

Kirk Snyder

Marshall School of Business, Department of Business Communication
University of Southern California
3669 Trousdale Parkway, #400, Los Angeles, CA 90089

PROFESSIONAL SUMMARY

- Nationally recognized voice in the changing dynamics of the contemporary workplace, organizational communication, and career identification, planning, and development.
- 2019 and 2017 Marshall Golden Apple Award winner.
- 2015 Mellon Mentoring Award for faculty mentoring undergraduate students.
- Appointed to academic leadership roles that include Department Chair, Academic Director, and Core Course Coordinator as well as serving on the Online Teaching Task Force Committee, APR Committee, Department Chair Search Committee, PEG committee, and Technology Committee.
- Author of *Finding Work You Love: Three Steps to Getting the Perfect Job After College* (Penguin Random House, August 2020).
- Contributing Author to bestselling 2013 anthology book series, *The Jossey-Bass Reader on Educational Leadership* (Jossey-Bass/Wiley & Sons).
- Author of two critically acclaimed research-based books, *The G Quotient* (Jossey-Bass/Wiley & Sons, June 2006) and *Lavender Road to Success* (Ten Speed Press/Crown, 2003).
- Research expertise includes a systems-based approach to contemporary career development, the changing meaning of work in modern society, intrinsic motivation in the workplace, and generational workplace issues.
- Featured in publications that include *Harvard Business Journal*, *Time Magazine*, *Fast Company*, *Fortune*, *strategy + business*, *The New York Times*, *Publisher's Weekly*, *WSJ*, *Maria Shriver's Sunday Paper*, and *The Los Angeles Business Journal*.
- Corporate speaker for companies and organizations on the subject of inclusive leadership including Cisco Systems, PricewaterhouseCoopers, Morgan Stanley, The Manhattan Chamber of Commerce (NYC), McDonald's Corporation, Novartis, Unilever Corporation, University of California at Berkeley, Merced, San Francisco, and the University of Colorado, Boulder.
- Certified in Myers-Briggs Type Indicator (MBTI) assessment and Strengths Deployment Inventory (SDI).

EDUCATION

University of Southern California, Los Angeles, CA
Ed.D. Organizational Change and Leadership (GPA 4.0)

Pepperdine University, Malibu, CA
M.A. Communications

University of Southern California, Los Angeles, CA
B.S. Business Administration (Entrepreneur Program)

ACADEMIC APPOINTMENTS AND HIGHER EDUCATION EXPERIENCE

University of Southern California, Los Angeles, CA **1999-Present**

- **USC Marshall School of Business, Professor of Clinical Business Communication and Chair, Department of Business Communication (2021-Present)**
- **USC Marshall School of Business, Associate Professor of Clinical Business Communication, Department of Business Communication (2016-2021)**
- **USC Marshall School of Business, Assistant Professor of Clinical Management Communication, Department of Business Communication (2011-2016)**
- **USC Marshall School of Business, Lecturer, Department of Business Communication (2005-2011)**
- **USC Rossier School of Education, Lecturer, (2000-2005)**
- **USC Student Affairs, Assistant Dean/Associate Executive Director, Career Planning & Placement Center (2001-2005)**
- **USC Student Affairs, Corporate and Alumni Relations, Career Planning & Placement Center (1999-2001)**

USC Marshall School of Business, Professor of Clinical Management Communication, Department of Business Communication (2021-Present)

Graduate courses taught include:

- *Defining and Communicating Your Professional Value* (BUCO 552).
- *Foundations of Your Professional Value* GSBA 541: (Course Creator)
- *Leadership Communication Styles and Strategies* (GSBA 514: Course Creator)
- *Opportunity Recognition and Implementation* (GSBA 535)

Accomplishment Highlights:

- Appointed as Chair, Department of Business Communication (July 2021-Present)
- Served on the Department of Business Communication Faculty Hiring Committee resulting in the hiring of a new faculty member at the Associate Professor level (Spring 2021).
- Served on the Department of Business Communication PEG Committee for two current faculty members who were promoted from Lecturer to Senior Lecturer (Spring 2021).
- Served on the Marshall Undergraduate Grading Task Force representing the Department of Business Communication resulting in the accepted recommendation of increasing the current Marshall undergraduate grading targets (Spring 2021).

