

**Paul A. Argenti**  
Professor of Corporate Communication

Tuck School of Business at Dartmouth  
100 Tuck Hall  
Hanover, NH 03755  
603.646.2983

TEACHING EXPERIENCE

1981-Present **Tuck School of Business at Dartmouth**  
Hanover, NH

Professor of Corporate Communication. Teach required core course in Analysis for General Managers (AGM) and advanced electives in Corporate Communication and Corporate Responsibility. Served as Faculty Director for First-Year Projects, the Tuck Executive Program, and the Tuck Leadership Forum. Managed Corporate Reputation, Update 2000, and International Executive Development programs. Also, run Leadership & Strategic Impact, Advance, Tuck's largest custom executive education program, and currently teach in the Tuck Executive Program and Strategic Financial Leadership Program. Have taught in the Minority Business Executive Programs and Strategic Brand Management Programs. Served as Director of Communication. Taught a required Management Communication course at Tuck for twenty-five years and again in 2013. Developed and taught a required Executive Communication course in 2012.

2001-Present **Erasmus University**  
Rotterdam, Netherlands

Visiting Professor for falls 2001-2010, and spring 2007-2012. Teach course on Leadership in Corporate Communication masters degree program for executives.

2003-Present **Singapore Management University**  
Singapore

Distinguishing Visiting Professor for winter 2012-2013. Taught three days in a joint program for SMU and USI for crisis management in an executive program in Switzerland in February 2012. Visiting Professor for falls 2003 and 2004, and summer 2005. Conducted research and worked on faculty development. Conducted department review (May 2010) for incoming Dean.

2009-Present **Universita della Svizzera italiana**  
Lugano, Switzerland

Visiting Professor for winter 2009-2012. Teach crisis management seminar in an executive program.

1990-1995 **Helsinki School of Economics**  
Helsinki and Mikkeli, Finland

Visiting Professor for summers, 1990-1991, 1993 and 1995. Taught required core course in Management Communication. Also taught in executive programs.

1989-1992 **International University of Japan**  
Urasa, Japan

Visiting Professor for spring term, 1989-1992. Taught required core course in Management Communication.

1979-1981 **Columbia Business School**  
New York, NY  
Full-time Lecturer. Designed and taught workshops for MBAs on management communication. Also taught in executive programs at Arden House.

1977-1979 **Harvard Business School**  
Boston, MA  
Taught written and oral communication to first-year MBA students. Wrote cases for core courses.

#### EDUCATION

1979-1981 **Columbia Business School**  
New York, NY  
Master in Business Administration.  
Full Fellowship. Marketing major.

1975-1979 **Brandeis University**  
Waltham, MA  
Master of Arts in English. Full Fellowship.

1972-1975 **Columbia College**  
New York, NY  
Bachelor of Arts in English. Dean's list.

#### 2007 - 2013 RECENT BOOKS PUBLISHED

*Corporate Responsibility*, for publication by McGraw-Hill in 2013.

*Corporate Communication*, 6<sup>th</sup> edition, 2013.

*Digital Strategies for Corporate Communication* with Courtney Barnes, McGraw-Hill, Japanese translation, 2011.

*Digital Strategies for Corporate Communication* with Courtney Barnes, McGraw-Hill, 2009.

*Corporate Communication*, 5<sup>th</sup> Edition. Irwin/McGraw-Hill. 2009.

*Strategic Corporate Communication: A global approach for doing business in the new India*, McGraw-Hill, 2009

*Strategic Communication*, McGraw-Hill India, May 2007.

## 2007-2013 RECENT ARTICLES PUBLISHED

“Digital Strategies for Enhancing Reputation”, (with Georgia Aarons) Reputation Management, Bloombury, Fall 2012

“Building Trust through Reputation Management“, Public Trust in Business, Cambridge University Press, 2012

“Lessons from 9/11” in the Japanese version of Harvard Business Review, May 2011(Reissued).

“Paul A. Argenti, Tuck School of Business at Dartmouth FT Lexicon Professor of the Week,” in the Financial Times in March 2011.

