

Michael Schurter

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Professional and Pedagogical Interests

- Multi-faceted blue chip marketing strategist, creative director, and copywriter with over a decade's experience as owner of my own marketing services company and at agencies in NYC and Minneapolis
 - Lifelong scriptwriter, storyteller, director, and actor
 - Dramatic educator with a passion for inspiring students to push boundaries, think innovatively and entrepreneurially, and imagine creative solutions
 - Fierce advocate for internationalization, cross cultural exchange, and education abroad
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Professional Marketing Experience

Partner & Creative Director, Virgo Visions, Minneapolis

2008-2011

Creative visionary for corporate, educational, & NPO clients

Managed a stable of freelance designers, programmers, and crew to provide:

- Video and speech scripting for Saatchi & Saatchi Healthcare (serving Astra Zeneca, Wyeth, Meda) & BI (Verizon, Lilly, Starkey)
- Direct mail copywriting for Bridgz Marketing Group (Canon USA)
- Scripting & video editing for Publicis Healthcare (GSK, Pfizer, Sanofi-Aventis)
- High level creative ideation for Flying Colors (Medtronic, Thomson Reuters, Westlaw)
- Web design for BI (Wells Fargo, AT&T, Carrier) and Affinity Solutions (Elk River & Waconia Public School Districts)
- Videography & DVD production for theatre e3, Theatre Novi Most, University of Minnesota
- Business theatre & video production for HealthPartners & Regions Hospital

Associate Creative Director & Copywriter, Introworks, Minnetonka

2006-2008

- Creative director & writer at a boutique ad agency specializing in high tech, med tech, & financial
- Created new brands for Atrato, Digitiliti, & Vision Bank
- Reinvigorated brands for Stratasys, Fidelity Bank, & MetaViewer

Marketing Director, BI Worldwide, Minneapolis

2004-2006

- Solution architect in finance, telecom, & high-tech
- Designed \$5mm dealer tradeshow for DirecTV
- Managed \$2.5mm in programs for HP, Polycom, & United Rentals
- Designed over \$2mm in employee programs for BellSouth (AT&T)

Creative Director & Head Copywriter, BI Direct, New York City

2002-2004

- Creative & strategic lead on Canon USA's Customer Loyalty Program

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- Motivator of a team of art directors, graphic artists, copywriters, & production managers responsible for the creation of communications materials, from concepting to client input, from writing to design, from proofing to production
- Over \$2.5mm in annual bookings
- Program featured in: *1 to 1* (Dec. 2003), *DM News* (May 2004), *Retail Wire* (May 2004), *B to B* (Oct. 2004), *Deliver Magazine* (May 2005)

Creative Director & Copywriter, BI Creative Group, Minneapolis

2000-2002

- Creative catalyst driving production of direct mail, brochures, newsletters, HTML mailers, Flash promotions, employee training materials, & videos
- Creative lead on employee programs for Novartis, Dairy Queen, HP, Verizon, & Wells Fargo

Assistant to the Director, Humanities Institute, University of MN

1998-2000

- Co-pilot in the creation, establishment, & operation of educational institute
- Author, designer, and production coordinator of all marketing and communications
- Producer and promoter of all events, speaker series, and visiting artist installations

Teaching Experience (UMass Amherst)

Syllabi and course evaluations available upon request. See Previous Teaching Experience below.

Isenberg School of Management, UMass Amherst

2011-present

- Teach *SCH-MGMT 310: Management Communications*
- Teach *SCH-MGMT 292C: Mastering Oral Communications*
- Teach *SCH-MGMT 200: Careers*
- Teach *SCH-MGMT 397K: Ubuntu and Business in South Africa*
- Co-teach *SCH-MGMT 397D: Business in Italy*
- Finalist for UMass Amherst Distinguished Teaching Award (2014/5)
- Nominee for Outstanding Teaching Award in first year of eligibility (2014/5)