USC Marshall School of Business, Associate Professor of Clinical Management Communication, Department of Business Communication (2016-Present)

Undergraduate courses taught include:

- *Communication Strategy in Business* (BUAD 302)
- *Choosing and Planning a Future Career in Business* (BUAD 252: Course Creator)
- *Developing Oral Communication Expertise* (BUCO 445: Course Creator)

Graduate courses taught include:

- *Communication for Management* (GSBA 542/523)
- *Communication for Accounting Professionals* (GSBA 523T)
- *Advanced Management Communication* (BUCO 503)
- *Defining and Communicating Your Professional Value* (BUCO 552).

ACADEMIC APPOINTMENTS AND HIGHER EDUCATION EXPERIENCE (Con't)

Graduate courses taught include (con't):

- *Foundations of Your Professional Value* GSBA 541: (Course Creator)
- *Leadership Communication Styles and Strategies* (GSBA 514: Course Creator)
- *Opportunity Recognition and Implementation* (GSBA 535)
- *Managing Communication in Organizations* (BUCO 533)

Accomplishment Highlights:

- 2017 and 2019 Golden Apple Award winner
- Served as the continuing undergraduate core course coordinator for BUAD 302 (2016-2019), with responsibilities that included mentoring new BUCO faculty teaching BUAD 302, innovating and developing new changes to the course's core curriculum, advancing greater continuity across all sections, and advancing the use of effective technology in the classroom.
- Participated in the collection, analysis and reporting of data across all BUAD 302 course sections for AACSB reporting purposes as core course coordinator.
- Appointed to the new role of Academic Director of the Graduate Online Certificate Program by Vice Dean in Spring 2019. Successfully launched three GSBA online courses including partnering with the Thornton School of Music and the MMLIS Program to include these courses as new degree requirements. These 1.5 unit courses are GSBA 510, *Accounting Concepts and Financial Reporting*, GSBA 504a, *Operations Management*, and GSBA 509, *Marketing Management*. In addition, recruited and worked with Marshall faculty in Accounting, DSO, and Marketing to deliver these courses beginning in the Spring 2020 semester.
- Appointed to the Marshall Online Teaching Faculty Task Force by Vice Dean, providing mentoring to faculty teaching online during the Covid-19 pandemic (2020-Present).
- Currently serving on the Marshall Technology Committee under the direction of Marshall's CTO, addressing issues ranging from online testing integrity, analysis of technology-based and online education policies, and evaluating new technological platforms for both faculty and students (2016-Present).
- Served on the Department of Business Communication APR Committee (Spring 2017).
- Served on the Department Chair Search Committee (Spring 2017).
- Responsible for creating new courses that include BUCO 552, *Defining and Communicating Your Professional Value*, GSBA 541 (now a required course for FT and PM MBA programs), *Foundations of Your Professional Value*, and GSBA 514, *Leadership Communication Styles and Strategies*.
- Completed, authored, and published a new research-based book for Penguin Random House titled, *Finding Work You Love: 3 Steps to Getting the Perfect Job After College*, focused on a systems-based approach to finding a right-fit job after college and the changing definitions of professional and personal meaning in contemporary culture. The book, published August 18, 2020, is being marketed in hard cover, digital form and as an audio book recorded in the author's voice by Penguin Random House Audio.
- Keynote speaker for two Zoom-based Marshall-wide Alumni event: Finding A Job You Love Amidst a Pandemic and How to Get that Right First Job After College (August 4, 2020).