“The Good, the Bad and the Trustworthy,” in Strategy+Business in Winter 2011.

“Digital Strategies for Powerful Corporate Communication,” in the European Financial Review, February-March 2011.

“Did Vodafone Act Sensibly over Egypt Government texts?” in the Financial Times in February 2011

“Special Issue: Public Trust in Business, *Corporate Reputation Review*, Summer 2010.

“Communication Moves Centre Stage,” in the *Financial Times* in December 2009.

“Corporate Communication Imperatives in the Era of the Authentic Enterprise, forthcoming in *Strategy & Business*.

Edited special issue on Trust and wrote Introduction for *Corporate Reputation Review* with articles from senior academics from Stanford, Darden, Harvard, and University of Illinois.

“Developing a One Company Culture,” (with Cees Van Riel) pending for publication in *Sloan Management Review*. Forthcoming

“How to talk your way through a downturn,” part of a four-part series in the *Financial Times*. January 2009.

White paper “Best Practices in Media Measurement” published by Dow Jones in the summer of 2007. This research will be featured in advertisements in the *Wall Street Journal* as well as the trade press. It will also be published as an e-book.

## 2007-2013 RECENT CASES PUBLISHED

“Here Comes the Hurricane” 2013

“Carnival Corporation: The Costa Concordia Crisis” 2012

“Unilever’s Sustainable Living Plan” 2012

“Creating Shared Value at McDonalds’s” 2012

“Ethics Dilemmas” 2012

“Corporate Philanthropy at Goldman Sachs: 10,000 Small Businesses” 2012

“Wal-Mart Sustainability Strategy” 2012

“Royal Dutch/Shell Group: Brent Spar and Nigeria” 2012

“Mitsui & Co.: The DPF Incident” 2011

“Merrimack Imaging” 2011

“Galen Healthcare System” 2011

“Wentworth.com” 2011

“Sweet Leaf Tea” 2011

“Toyota Recall.” 2010

“FIJI Water: Going Green or Green Washing?” 2010

“Novartis TRD: Pipeline Paves Way to Change.” 2010

“The Timberland Company: Managing a Socially Responsible Supply Chain,” 2009

“Creating the Need for Change at Manufacturing Site Stein, Novartis,” 2008

“Novartis: Creating the Need for Change in Suffern,” 2007

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

- 2006 Pathfinder Award from the Institute for Public Relations in November for accomplishments in research over the course of my career.
- 2006 First prize winner (as faculty advisor) in the 2006 Case Writing Competition in Corporate Communications sponsored by the Arthur W. Page Society.
- 2005 Grand prize winner (as faculty advisor) in the 2005 Case Study Competition in Corporate Communications sponsored by the Arthur W. Page Society.
- 2003 Distinguished Publication Award from the Association for Business Communication for *The Power of Corporate Communication*.
- 2003 First prize winner (as faculty advisor) in the 2003 Case Writing Competition in Corporate Communications sponsored by the Arthur W. Page Society.
- 2002 Students rated #1 in communication by *The Wall Street Journal*.
- 2001 Students rated # 1 in communication by *The Wall Street Journal*.
- 1994 Department rated #1 by *U.S. News & World Report*.
- 1987 Fulbright Fellowship to study design in England.
- 1986 George Washington Honor Medal for Excellence in teaching.

#### A C A D E M I C O R G A N I Z A T I O N S

##### **Institute for Public Relations**

2009-present Member, Board of Trustees

##### **Corporate Communications Institute**

2004-present Member

2009-present Member, Board of Advisors

##### **Management Communication Association**

1979-present Founding member

1983-85; 1996 Newsletter editor

1981, 1997 Program Chair

**Association for Business Communication**

1981-2011 Member

## EDITORIAL BOARDS

**Ethisphere Institute Communications**

2012-present Advisory Board

**Corporate Communication: An International Journal**

2005-present Editorial Advisory Board

**Corporate Reputation Review**

1998-Present Associate Editor

**The Journal of Research and Problem Solving in Organizational Communication:  
Document Design**

1997-Present Editorial Board

**Journal of Business Communication**

2003-2009 Associate Editor  
 2001-2003 Editorial Review Board  
 Spring 1996 Guest Editor

