

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

June 2025

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 321 & 322: 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.

Other

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

- Co-chair. AI Curriculum Task Force — September to December 2024
- Chair. Isenberg Gen AI Working Group — February to May 2024
- Speech Editor. Senior Celebration Speaker — May 2023, 2024 & 2025
- Member. Committee on Inspiring Innovation in Teaching & Learning — September 2020 to May 2021
- Member. Academic Honesty Board — February 2013 to December 2020
- Hearing Chair: September 2017, November 2018 & June 2020
- Liaison. Isenberg Undergraduate Programs Office — September 2018 to April 2020

BUSINESS COMMUNICATION PROGRAM SERVICE

- Chair. Equity Action Plan Working Group — May 2023 to present
- Chair. Curriculum Committee — September 2020 to present
- Member. Search Committee, Chase Career Center — June to July 2023
- Chair. Faculty (PT) Search Committee — May 2023 to September 2023
- 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. 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

- Certified Strengths Coach (Gallup) — *March 2025*
- CliftonStrengths (Gallup) — *January 2025*
- 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

NTT Promotion Standards (May 2025). Interviewed 7 Isenberg NTT faculty regarding promotion standards in their academic departments, developed report, and forwarded to BCP PC in support of their work.

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

- Chase Career Center: Life Design for Coaches — June 2025
- Chase Career Center: CliftonStrengths for Coaches — December 2024
- Chase Career Center: PowerPoint Workshop for Coaches — November 2024
- Town of Concord, MA: Social Style Workshop — October 2024
- ALPFA Member Meeting: Interview Prep Workshop — March 2024
- MS Sport/MBA Students: Storytelling through PowerPoint — October 2022, 2023 & 2024
- Chase Career Center: Public Speaking Workshop for Career Peers — November 2020
- SCH-MGMT 291T: Transfer Connection (eight classes) — September 2019 & January 2020
- Association of Diversity in Sport, Member Meeting: Resume Workshop — October 2013 & 2014