

JD SCHRAMM, ED.D.

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Education

- Ed.D, Graduate School of Education, University of Pennsylvania (May 2012)
Doctorate of Education with an emphasis in higher education management through Penn's Executive Doctorate Program. Dissertation – What factors cultivate curricular innovation within the MBA: studying three examples of curricular innovation?
- MBA, Stern School of Business, NYU (May 2002)
Master's in Business Administration completed with an emphasis in management and entrepreneurship. President's Service Award recipient.
- BFA, Emporia State University (December 1985)
Bachelor of Fine Arts with emphasis in arts management, marketing and nonprofit management. Graduated Summa Cum Laude.

Academic Experience

Graduate School of Business, Stanford University, June 2007- August 2020

Lecturer, Organizational Behavior

- **MBA and MSx Program:** created and taught elective MBA courses in Strategic Communication, Reputation Management, and Thought Leadership.
- **Ph.D. Program:** created and taught elective course for third year students entitled Communication Strategies for Scholars to support their development as educators.
- **Undergraduate College:** annually taught introductory seminars: Entrepreneurial Communication and Leading Out Loud, and Changing Hearts and Minds.
- **LOWKeynotes:** co-created and led a rigorous, competitive, public speaking program; since 2012 more than 250 students have participated with over 10 million views online
- **Ignite:** created and taught over 35 modules on communication for entrepreneurs; coached teams in their final pitches; taught on campus and via zoom in US, India, and England.
- **Executive Education:** regularly taught in programs for visiting executives; co-created programs for LGBTQ leaders, Asian American leaders, and former NFL players.
- **Faculty mentoring:** helped attract and mentor thirteen new lecturers; regularly support peer faculty (tenure-line and lecturers) with presentation coaching and course design

Founding Director, Mastery in Communication Initiative

- Created an entirely new cross-disciplinary initiative to support students at all levels of communication ability to acquire greater mastery in speaking, writing, and participating.
- Collaborated with and supervised the work of a full-time associate director.
- Hired a team of more than 40 external consultants to deliver elements of the program.

Founding Director, Critical Analytical Thinking (CAT) Writing Program

- Hired, trained, and led a team of professional writing coaches to work with each of the first year MBA students on their writing in the CAT course.
- Created and taught workshops on a variety of communication topics for first year MBAs
- Collaborated with 15 tenured faculty members on the creation and implementation of the CAT course as part of the broader curriculum revision at the GSB.

Knight-Hennessy Scholars Program, Stanford Univ., July 2019 – July 2020

Director, King Global Leadership Program

- Served a one-year appointment as the inaugural director of the leadership program serving scholars across all seven graduate schools at Stanford; creating with colleagues the leadership model guiding the curriculum for this innovative fellowship program in its second year; select faculty and speakers to lead seminars and workshops for the scholars.
- Led the Scholar Life team to serve the needs of all scholars; participate as a member of the senior leadership team guiding the direction and operation of the program; serve as a representative of the program at events.

School of Professional Studies, Columbia University, Aug. 2018 – June 2019

Senior Lecturer, Strategic Communication

- Taught two courses per semester with mix of elective and required offerings including Principles of Persuasion, The Compelling Communicator, and Strategic Storytelling.
- Created and led information sessions for prospective students; participated in faculty selection process; served on faculty committees as assigned.

Faculty Director, Career Design Lab

- Oversaw the launch and operation of Columbia's first West Coast location in San Francisco's financial district; partnered with academic directors and senior leaders to design and deliver four MS degrees for working professionals;
- Served as the university's representative at several Bay Area events with prospective students, students, alumni, and parents.

Stern School of Business, New York University, 2002-2007

Clinical Associate Professor of Management Communication (Sept. 2006 – June 2007)

Clinical Assistant Professor of Management Communication (Aug. 2003 – Aug. 2006)

- **Undergraduate Program:** taught a required core course, Organizational Communication, for all undergraduates.
- **MBA Program:** taught required core course, Communication for Teams and Leaders; taught two different Advanced Topics in Communication courses focused on persuasive communication; taught required Summer Start course in management communication.
- **Langone Program for Working Professionals:** taught required course (both intensive and once-weekly formats.); facilitated pre-term communication modules; designed and taught two elective advance topics courses on persuasive communication.
- **Executive MBA Program:** taught core course in Business Communication for the Lehman Alliance program; adapted and taught a version of Persuasion for Financial Services Executives for the Executive MBA audience.

