Ethical is your AI?," in: USC Center for Public Relations (Editor): *2019 Relevance Report*, p. 54 - 56
- Tenderich, B. (2018). "Health Tech Communication Reloaded," in: USC Center for Public Relations (Editor): *2018 Relevance Report*, p. 80 - 83
- Tenderich, B. (2017). "The Rise of Purpose," in: USC Center for Public Relations (Editor): *2017 Relevance Report*, p. 30 - 31
- Tenderich, B., Williams, J. (2015) *Transmedia Branding*, USC Annenberg Press, Los Angeles, eISBN: 9781625179067
- Tenderich, B. (2015). "Overcoming an identity crisis: transmedia branding and the re-invention of public relations," *International Public Relations Association Thought Leadership series*.
- Tenderich, B. (2015). "Why Study Public Relations?" *Public Relations and Social Media for the Curious*, 1st edition, ISBN: 978-1-925128-20-8, chapter 5
- Tenderich, B. (2014) *Transmedia Branding*, European Institute for Media Optimization, Nierstein, ISBN: 978-3-9816332
- Tenderich, B.(2014) "Storytelling für Märkte – Transmedia Branding," in: Herbst, Dieter-Georg. *Storytelling*. Konstanz, München, 3rd edition, ISBN: 978-3-86764-439-6, ISSN 1863-8988

- Tenderich, B. (2013) "The Case for a Master's in Business Communications," in: *The Holmes Report*, November 18, 2013
- Thorson, K., Tenderich, B., Swerling, J. (2012) "Predicting Digital and Social Media Adoption Based on Organizational and Practitioner Characteristics" AEJMC conference paper
- Thorson, K., Swerling, J., Tenderich, B. (2012) "Re-imagining Public Relations Curriculum in a Time of Rapid Change" AEJMC conference paper

RECENT PRESENTATIONS

- PRWeek PRDecoded Conference "True Purpose Comes from Within," Panel Discussion, October, 2020
- AEJMC Presentation "Digital Innovation's Impact on Curriculum," Arizona State University, February 23, 2018
- USC Annenberg "Relevance Report Launch," Edelman, San Francisco, December 1, 2016
- Universität der Künste Berlin, Germany, lecture "Transmedia Branding," June 15 2015
- International Association of Business Communicators Silicon Valley Panel Discussion, (San Francisco, March 25), Panel Moderator "Content is King."
- South by Southwest, (SXSW) Austin, Texas 2014). Panel Moderator "Marketing Ethics in the Era of Openness."
- Danish Technical University, Open House Lecture Series, Copenhagen, Denmark, January 2014. Keynote Speaker "Transmedia Storytelling and Branding: Mapping New Territory."
- Lugano University's 14th EMScom Excellence-in-communications Lecture, Zurich, Switzerland, April 2013. Keynote Speaker "Transmedia Storytelling and Branding: Mapping New Territory."
- European Institute for Media Optimization, Mercantale (Tuscany), Italy. Workshop leader "Transmedia Branding."
- Kenneth Owler Smith Symposium, USC Annenberg School for Communication and Journalism, Los Angeles, April 2012. Co-Presenter "Generally Accepted Practices for Public Relations."
- Stanford University Innovation Journalism IJ-8 Academic, Stanford, CA, May 2013. Speaker "Marketing and Public Relations, RIP"

TEACHING EXPERIENCE AT USC ANNENBERG

- ASCJ-420 Annenberg Collaboratory (Maymester)
- PR 429: Business and Economic Foundations of Public Relations
- PR 450: Advanced Strategic Public Relations
- PR 491: Transmedia, New Media and Strategic PR/Communication
- PR 504: Strategic Public Relations Research, Evaluation and Insights
- PR 508: Introduction to Strategic Public Relations
- PR 510: Legal, Ethical and Social Foundations of Strategic Public Relations
- PR 529: Business and Economic Foundations of Public Relations
- PR 599: Media Entrepreneurship
- PR 599: Strategic Public Engagement
- PR 563: Principles of Public Relations
- PR 568: Crisis Management
- CMGT 561: Principles of Public Relations

FORMER EXECUTIVE EDUCATION FACULTY ASSIGNMENTS

- University of California at Berkeley, Center for Entrepreneurship and Technology
- Danish Technical University, Executive School of Business, Executive MBA
- University of Sydney, Global Executive MBA study program at Stanford University
- University of Oslo, Norway, Gründerskolen entrepreneurial studies at UC Berkeley
- University of Lugano, Switzerland, Executive Master of Science in Communications Management

EDUCATION

1995: Doctor of Philosophy, Bonn University, Germany, Institute for Economic Geography

- Dissertation: “The Competitiveness of the International Software Industry in a Global Economic System” (German language)

1991: Master’s Degree in Economic Geography, Bonn University

- Thesis: “Location Analysis of US Subsidiaries of Microelectronics Manufacturers in Europe” (German language); Minors: Political Science, Economic History