

Curriculum Vitae

June 11, 2026

HERMAN FONG

Senior Lecturer II

George W. Spiro '71 Business Communication Program
Isenberg School of Management
University of Massachusetts
121 Presidents Drive
Amherst, MA 01003
hjfong@isenberg.umass.edu

• Education

University of Massachusetts Amherst

M.F.A., Poetry, Program in Creative Writing (1998)
Thesis: *Lightning Field: A Collection of Poems*
Advisor: James Tate

California State University, Northridge

Post-graduate studies: English and Composition (1988-1992)

Biola University, La Mirada, California

B.S., Business Administration/Accounting (1984)

• Academic Honors

Distinguished Teaching Award, University of Massachusetts Amherst / Nomination (Fall 2025 and Fall 2018)

Isenberg Outstanding Teaching Award, Isenberg School of Management, University of Massachusetts Amherst / Nomination (Spring 2026, Spring 2021, and Spring 2019)

Teaching With Digital Technology Award, Isenberg School of Management, University of Massachusetts Amherst / Nomination (Spring 2021)

• Teaching Experience

Senior Lecturer II

Isenberg School of Management, University of Massachusetts Amherst
Management Communication (2004-present) and *Marketing Communication* (2007-2025)

Lecturer

Consumer Studies Department, University of Massachusetts Amherst
Writing in Consumer Studies—Junior Writing (1999-2001)

Teaching Associate

Writing Program, University of Massachusetts Amherst
College Writing (1994-1998)

Teaching Assistant

English Department, University of Massachusetts Amherst
Introduction to Creative Writing (1995)

- **Additional Teaching**

Presenter

UMass Writing Program and University Writing Committee
Workshop: “Creating Effective Peer Review Activities in Writing Courses” — Using Rubric-Driven Checklists (March, 25, 2016)

Instructor

Isenberg School of Management, University of Massachusetts Amherst
Transitions (SCH-MGMT 191T and 191BUS) (Fall 2015)

Consultant for English as a Second Language Learners

Channing L. Bete Communication, Business Communication Program (Spring 2014)
Isenberg School of Management, University of Massachusetts Amherst

Guest Lecturer

Isenberg School of Management, University of Massachusetts Amherst
Transitions Seminar: “E-Mail: Effective E-Correspondence” (September 2013)

- **Professional Experience**

Assistant Manager/Buyer, Publicity & Marketing Director, and Events Coordinator

The Odyssey Bookshop, South Hadley, MA (1998-2005)

Editorial Assistant/Graduate Intern

The Massachusetts Review, University of Massachusetts Amherst (1997)

Reading Assistant

English Department, Los Angeles Valley College and Moorpark Colleges, CA (1990-1992)

Manager

Dutton’s Books, Burbank, CA (1989-1992)

Accountant/Treasurer

Evangelical Free Church, North Hollywood, CA (1985-1988)

Accountant

Student Missionary Union, Biola University, La Mirada, CA (1983-1984)

• Service

Business Communication Center. Isenberg School of Management. University of Massachusetts Amherst

- Faculty Coach—Written and Oral Communication (2019-present)

Business Communication Program. Isenberg School of Management. University of Massachusetts Amherst

- Personnel Committee (Chair, 2023-2024 and 2017-2018; Secretary, 2016-2017; and Member, 2024-present, 2018-2019, and 2008-2012)
- Equity Action Plan Committee (Member, Spring 2023-present)
- Faculty Search Committee (Member, Fall 2022, Fall 2019, and Spring 2019)
- Business Communication Program Director Search Committee (Member, Spring 2021)
- Website Committee (Ad Hoc, 2015)
- Textbook Committee (2006-2008)

University Writing Committee. University of Massachusetts Amherst (Member, Spring 2024-present and Fall 2014-Spring 2020)

Manning Prize Selection Committee. University of Massachusetts Amherst (Member, Spring 2019)

University of Massachusetts Press Committee. University of Massachusetts Amherst

- Editorial Board (2006-2012)
- Business Manager Search Committee (Spring 2008)

• Literary Honors and Awards

Massachusetts Cultural Council Artist Grants, Finalist, 2002.

Random House Poetry Prize, May 2000.

1999 Cohen Award in Poetry, *Ploughshares*, Volume 24.

Best American Poetry 1997. Ed. James Tate. Series ed. David Lehman.

Academy of American Poets/Joseph T. Langland Prize, University of Massachusetts Amherst, 1994.

Associated Writing Programs Intro Journals Award, 1994.

Rachel Sherwood Poetry Prize in Poetry, *Northridge Review*, 1989-90.

Academy of American Poets Honorable Mentions, California State University, Northridge, 1989 and 1990.

Academy of American Poets Prize, California State University, Northridge, 1988.

• Publications

Books

- "Asylum." *Best American Poetry 1997*. Ed. James Tate. Series ed. David Lehman. New York: Scribner, 1997.
- "Passing Away" and "Miles Away, to My Friend." *The Best: Fiction & Poetry from CSUN, 1962-1988*. Ed. Warren Wedin. Northridge, CA: CSUN Press, 1990.

Journals

- "Grandfather's Alphabet" and "My Heart." *Route Nine Alumni Omnibus* (online) (March 2014).
- "Late Sleeping" and "Box Poem." *Crazyhorse* 67 (Spring 2005).
- "Autumn, No Answer." *Massachusetts Review* 39:3 (1998).
- "Beginning Chinese," "Defining the Lake," and "Grandfather's Alphabet." *Ploughshares* 24:1 (1998).
- "Asylum." *The Gettysburg Review* 9 (1996).
- "The 11:48 North" and "Sacramento River, Early April." *Indiana Review* 17:2 (1994).
- "Tangerine." *Northridge Review* (Spring 1990).
- "Luna," "A Different Fire," and "Train Crash, Summer 1988." *Northridge Review* (Fall 1989).
- "Waiting for Morning," "Burbank," "Packing," "Sojourn," and "Victory Garden." *Antiphony* 1 (1989).
- "Passing Away" and "Miles Away, to My Friend." *Northridge Review* (Fall 1988).