Adjunct Professor, Management Department (Jan. 2002 – Aug. 2003)

- **Undergraduate Program:** taught a required capstone course, Business Policy and Strategy, for graduating seniors.

Visiting Lecturer Engagements – ongoing while employed at Stanford

- **Emory University, Goizueta School of Business** – Co-taught an intensive intersession course for PhD candidates on effective teaching techniques. (August 2008)
- **Univ. of San Francisco, Executive MBA Program** – created and taught a module in crisis communications based on Columbia Final Shuttle Mission (Spring 2011 and 2012)
- **University of California, Santa Cruz** – taught individual session on entrepreneurial communication within elective course in engineering (Winter 2017 and 2018)
- **NYU Stern School of Business** – have delivered over 20 guest lectures in MBA & EMBA Communication Courses (2007 to 2021)
- **Yale University, New Haven CT** – invited to teach within AF ROTC leadership course about communication strategies for leaders interacting with civilians. (Fall 2020)

Current Professional Memberships

- Academy of Management (AoM)
- American Society for Training and Development (ASTD)
- Association for Business Communication (ABC)
- International Association of Business Communicators (IABC)
- Management Communication Association (MCA)
- Out for Undergraduate (O4U); business, tech, engineering, and marketing events
- Reaching Out MBA (ROMBA)
- Silicon Valley Product Managers Association (SVPMA)
- TED and TEDx Speaker, Conference Participant and Volunteer
- The Battery Creative in Residence

Awards and Honors

- Robert K. Jaedicke Faculty Award, Stanford GSB (October 2018)
- Class of 1978 Lecturer in Organizational Behavior (September 2014 – August 2018)
- Distinguished Alumnus, Emporia State University (October 2013)
- Best Young Adult Event, YPO Next Generation (November 2012, 2013, 2014, and 2016)
- Bob Butler Award for Queer Advocacy, New York University (May 2007)
- Rookie of the Year Award (MCA, Tulane May 2004)

Partial List of Conferences, Workshops, and Professional Presentations

- Mastering Virtual Persuasive Presentations, SVPMA (January 2021)
- Executive Presence for LGBTQ Leaders, Victory Fund Congressional Interns (Dec. 2020)
- Strategic Communication in Good Times and Bad (One World Summit, April 2020)
- Storytelling with Statistics, (Qualtrics X4 Summit, April 2020)
- The Bridge Back to Life, YPO Next Generation Summit (Washington DC, Jan. 2020)
- John C. Thorns, Jr. Lecture: Hope and Healing in Western Kansas, (FHSU, Nov. 2019)
- 7 Secrets of Storytelling Success, Stanford Reunion 40 and 50 year classes (Sept. 2018)
- Leadership Communication for Community College Presidents (Aspen Inst. July 2018-20)
- The Power of Using Video Micro-edits in teaching leaders (MCA, USC, June 2018)
- Executive Presence for LGBTQ Leaders (Next Gen Fellows, May 2018, Sept. 2020)
- Seven Secrets to Storytelling Success, Stanford in the Wild, Sierra Camp (April 2018)
- Using Trust in Community College Stewardship (March 2018)
- Further Down the Bridge Back to Life (NAMI Chapter, Fort Hays State, March 2018)
- The Bridge Back to Life (4th Annual Mood Disorders Summit, Orlando FL Dec. 2017)
- Sam Hayes Lecture, (Emporia State University, October 2017)
- Executive Presence for Higher Ed Leaders (Penn Exec Doc Alumni Conf. Jan. 2017)
- Presence for Elected LGBTQ Leaders (Victory Fund, Washington DC, Dec. 2016 and 2017)
- Leading Out Loud (Bloomberg ERG, San Francisco, Dec. 2016)
- Keynote: Storytelling with Data (Qualtrics User Summit, February 2015, 2016, and 2019)
- Keynote speaker (Genentech Community of Champions Retreat, October 2015)
- Using public media to increase student learning (MCA, Dartmouth, June 2015)
- Featured speaker: The Winding Path to Parenthood (TEDx Stanford, May 2015)
- Keynote speaker (Stanford University Division of Student Life, April 2014)
- Lead Moderator (Stanford GSB Supply Chain Conference, April 2014)
- The Bridge Back to Life (Unity Church of San Francisco, March 2014)
- Concise Storytelling in Writing (Stanford Alumni Scribes Gathering, March 2014)
- Keynote address, Life is Priceless Suicide Prevention Gala, NYC (October 2013)
- Curricular Innovation in Higher Ed (GSE Penn Summer Symposium, August 2013)
- MBA Innovation Strategies (GMAC Leadership Conference, January 2013)
- Panelist on MBA Innovation (MIT Action Learning Conference, August 2012)
- Higher Education Roundtable (Nazarbayev University, Kazakhstan, July 2011)
- Peerless Innovation at our Peer Schools (MCA, Tulane, May 2011)
- Storytelling for Student Service Success (GSB MBA Program, April 2011)
- Redesigning the MBA: CAT at the GSB (AACSB, Tampa FL, March 2011)
- Breaking the Silence around Suicide (TED Active, Palm Springs, CA, March 2011)
- Glimpse the Future: (IABC, Pacific Plains Regional Conference, October 2010)
- ReTweet This: Managing Corporate Communication Today (Notre Dame, Oct. 2009)
- Networking Keynote Workshop (OUBC, Oct. 2009, 2010, 2011)
- Pulling the Classroom Out of the Closet (AoM Chicago, Aug. 2009)
- Host and Conference Coordinator (MCA, Stanford, May 2009)
- Communication Competency Mapping in MBA Programs (MCA, Ivey, May 2008)
- Reflections from the New Kids on the Block (MCA, USC-Marshall, April 2006)
- Integrating Town and Gown In the Classroom (MCA, UNC-Chapel Hill, June 2005)