UMass Guest Lectures

- Oak Hall: Gaining Confidence in Speaking, Interviewing, and Networking (2016)
- Pierpont RAP: Studying Abroad in South Africa (2015)
- Mackimmie Innovations and Entrepreneurship Board: Public Speaking and Interview Skills (2015)
- Delta Sigma Pi: Interview Skills and LinkedIn (2015)
- Delta Sigma Pi: Cover Letters (2015)
- Chemistry RSO: Fundamentals of Public Speaking (2015)
- Isenberg Honors Council: Presenting for Success (2015)
- Assoc. of Latino Professionals for America: Elevator Pitches, Power Poses, Message Maps (2015)
- Isenberg Marketing Club: Life as a Creative (2015)
- Delta Sigma Pi: Career Pathways (2015)
- Dean's Leadership Seminar: Networking Letters For Results (2015)
- McCormack Sports Leaders Club: Writing Compelling Cover Letters (2015)
- Melville/Thoreau Faculty Chat: Making the Most of Education Abroad (2015)
- Department of English: Playing the Baron Docteur in Suzan-Lori Parks' *Venus* (2015)
- *SCH-MGMT 191T: Transitions Seminar*: Communications Etiquette (2014 & 2015)
- Isenberg online BBA: Series of seven video lectures on Writing Compelling Cover Letters (2014)

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- Delta Sigma Pi: Improving Communications Etiquette (2014)
- Teaching Commons Faculty Forum: Using Good Pedagogy to Avoid Plagiarism (2014)
- Center for Men and Masculinity: Phallacies: Stage presence and building confidence (2014)
- *SCH-MGMT 491K: Business in the Movies: The Business of Screenplay Treatments* (2013)
- Department of Theater: Claire Denis' *Chocolat: The Postcolonial in African Film* (2013)
- Isenberg Real Estate Club: Writing Résumés to Get Noticed (2013)
- Delta Sigma Pi: Writing Compelling Cover Letters (2013)
- Department of Theatre: Oscar Wilde and "Coded" Language (2011)

UMass Grants

- Internationalization Grant to travel to South Africa: resulted in creation of study abroad program
- Teaching Excellence Grant
- Four time recipient of MSP Research Support Fund grants
- Three time recipient of Flex Grant for Teaching and Faculty Development from CTFD

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Service (UMass Amherst)

Isenberg School of Management, UMass Amherst

2011-present

- Vice President of Massachusetts Society of Professors (2014-present)
- Board Member, Massachusetts Society of Professors (2013-present)
- Advisory Board Member, Du Bois Teaching Commons (2012-present)
- Member, Chancellor's Committee on Internationalization (2013-present)
- Subcommittee Chair: International Students and Scholars, Chancellor's Committee on Internationalization (2013-present)
- Member, Council on Overseas Programming and Education (COPE) (2013-present)
- Business Communication Program Committees:
 - Chair, Personnel Committee (2013-2014)
 - Member, Personnel Committee (2012-present)
 - Member, Assessment Committee (2011-present)
 - Member, Certificate Committee (2011-present)
- Mentorship: Faculty Advisor to Delta Sigma Pi, Commonwealth Honors College Capstone Project Advisor, 396H Honors Independent Study Advisor
- Advisor to Commonwealth Honors College Multi-media Capstone Project (2011/2)
- Advisor to a BDIC major specializing in marketing and film (2014-present)
- Advisor to a UMass Innovation Challenge pitch (2013)
- Theatrical Advisor to *Phallacies* (2012-2014)
- Produced, co-directed, and co-edited a video for UMass White Ribbon Day to raise awareness about violence against women – received certificate of appreciation from the Hampshire County District Attorney (2013)
- Frequent advisor of Independent Study Projects

Publications and Creative Work

Corporate/Industrial Scriptwriting

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Be The Difference, Video, 2011