**Human Resource Management Journal**

1998 Guest Editor  
 1986 Special Issue Editor

**Management Communication Quarterly**

1990-2000 Referee and Editorial Board member

**Organizational Science**

2003 Guest Editor

**Public Relations Society of America**

Editorial Board

## 2007-2013 RECENT PRESENTATIONS

Presented "Creating the Need for Change" SPLACO (April 2012)

Presented “Managing Reputation Risk to Avoid Crisis,” Dartmouth Communications Group (May 2012)

Presented “The Strategic Communication Imperative,” American Trust Bank (May 2012)

Presented “Climate Change” Tuck, Beyond Hanover Talk (May 2012)

Presented “Starbucks,” Tuck Admissions Summer Visit Day (July 2012)

#### RECENT PRESENTATIONS (CONTINUED)

Presented “Developing a Strategic Mindset” PRSA, Webinar (July 2012)

Presented “Connecting Strategic Vision to Implementation” PRSA, Webinar (Aug 2012)

Presented “Time Management,” Tuck Orientation, Tuck, Hanover, NH (Aug 2012)

Presented “Industry’s Reputation: Managing Today and Tomorrow,” Advocacy Leadership Forum for Industry (Sept 2012)

Presented “Leadership & Communication,” presented to the Reputation Institute’s Management Training program (Oct 2012)

Presented “Communicating a One-Company Strategy in Times of Change,” Boston Private Bank (Oct 2012)

Presented “You Can’t Execute It If You Can’t Communicate It,” Hanover Chamber of Commerce (Dec 2012)

Presented “Successful Interviewing for First-Year Recruiting,” Tuck CDO (Jan 2013)

Presented “Starbucks,” Admitted Students Weekend, Tuck, Hanover, NH (April 2013)

Presented “Putting Big Data to Work,” Moderated - AWPS Board Meeting (April 2013)

Presented “Japan Learning Expedition,” Tuck MBA Advisory Board Meeting (April 2013)

Presented “Defining Your Organization’s Risk Appetite, Securing Funding, and Getting Stakeholder Support,” CSO Security Confab, CA April 2012.

Presented “Leadership & Communication,” presented to the Reputation Institute’s Management Training program March 2012.

Presented “Communication Strategy for Public Affairs,” Webinar presented for the Public Affairs Council March 2012.

Presented “The Future of Digital Media” presented to the Institute of Public Relations of Singapore in Singapore Feb 2012.

Presented “Corporate Communications Strategy in the Age of Social Media,” presented to Kansai Association of Corporate Executives in New York Nov 2011.

Presented “Corporate Sustainability and Government Affairs,” presented to the Tuck Sustainability Forum Oct 2011.

Presented “The Good, the Bad, and the Trustworthy,” opening keynote address at the Reputation Institute conference, in New Orleans May 2011.

Presented “The Power of Communications,” presented for CoP Monthly Conference Call March 2011.

Presented “Crises and New Media,” Webinar presented for McGill Centre for Continuing Educations Series March 2011.

Presented “Using the Power of Corporate Communication to Enhance Reputation,” Instituto Empresa program, Tuck School, Hanover, NH October 2010.

Presented “Cross-Cultural and Strategic Communication,” AMEL 17/LING 50 Undergraduate Course at Dartmouth College, Hanover, NH October 2010.

Presented “Using the Power of Corporate Communication to Enhance Reputation,” Forces of Change MBA Workshop, Tuck School, Hanover, NH October 2010.

Presented “Social Media,” Presentation to CMOs of top business Schools, Tuck, Hanover, NH September 2010.

#### RECENT PRESENTATIONS (CONTINUED)

Presented “Reputation Management in a Social Media World,” Corporate Communication and Web 2.0 Conference, The Conference Board, New York, NY. May 2010.

Presented “Digital Strategies for Powerful Corporate Communications,” LAC Leman Communications Forum, Geneva, Switzerland. May 2010.