Partial List of Publications and Writing

- *Communicate with Mastery: speak with conviction, write for impact.* Wiley Business Publishing, 2020
- The Rewards (and Demands) of Earning a Masters While Working, *LinkedIn* May 2019
- Recalling Barbara Bush's Contribution to Campus Dialogue, *LinkedIn Post*, April 2018
- AI 'gaydar' could compromise LGBTQ people's privacy – and safety, *Washington Post*, February 19, 2018
- First Father's Day without my Father, *Medium*, June 2017
- Achieving Successful and Lasting Curricular Innovations – *BizEd*, December 2014
- Improving Student Engagement and Expanding MBA Communication Skills with Reduced Resources and Creative Alliances – *MBA Innovation*, June 2014
- Revealing a Heartbreaking Secret on the TED stage, *Huffington Post*, May 24, 2013
- My MBA Students taught me (another) valuable lesson, *Huffington Post*, Feb. 4, 2013
- Leading Out Loud: How Teaching Leads to Learning, *Huffington Post*, August 13, 2012
- What Factors Cultivate Innovation within the MBA: Studying Three Examples of Curricular Innovation, UMI Dissertation Publishing, June 2012
- In Kazakhstan, the Professor Becomes the Student, *Huffington Post*, September 10, 2011
- Why I Watch TED Talks with Other People, *Harvard Business Review*, March 4, 2011
- A Model of Consistency in Communication, *Harvard Business Review*, January 19, 2011
- Leveraging the Benefits of Being a Rookie, *Harvard Business Review*, July 5, 2011
- Winning over the Jury Before the Trial, *Harvard Business Review*, December 21, 2010
- How to Overcome Fears, *Harvard Business Review*, September 30, 2010
- Effective Communication Begins with a First Impression, *Harvard Business Review*, August 17, 2010
- MHR Congregant shows where the love is, *San Francisco Chronicle*, January 14, 2009

Communication and Strategy Consultant (1996-present) with clients including:

- Adams Street Partners, Menlo Park, CA and Chicago IL
- Alpinvest, New York, NY
- AQR Capital, Greenwich, CT
- Bentall Kennedy, Toronto Canada
- Center for Academic Excellence, Madison, WI
- Ciena Worldwide, Ottawa Canada
- Credit Karma, San Francisco, CA
- Facebook, Mountainview, CA and New York, NY
- GenenTech, South San Francisco, CA
- Hospital Employees Union Local #1199, New York, NY
- Jane Street Financial, New York NY
- Kaplan Educational Centers, New York, NY
- Landed.com, San Francisco CA
- Makena Capital, Menlo Park, CA
- National Football League, New York, NY
- NYU Medical Center and Mount Sinai Hospital, New York, NY
- RelateIQ, Palo Alto, CA
- Retail Next, San Jose CA
- Stanford Medical Center Office of Development, Palo Alto CA