- Writer and director
- Client: Eli Lilly & Daiichi Pharmaceuticals

The Modern Family's Connected Home, 30 minute touring edutainment sitcom, 2011

- Writer
- Client: Verizon Wireless

Pardon the Information, Video, 2011

- Writer and director
- Client: Eli Lilly & Daiichi Pharmaceuticals

Mind Body Solutions, Video, 2010

- Writer
- Client: Mind Body Solutions

DigiDialogues, Video, 2009

- Writer and co-director
- Client: iMed & GlaxoSmithKline

The Hypermunes Pregnancy Wheel iPhone App, Video, 2009

- Writer and co-director
- Client: iMed & Talecris Biotherapeutics

Cardiovascular Consequences of Atrial Fibrillation, Video, 2009

- Writer and co-director
- Client: iMed & Sanofi-Aventis

Using a Feeding Tube, Video, 2009

- Writer
- Client: Apria Healthcare

Imagine..., Video, 2009

- Writer
- Client: Medtronic

Innovation in Action, Video, 2009

- Writer
- Client: Starkey

Cialis News Network, Video, 2009

- Writer
- Client: Eli Lilly

Focus on Life, Video, 2008

- Writer
- Client: Vistakon

Signs of Post-Injection Delirium/Sedation Syndrome, Video, 2008

- Co-writer
- Client: Eli Lilly

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How to Travel with FORTEO, Video, 2008

- Writer
- Client: Eli Lilly

How to Use FORTEO, Video, 2008

- Writer
- Client: Eli Lilly

The Sponge Barb Radio Hour, Audio CD, 2008

- Writer and director
- Client: Eli Lilly

One, Video, 2006

- Writer
- Client: Saatchi & Saatchi, AMGEN, Pfizer

Elidel Sales Superstar, Video & Audio CD, 2002

- Creative Director, Writer, Composer
- Client: Novartis

Bright New Day, Video, 2002

- Creative Director, Writer, Composer
- Client: GlaxoSmithKline

Television Scripts

She Ra: Princess of Power

- Co-written with Chris Perry, Hampshire College
- Commissioned by Dreamworks Animation for potential reboot
- Treatment completed in 2016

The New Pioneers

- Co-written with Chris Perry, Hampshire College
- Pilot script, treatment bible, and multi-season overview completed in 2015
- Three minute test produced in 2015 by Bit Films and Anzovin Studio
- Pitched to: Warner Brothers Animation, Universal Family, Dreamworks Animation, Netflix, Nickelodeon, Disney, Cartoon Network, Amazon Prime, Norlum
- Short-listed for Sundance Institute Episodic Story Lab

Old Growth

- Co-written with Chris Perry, Hampshire College
- Pilot script, treatment bible, and ten-episode season arc completed in 2014
- Invitation-only submission to first ever Sundance Institute Episodic Story Lab (sponsor: Susan Shilliday)

Feature-Length Screenplays

One For My Baby

- Finished in the top 10% of scripts submitted for the AMPAS Nicholls Fellowships in 2001

You Made Me Love You

- Public reading at New York Screenwriter's Network summer 2004
 - Short-listed for a Sundance Institute Fellowship in 2001
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Plays Produced, Workshopped, or Publicly Read

Rent Boy, Strawberry Boy

- full production, Minneapolis Fringe Festival (July-August 2000)
- full production, Unity Festival, Altered Stages Theatre, New York, NY (June-July 1997)
- workshop, Crisis Point, Minneapolis, MN (June-September 1996)

Yes, You Said, I Remember

- full production: Crisis Point (May 1997)
- staged reading: Brave New Works, Crisis Point (March 1997)

The Last I Ever Saw of Her

- full production: Crisis Point (March 1997)
- workshop, The Alchemist Theatre, Hamilton, Ontario (June-September 1995)
- staged reading, The Alchemist Theatre (May 1995)

Babel

- staged reading, The Playwright's Center, Minneapolis, MN (May 1996)

Exile

- full production, Nolte Xperimental Theatre, Minneapolis, MN (April 1996)
- staged reading, The Alchemist Theatre, Hamilton, Ontario (May 1995)