Presented “Global Communications in Crisis: Developing Strategies for Social Engagement,” Institute for Public Relations Board of Trustees Retreat, New York, NY April 2010.

Presented “Leadership and Communication,” Webinar presented for Reputation Institute. March 2010

Presented “Global Communications in Crisis: Developing Strategies for Social Engagement,” Boer & Croon, New York, NY. March 2010.

Presented “Global Communications in Crisis: Developing Strategies for Social Engagement,” Citi Corp., New York, NY. February 2010.

Presented “Effective Communication,” PEAK Program at Dartmouth, Hanover, NH. November 2009.

Presented “Digital Strategies,” Speech and panel discussion for book launch, hosted by McGraw-Hill. October 2009.

Presented “Leadership and Communication,” Webinar presented for Reputation Institute. October 2009.

Presented “Digital Strategies for Powerful Corporate Communications,” Communications Center Conference, Washington, DC. September 2009.

Presented “Building Trust through Digital Communication,” AWPAGE/Tuck Symposium, New York, NY. June 2009.

Presented “Social Media,” Handelsblatt, Dusseldorf, Germany. May 2009.

Presented “A Guide to Developing Your Own Social Media Strategy: Case Study Session,” at Dartmouth Communicators Group Conference, Dartmouth College, Hanover. May 2009.

Presented “Social Media and the Modern Communications Environment,” at Dartmouth Communicators Group Conference, Dartmouth College, Hanover. April 2009.

Presented “Strategic Communications,” at Dartmouth Communicators Group Conference, Dartmouth College, Hanover. October 2008.

Presented “The Authentic Enterprise: Relationships, Values and the Evolution of Corporate Communications,” at Dartmouth Communicators Group Conference, Dartmouth College, Hanover. October 2008.

Presented “Reputational Risk and Crisis Communication,” at The Annual Meeting of the Top Ten Schools Student Services Organizations, Tuck School of Business, Hanover. October 2008.

Presented "Response to the Authentic Enterprise," at the Arthur W. Page Society/Tuck School of Business/Institute of Public Relations Academic Symposium, Tuck School of Business, Hanover, NH. May 2008.

Presented "Using the Power of Corporate Communication in a Changing Environment for Business," at Fairleigh Dickinson University in Madison, NJ, February 2008.

Presented "The Strategic Communication Imperative," Keynote at FINEO/Real IR Investor Relations Symposium in Paris, November 2007.

Presented "The Strategic Communication Imperative," Speech to executives at HEC in Paris, November 2007.

#### RECENT PRESENTATIONS (CONTINUED)

Presented "Corporate Interaction with the Environment," at Tuck Net Impact conference in Hanover, October 2007.

Presented "The Power of Corporate Communication," at the United Way of the Upper Valley's Fifth Annual Upper Valley Business Leadership Program in Hanover, October 2007.

Presented "The Power of Corporate Communication," at the Reputation Institute Study Tour in New York City, September 2007.

Presented "How to Manage your Reputational Risk," at the IIA International Conference in Amsterdam, July 2007.

Presented "Power of Corporate Communication," at the IABC International Conference in New Orleans, June 2007.

Presented "Reputation and Risk," in a MENG Webinar, June 2007.

Presented "What is a Good Case? Writing, Teaching, Judging," at the AWPS-IPR-Tuck Academic Symposium in Hanover, May 2007.

Presented "Where Have We Been; Where Are We Going?" at the AWPS-IPR-Tuck Academic Symposium in Hanover, May 2007.

Presented "The Holy Grail: Making the PR to Business Outcomes Connection," in a Council for Public Relations Firms Webinar, May 2007.

Presented "The Power of Corporate Communication" at the Journal of Financial Advertising and Marketing annual conference in Manchester, VT, May 2007.

Hosted "General Management: An Overview," a Beardsley Webinar, January 2007.

