

Robert E. Bowse

Business Communication Program
357 Isenberg School of Management
University of Massachusetts Amherst
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EDUCATION

University of Massachusetts, Amherst, Massachusetts
Master of Fine Arts, May 2008

Yale University, New Haven, Connecticut
Bachelor of Arts, May 1991

TRAININGS AND CERTIFICATIONS

- Instructor, SOCIAL STYLE & Versatility® (TRACOM) — April 2020

TEACHING EXPERIENCE

University of Massachusetts Amherst, Amherst, Massachusetts
Interim Director, Business Communication Program — August 2020 to present
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 397P: Seminar - Peer Leaders
- SCH-MGMT 397M: Shaping the Future: Peer Leadership in Action
- SCH-MGMT 317: Sport Management Communication
- SCH-MGMT 310: Management Communication
- SCH-MGMT 200: Career and Professional Development

Instructor, University Writing Program — September 2004 to May 2008

- ENGL-WRIT 111: Introduction to College Writing
- ENGL-WRIT 112: College Writing (general and honors sections)

Four Rivers Charter School, Greenfield, Massachusetts
Student Teacher, Writers in the Schools Program — January to March 2007

- The Literature of Cosmic Fear and the Supernatural

GUEST PRESENTATIONS

- SCH-MGMT 191T: Transfer Connection (eight classes) — September 2019, January 2020
- Association of Diversity in Sport, Member Meeting — October 2013, October 2014

UNIVERSITY AND SCHOOL SERVICE

- Member. Academic Honesty Board — February 2013 to present
 - 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

- Mentor. BCP Faculty (Brian Hentz) — May 2020 to present
- Member. Program Personnel Committee — September 2019 to present
- Member. Faculty Survey Group — September 2019 to present
- Member. Job Search Committee — March 2019 to present
- Member. Curriculum Committee — February 2018 to present
- Mentor. BCP Faculty (Fadia Nordtveit) — 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. Job Search Committee — March to May 2011
- Member. Assessment Subcommittee — January 2009 to January 2011
- Chair. Website Redesign Committee — September 2008 to May 2009

BUSINESS COMMUNICATION PROGRAM SPECIAL PROJECTS

Business Communication Center Student Tutors (December 2019 to present). Currently in the process of recruiting, interviewing, and training team of student tutors as part of new BCC service offering.

Curriculum Development (April 2019 to present). Working with Holly Lawrence to develop new content for Career and Professional Development course, including the introduction of *Designing Your Life* concepts and SOCIAL STYLE 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-November 2019). Oversaw RFP and proposal review process, and managed scheduling/administration for faculty professional development workshop on 1-Nov-2019.

Business Communication Program Marketing Collateral (ongoing). 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 ISOM 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 ISOM.

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.

P U B L I C A T I O N S

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.

A W A R D S A N D H O N O R S

- Semifinalist, Shore Scripts TV Pilot Contest (2018, 2017)
- Nomination, Best Short Comedy Script, Austin Comedy Short Film Festival (2018)
- Official Selection, Austin Comedy Short Film Festival (2018)
- Official Selection, Military Script Showcase (2018)
- Semifinalist, Shore Scripts Short Film Contest (2017)
- Finalist, Prime Number Magazine Award for Creative Nonfiction (2014)
- **Outstanding Teaching Award, Isenberg School of Management (2013)**
- Nomination, Pushcart Prize in Fiction (2008, 2005)
- Deborah Slosberg Memorial Award for Fiction (2008)
- Nomination, Best New American Voices (2008)
- Nomination, AWP Intro Journal Award (2007)
- **Fidelity Highest Customer Satisfaction Award (2004)**
- **International Association of Business Communicators Gold Quill Award of Merit (2002)**