Prometheus Rewound

- staged reading, The Alchemist Theatre (January 1995)

Untitled Dialogue for Woman and Man

- staged reading, The Alchemist Theatre (January 1995)

God and Sex and Jazz

- full production, The Desirist Repertory, Worcester, MA (September – October 1994)

The Waiter Piece

- full production, The Desirist Repertory, Worcester, MA (September – October 1994)

The Creation of Flesh

- full production, Clark University Players' Society, Worcester, MA (April 1994)
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Short Films

High Heels and a Knife

- Independently shot in Brooklyn, NY (2003)

Launch Day at Drill

- Independently shot in Manhattan, NY (2003)

The Duel at Smith and Ninth

- Independently shot in Brooklyn, NY (2003)

Publications (scholarly & critical)

"The Writing of Corpo-reality: The Role of Plurilingualism in the Benediktbeuern Passion Play" in *Text and Presentation*, XVIII (Spring 1998)

Review of Egil Tønqvist's book, *Ibsen: A Doll's House*, in *Theatre Studies*, 42 (1997)

Publications (literary and dramatic)

Babel (a play) listed in *Scriptsnow*, New York, NY (March 1998)

Rent Boy, Strawberry Boy (a play) listed in *Scriptsnow*, New York, NY (October 1997)

The Last I Ever Saw of Her (a play) published by The Alchemist Press, Hamilton, Ontario (1995)

"Love Poems" (a poem) in *Kairos*, Hamilton, Ontario (Fall 1995)

"Love Poems" (a poem) reprinted by request in *The Spectator*, Hamilton, Ontario (Fall 1995)

"Forbidden," "The Crazy Life," and "The Rose" (poems) in *Journal of the Arts*, Clark U, Worcester, MA (Spring 1994)

"In this desolation called September," "Parthenogenesis," and "The Climb" (poems) in *Journal of the Arts*, Clark U, Worcester, MA (Spring 1993)

Academic Conference Presentations

"Phallacies: Creating Healthy Masculinities Through Dialogue and Theatre"

November 2013

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- Co-presenter and co-performer, NECHA/NYCHA combined annual conference, Burlington, VT
- "Distance and Web-Based Teaching: Making It Work for Theatre" August 2000
- Symposium panel participant, *Association for Theatre in Higher Education*, Washington, DC
- "Mapping the Millennium: Performing Nostalgia & Anxiety Under the Specter of Y2K" April 1999
- Panel organizer and co-author, *Performance Studies International*, U of Wales, Aberystwyth, Wales
- "From Hoboken to Eternity: Frank Sinatra and the Idealization of America Malehood" November 1998
- *Frank Sinatra: The Conference*, Hofstra University, Hempstead, NY
- "Straight Men, Queer Theory" May 1998
- *How Queer Are We Here? Conference*, University of Minnesota
- "(Cy)Borgs and (Dis)Ability: *Star Trek: The Next Generation* and the Writing of Normalcy" April 1998
- Panel chair and author, *Popular Culture Association of America*, Orlando, FL
- "Re-Presenting Precious Women: Molière and *Les Précieuses*" March 1998
- *Comparative Drama Conference*, University of Florida, Gainesville, FL
- "The Writing of Corpo-Reality: The Role of Plurilingualism in the Benediktbeuern Passion Play" March 1997
- *Comparative Drama Conference*, University of Florida, Gainesville, FL
- "Vernacularizing the Sacred Body: Religion, Theatre, and Govern-mentality" March 1997
- *Mid-America Theatre Conference*, University of Illinois, Chicago, IL
- "Sexual Outlaws, English Gardens" March 1996
- *Queer Act Queer Conference*, University of Alberta, Edmonton, Alberta, Canada
- "Necessity and Expediency in *The Cenci*" May 1994
- *Reading the Drama Text Conference*, Marymount Manhattan College, New York, NY
- "Looking for Godot: Wim Wender's *Wings of Desire*" March 1993
- *Peripheral Visions Conference*, St. Louis University, St. Louis, MO