#### SERVICE TO PROFESSION

##### **American Assembly of Collegiate Schools of Business (AACSB)**

- Member, task force on management communication. Invited speaker at conferences for deans.
- 2002 Presenter at national conference on "Managing Reputation, Relationships, and Brands"
- 2001 Presenter at national conference on "Converging within the Divergence"
- 1993 Worked on planning and chaired panel discussion at meeting for public relations directors, New York, NY
- 1988 Worked on planning annual meeting with Dean Blaydon.

##### **Ethisphere Institute Communications Advisory Board**

- 2012-present Member, Board of Trustees



**Arthur W. Page Society**

2003-present Member  
 2009-present Member, Board of Trustees Executive Committee

**Association of Graduate Business Directors**

Presentation (with Mary Munter) to MBA Administrators on Management Communication in the curriculum.

## SERVICE TO PROFESSION (CONTINUED)

**Educational Testing Service (ETS)**

Member, advisory board on writing assessment for the GMAT.

**Emory Business School**

Presented (with Mary Munter) to entire MBA faculty and deans on importance of Management Communication in the MBA curriculum.

**Graduate Management Admission Council (GMAC)**

Member, task force on Management Communication in the MBA curriculum.

**Reputation Institute**

1996-present Member  
 2002 Program Chair

## 2009-2013 CONSULTING EXPERIENCE

**AbInbev**

Brussels

Work with CEO and his Executive Committee on developing a new focus on shared value.

**Mitsui**

Japan

Work with senior management team on training program.

**Saudi Aramco**

Saudi Arabia

Work on a brand and reputation development project for senior management at Aramco.

**Enterprise**

St. Louis, MO

Work with Senior Management on reputation risk.

**Shell Oil Company**

Houston, TX

Worked with global communication staff on reputation and risk.

**Communications Consulting Worldwide/Fleishman-Hillard, Inc.**

New York, NY

Worked as a senior advisor to the president of the firm on a number of strategic issues as well as advising a handful of their clients, including Dunkin Donuts and Abbott Laboratories.

**Boston Private Bank**

Boston, MA

Worked with CEO, top management team, and board of directors on the strategic plan for 2009.

**ING**

Amsterdam, The Netherlands

Worked with CEO and his senior management team and board on their annual meeting. Presented with CEO at conference in 2009.

**SABIC**

Riyadh, Saudi Arabia

Worked as a coach to the Chief Communications Officer of this Saudi Arabian chemicals and plastics company, and advise the Executive Committee of the company on corporate communications.

## CONSULTING EXPERIENCE - SELECTED PAST CLIENTS

3 M, St. Paul, MN

Abbott Laboratories, Chicago, IL

Aetna, Hartford, CT

Dai-Ichi Kikaku (advertising agency), Tokyo, Japan

Ernst &amp; Young, New York, NY

General Electric,

General Foods, Tarrytown, NY

Goldman Sachs, New York, NY

Kmart Corporation, Troy, MI

Martha Stewart, New York, NY

Nigerian Petroleum Refining Co., Port Harcourt, Nigeria

Nokia, Helsinki, Finland

Risk Metrics, New York, NY

Sony, New Delhi, India; Tokyo, Japan; Sydney, Australia

TCS, India

theMarkets.com, New York, NY

UPS, Atlanta, GA

Visa, San Francisco, CA

## EXECUTIVE PROGRAMS

Advanced Minority Business Executive Program

Brand and Reputation Executive Program  
Business Engagement and the Information Security Professional  
Columbia Executive Program in Business Administration  
Financial Essentials for Senior Managers  
Freddie Mac Executive Program  
Health-Care Marketing Consortium  
Hitachi Executive Program  
International Executive Development Program  
International Management Research Institute  
Japan Productivity Center  
Leadership and Strategic Impact  
Managing Corporate Reputations  
Managing Success  
MBA Update 2000  
Minority Business Executive Program  
NHS North West Leadership Academy Applied Learning Programme  
Novartis  
Society for Cable Telecommunications Engineers Executive Program  
Stanford Engineering Executive Program  
Strategic Brand Management  
Strategic Financial Leadership Program  
Tuck Bridge Program  
Tuck Executive Program  
Tuck Executive Leadership Program, in Partnership with the Massachusetts Credit Union Share Insurance Corporation (MSIC)