

Holly Lawrence, Ph.D.
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EDUCATION

Ph.D., Composition and Rhetoric, University of Massachusetts, Amherst, MA, May 2007.
Dissertation: "Personal, Reflective Writing in Business Communication and Management."

BA, English, Honors Program, George Mason University, Fairfax, VA, May, 1990.

ACADEMIC EXPERIENCE (UNITED STATES)

Assistant Dean, Office of Career Success, Isenberg School of Management, University of Massachusetts, Amherst, MA, Summer 2020-present

- Fellow, Higher Education Resource Services (HERS) Leadership Institute, 2022-2023.

Director and Senior Lecturer II, George W. Spiro '71 Business Communication Program, Isenberg School of Management, University of Massachusetts, Amherst, MA, Fall 2008-present.

Assistant Director and Lecturer, George W. Spiro '71 Business Communication Program, Isenberg School of Management, University of Massachusetts, Amherst, MA, Fall 2003-Fall 2008.

Lecturer, Business Communication Program, Isenberg School of Management, University of Massachusetts, Amherst, MA, Fall 2002-Summer 2003.

Instructor, Writing Program, University of Massachusetts, Amherst, MA, January 1996-1998.

Instructor, Business Communication Program, School of Management, University of Massachusetts, Amherst, MA, January 1993-1996.

ACADEMIC EXPERIENCE (INTERNATIONAL)

Instructor, English Department, Budapest University of Economics, Budapest, Hungary, September 1990-1992.

Instructor, International Language School, Budapest, Hungary, September 1990-May 1992.

Teacher, Grant Writer, and Proposal Writer, Small Economic Enterprise Development Foundation, Budapest, Hungary, January 1991-February 1992.

Instructor, Intensive English Language Program, Croatia, Yugoslavia, July, 1990.

RELEVANT BUSINESS EXPERIENCE

Account Manager, titanium, inc., Northampton, MA, March 2000-April 2001.

Strategic Communications Specialist, Van Schouwen Associates, LLC, Springfield, MA, October 1999-March 2000.

Marketing Producer, MassLive, LLC, Northampton, MA, September 1998-October 1999.

PUBLICATIONS

Lawrence, H. (2019). Putting the personal in everyday business communications. In Getchell, K. & Lentz, P. (Eds.), *Rhetoric and praxis in business communication*. New York: NY, Routledge.

Bowse, R. & Lawrence, H. (June 2016). The whys, hows and lessons learned from our 780-person writing class. *Business and Professional Communication Quarterly*, 79(1), 1-22.

Lawrence, H. "Personal, Reflective Writing: A Pedagogical Strategy for Teaching Business Students to Write" (June 2013). *Business Communication Quarterly*, 76(2), p.192-206.

Lawrence, H. and Galle, W. "Tenure, Status, and Workload: Fundamental Issues among Business Communication Faculty" (July 2011). *Journal of Business Communication*, 48(3), p. 319-343.

Inside Business Writing. (2006). Friedman, LaDuc, Lawrence, Paradiso, and Porto. Kendall/Hunt Publishing Co: Dubuque IA.

SELECT PRESENTATIONS

"Uncommon: Teaching Awareness (Self, Critical, Rhetorical, and Social) through Writing and Communication in Business Colleges," with Matthew Gilchrist, Ryan Sheets, and Brian Hentz, Conference on College Composition and Communication, Virtual, March 2020.

"Envisioning, Implementing, and Delivering Innovation," with Gail Cruise and Fadia Nordttveit, Association for Business Communication Annual Conference, Detroit, Michigan, October 2019.

"Trends, Changes, and Predictions: The Student Job Search Experience," Association for Business Communication Annual Conference, Miami, Florida, October 2018.

"Teaching a Career and Professional Development Course as an Essential Step in Business Communication Education," with Michael Schurter, Association for Business Communication Annual Conference, Dublin, Ireland, October 2017.

"My Favorite Diversity and Inclusion Assignment: Lessons of Inclusion Taught Through Study Abroad Options," Diversity and Inclusion Roundtable, Association for Business Communication Annual Conference, Albuquerque, New Mexico, October 2016.

"Taking the Adjunct out of Adjunct: Successes and Challenges at the University of Massachusetts Amherst," with John Bryan and Richard Nettell, National Center for the Study of Collective Bargaining in Higher Education and the Professions, April 2014.

"From Research to Teaching: Keeping Pace with the Times – What We Teach, What They Want," with Anne Grinols and Patty Harms, Association for Business Communication Annual Conference, New Orleans, LA, October 2013.