Previous Teaching Experience

- Volunteer Teacher, *Bravo Music Appreciation*, Burroughs School, Minneapolis 2010-2011
- Volunteer Teaching Assistant, *Kindergarten*, Burroughs School, Minneapolis 2009-2010
- Guest Lecturer, *Dystopia, Drama and the Media*, Dept. of Theatre Arts, U of MN 2008
- Co-instructor, *Africa in Film*, Osher Lifelong Learning Institute, U of MN 2005-2006
- Guest Lecturer, *1968, Theatre History II*, Dept. of Theatre, U of MN 2002
- Co-instructor, *Drama and the Media*, Dept. of Theatre Arts, U of MN 2000-2001

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Instructor, <i>Introduction to Playwriting</i> , Dept. of Theatre Arts, U of MN	1997-2001
Instructor, <i>Playwriting I</i> , Dept. of English, U of MN	1996-2001
Advisor, <i>Ind. Sr. Screenwriting</i> , Dept. of Theatre Arts, U of MN	1999-2000
Advisor, <i>Ind. Sr. Playwriting</i> , Dept. of English, U of MN	1999-2000
Instructor, <i>Honors Intro to Theatre: Moments in Theatre History</i> : Dept. of Theatre Arts, U of MN	1999
Head Teaching Assistant, <i>Intro to Theatre</i> , Dept. of Theatre Arts, U of MN	1997-1999
Head Teaching Assistant, <i>Drama & Media</i> , Dept. of Theatre Arts, U of MN	1997-1999
Co-instructor, <i>R/evolutions in Re/presentation: Alternatives in Theatre History</i> , Dept. of Theatre Arts	1999
Guest Lecturer, <i>Writing for the Humanities</i> , Dept. of English, U of MN	1998
Guest Lecturer, <i>Engaging Theatre History, Theory, and Literature: Ancients to Restoration</i> , Dept. of Theatre Arts, Concordia University, St Paul, MN	1998
Guest Lecturer, <i>Honors Section: Intro to Theatre</i> , Dept. of Theatre Arts, U of MN	1997
Teaching Assistant, <i>Introduction to Theatre</i> , Dept. of Theatre Arts, U of MN	1995-1997
Teaching Assistant, <i>Drama and the Media</i> , Dept. of Theatre Arts, U of MN	1995-1997
Instructor, <i>Freshman Expository Writing</i> , Dept. of English, Clark University	1993-1994
Co-advisor, <i>Ind. Study in Screenwriting</i> , Dept. of English, Clark University	1993-1994
Teaching Assistant, <i>Major American Writers</i> , Dept. of English, Clark University	1993-1994
Co-advisor, <i>Ind. Study in Fiction-writing</i> , Dept. of English, Clark University	1992-1993
Teaching Assistant, <i>Darwinism in Literature</i> , Dept. of English, Clark University	1992-1993
Teaching Assistant, <i>British Romanticism</i> , Dept. of English, Clark University	1992-1993
Instructor, <i>English Communication Skills, Toronto School of Business</i>	1991-1992
Instructor, <i>Secretarial Business English, Toronto School of Business</i>	1991-1992
Instructor, <i>English as a Second Language, Toronto School of Business</i>	1991-1992

Education

Certificate in Digital Filmmaking, New York Film Academy, New York Thesis film: <i>The Duel at Smith and Ninth</i>	2003
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- Ph.D. (ABD), Theatre, University of Minnesota, Minneapolis 2001
Dissertation: *"Based on a True Story:" American Film and the Re/production of History*
- M.A., English, Clark University, Worcester, MA 1999
Thesis: *The Writing of Shelley: Towards a Literary Dramaturgy*
- Honours B.A., English, McMaster University, Hamilton, Ontario, Canada 1991
Honours Thesis: *Romanticism in 20th Century American Fiction*