University and School Committees and Service

Stanford University

- Committee member, Future of Management Education, (April 2017 – June 2018)
- Pre-Major Advisor for freshmen (ongoing)
- Communication Coach, Leadership Academy for Senior Leaders (ongoing)
- Faculty Advisor, GSB Pride, GLBT Group and GSB Allies Group (ongoing)
- Faculty Advisor, TEDx Stanford (2012-2017)
- Faculty Advisor, Global Experience Trip to New Zealand (December 2018)
- Faculty Advisor, Global Experience Trip to South Korea (Spring 2013)
- Faculty Advisor, Service Learning Trip to Thailand and Cambodia (Spring 2008)
- Facilitator, Stanford University Alumni Pride Board Annual Retreat (2008, 2009)
- Communication Coach, Leadership and Development Officers Academy (Ongoing)
- Workshop Presenter, How to Pitch to VCs for VC3 event (Winter 2009, 2010, 2011)

New York University

- Academic Coordinator, NY Initiatives Program; have written numerous cases on NYC institutions (Barneys, NY Mets, Jazz at Lincoln Center, etc.) and helped coordinate activities with courses in economics, marketing, management, and strategy. (2005-2007)
- Faculty Fellow in Residence, Coral Tower; served as resident faculty mentor and advisor for 400 undergraduate residents in NYU Residence Hall (2005-2007)
- Workshop Leader, “How to Think for a Change”, Residential Education (August 2007)
- Coordinator, “How to Effectively Pitch New Business Ventures,” for participants in Berkley Center for Entrepreneurship Business Plan Competition (2003-2007)
- Retreat Facilitator, Vice President of Student Life’s Senior Staff (May 2005)
- Faculty advisor, ISP trips to Chile (2006) and Hong Kong (2007)
- Faculty advisor, OUTClass and Pride Corp (MBA and undergraduate GLBT groups)
- Faculty advisor, Annual Part-Time Leadership Forum Retreat for Langone students.
- Advisor, NY Student Initiative for AIDS, a non-profit created and led by NYU students dedicated to raising both funds and awareness to fight the AIDS pandemic. (2003-2007)

Additional Service and Activities

- Creative in Residence, The Battery of San Francisco, (2015 – present)
- Board of Trustee, Unity Institute and Seminary, (2014 – 2015)
- Founding Board of Directors, Out for Undergraduate (2003 – 2015)
- Advisory Board Member, Penn Foster Career Schools (2007 – 2011)
- Founder and lead advisor Reaching Out MBA Case-writing competition 2006 – 2012)
- Facilitator and judge, Reaching Out Business Case Competition (2004 – 2012)
- Board of Advisors, NextGen LGBTQ Leaders (2018 – present)
- Crisis Text Line, Volunteer crisis counselor (2021 – present)

Prior Professional Experience

- **Relationship Manager, eMind (June 1999 – September 2001)**
 - Designed and implemented the firm's approach to launching and serving corporate clients with eLearning for financial services professionals.
 - Worked with senior sales team members to secure numerous large and pivotal accounts; then handled the implementation of these accounts.
- **Organizational Development Specialist, NYU Med Center (Jan. 1998 – June 1999)**
 - Coordinated the development and launch of a five session Decision Support System curriculum; training hundreds of staff members.
 - Collaborated on the development of eight other new course offerings in while providing organizational development to numerous departments.
- **National Director of Staff Development, Kaplan (June 1993 – January 1998)**
 - Pioneered management development program for firm's managers nationally.
 - Founded Kaplan University program for new hires; delivered curricula nationally.
 - Developed and led weeklong sales training program in each of 10 sales hubs.
 - Created role of regional trainer for conducting sales and teacher training.
 - Served as initial leader for Kaplan After School which became Score@Kaplan.
- **Executive Director, King's Court Play'rs (June 1992 – June 1993)**
 - Managed an educational theatre company, which performed over 400 shows annually in schools throughout California.
 - Hired, trained, and led staff of performers, designers, and directors.
- **Center Director, The Ronkin Educational Group (October 1991 – June 1992)**
 - Oversaw successful start-up office in San Mateo, CA of national test prep firm.
 - Taught multiple test preparation courses.
- **Sales Associate, Shearson Lehman Brothers (January 1991 – October 1991)**
 - Supported four top-producing brokers as a client services associate.
 - Created processes and systems to translate my efforts to other team members.
- **Faculty & Dean of Admissions, Thomas More Prep (August 1987 – December 1990)**
 - Managed marketing and admissions efforts for four-year international college prep boarding school.
 - Taught courses in communication, leadership, religion, and music.
 - Created and launched girls' residency program and student ambassador program.
- **Cast Member, Up with People (July 1986 – July 1987)**
 - Served as a member of a 127 person cast traveling to 11 countries and 27 states.
 - Took on leadership roles in logistics and education for the cast.
 - Served as advance promotion team member on three occasions with increasing levels of responsibility.