"Tales from the Trenches: Business Communication and Today's Academic Environment," with Paula Lentz and Kathryn Rentz, Association for Business Communication Annual Conference, Honolulu, HI, October 2012.

"Leadership, Critical Thinking, and Business Communication: Adding to a Redesign of an MBA Curriculum," Association for Business Communication Annual Conference, Honolulu, HI, October 2012.

"Teaching Plain Writing to Business Students," Association for Business Communication Annual Conference, Montreal Canada, October 2011.

"Teaching Intercultural Communication Online," Association for Business Communication Annual Conference, Chicago, IL, October 2010.

"Where We Stand Today: Non-Tenure Track Faculty in Business Communication," Association for Business Communication Annual Conference, Washington, DC, October, 2007.

"UMilan and UMass: Where We've Been and Where We're Going," Association for Business Communication Annual Conference, San Antonio, TX, October, 2006.

"UMilan and UMass Meet: Tales of a Cross-cultural Experience," Association for Business Communication European Conference, Oslo, Norway, June 2006.

"Getting Personal: Teaching Leadership Communication," Association for Business Communication Annual Conference, Irvine, CA, October 2006.

"Non-tenure Track Matters: Results of ABC Member Survey," Association for Business Communication Annual Conference, Irvine, CA, October 2006.

"Using Personal Writing for Leadership Development," Association for Business Communication Southeast Conference, Greensboro, NC, April 2004.

"Product VS Process," Association for Business Communication Southeast Conference, Greensboro, NC, April 2004.

"Non-Tenure Track Faculty Discussion Group," Association for Business Communication Annual Conference, Cambridge, MA, October 2004.

Presenter and Panel Member, "The Isocratic First Step: Using Reflective Writing to Teach Leadership," Conference on College Composition and Communication, San Antonio, TX, March 2004.

Presenter and Panel Member, "Taking Special Approaches to Ordinary Topics" (Panel Title), Conference of Center for Improvement in Teaching, University of Massachusetts, Boston, January 2004.

Presenter and Panel Member, "Personal Writing in the Business Communication Classroom," Association for Business Communication Annual Conference, Albuquerque, NM, October 2003.

Presenter and Panel Member, “A *Just* US Practice? Ethics in Teaching Global Literacy in Today’s Business Communication Class,” Conference on College Composition and Communication, Phoenix, AZ, March 1997.

SPEAKING INVITATIONS

Invited Speaker and Panelist. National Center for the Study of Collective Bargaining in Higher Education and the Professions Annual Conference. "Taking the Adjunct out of Adjunct Faculty: The Case of UMass Amherst." New York, New York, April 2014.

Invited Speaker and Panelist. IA Compliance: Best Practices Summit 2011. "Form ADV Part 2: Plain English Guidelines." Washington DC, March 21, 2011.

Invited Speaker and Panelist. National Center for the Study of Collective Bargaining in Higher Education and the Professions Annual Conference. "Contingent Faculty: Issues at the Table." New York, New York, April 10, 2011.

ACADEMIC AND PROFESSIONAL AFFILIATIONS

Member, MBA Special Interest Group, Association for Business Communication, 2012-present.

Member, Committee on the Academic Environment, Association for Business Communication, 2012-present.

UNIVERSITY COMMITTEES AND SERVICE

University of Massachusetts Academic Priorities Council, Member, December 2022-present.

Isenberg School Curriculum Committee, Member, Fall 2008-present.

University of Massachusetts Task Force for a Soft Skills Course for Internships, Member, Fall 2019.

Executive Director Chase Career Center Search Committee, Member, Spring 2019-Fall 2020.

Business Communication Program Search Committee, Member, Spring 2019-present.

Isenberg School MBA Core Faculty, Fall 2014-Spring 2019.

University of Massachusetts Joint Task Force on Student Success Learning Outcomes, Member, Spring 2016-2017.

Massachusetts Society of Professors, Board of Directors, Member, Fall 2016-Spring 2018.

Massachusetts Society of Professors, Grievance Committee, Member, Fall 2012-2017.

College Review Committee, Chair, May 2008-2013.

Officer and Executive Board Member, Massachusetts Society of Professors, July 2004-September 2008. Bargaining Team Member, 2007-2008.

Business Communication Program Personnel Committee, Member, September 2006- September 2008.

College Review Committee, Member, January 2007-May 2008.

University Writing Committee, Member, January 2003 -2005.