ACADEMIC APPOINTMENTS AND HIGHER EDUCATION EXPERIENCE (Con't)

USC Marshall School of Business, Assistant Professor of Clinical Management Communication, Department of Business Communication (2011-2016)

Undergraduate courses taught include:

- *Communication Strategy in Business* (BUAD 302)
- *Choosing and Planning a Future Career in Business* (BUAD 252: Course Creator)
- *Developing Oral Communication Expertise* (BUCO 445: Course Creator)
- *Advanced Writing for Business* (WRIT 340)

Graduate courses taught include:

- *Communication for Management* (GSBA 542)
- *Communication for Accounting Professionals* (GSBA 523T)
- *Advanced Management Communication* (BUCO 503)
- *Managing Communication in Organizations* (BUCO 533)
- *Defining and Communicating Your Professional Value* (BUCO 599, Fall 2015)

Accomplishment Highlights:

- **2015 Mellon Mentoring Award winner** for faculty mentoring undergraduate students.
- Served as the undergraduate core course coordinator for BUAD 302 (2012-2016)
- Participated in the collection, analysis and reporting of data across all BUAD 302 course sections for the AACSB Accreditation.
- Successfully adapted and delivers the on-ground 523T graduate course for the online MBT program.
- Served as the keynote speaker for multiple Marshall Parents Program and Alumni events (2014-2016) presenting on the innovative work that Marshall is doing to prepare students for a future career in business.
- **Awarded Marshall Fund Partnership Award** in 2015 for work with the Parents and Alumni Programs.
- Responsible for creating new courses that include BUAD 252, BUCO 445, and BUCO 599, *Defining and Communicating Your Professional Value*, offered for Fall 2015.
- 2011 Nominee, Steven Sample Teaching and Mentoring Award, USC Parents Association, Teaching.

USC Marshall School of Business, Lecturer, Department of Business Communication (2005-2011)

Courses taught included:

Communication Strategy in Business (BUAD 302)

Advanced Writing for Business (WRIT 340)

Communication for Management (GSBA 542)

Accomplishment Highlights:

- Organized department sponsored event in Fall 2008, bringing together undergraduate students and business leaders to address generational workplace issues based on original research findings centered on the changing dynamics of workplace communication and Gen Y work values.
- Served as a member of the department's public relations committee

ACADEMIC APPOINTMENTS AND HIGHER EDUCATION EXPERIENCE (Con't)

USC Rossier School of Education, Lecturer (2000-2005)

Lead instructor for the undergraduate course, Theories of Career Development (EDCO 248). EDCO 248 is an undergraduate course that examines the major theories and concepts of career development practices and the role of work in contemporary society. The curriculum included:

- Effective workplace communication.
- Diversity issues and career development.
- Changing expectations of employers and employees in the 21st century.
- Emotional intelligence in the world of work.

USC Student Affairs, Assistant Dean/Associate Executive Director, Career Planning & Placement Center (2001-2005)

Supervised and managed a team of 7 full-time professionals responsible for meeting the career development needs of 30,000 undergraduate and graduate students. Developed and implemented programs and resources to deliver world-class career services to all constituencies.

- Consulted with major Fortune 500 companies including ABC, Bain & Company, Boeing, Disney and Ford Motor Company to maximize recruiting and retention programs.
- Established and supervised the experiential learning office, focusing on providing premiere internship opportunities in all fields worldwide.
- Supervised the development, implementation and analysis of the Center's annual survey of graduating students to determine career values and post-graduation plans.
- Developed online alumni career course in partnership with the USC Center for Distance Learning.
- Conducted the largest national study (to date) focusing on the career experiences of gay professionals.
- Represented student affairs at student previews, orientation and parents weekend.
- Instructor for PHED 165, spring career course for freshman athletes.

USC Student Affairs, Director, Corporate and Alumni Relations, Career Planning & Placement Center (1999-2001)

In this new senior-level position, collaborated with university officials to re-brand the university's central career center. Developed and implemented several new programs connecting students and alumni to employers in addition to being responsible for all on and off-campus marketing of services. Supervised the areas of Employer Relations, On-Campus Programs and Marketing.

- Developed online networking resource, The Trojan Network, connecting 8,000 students and alumni.
- Increased student usage of career services by over 200% and employer participation by 150%.
- Developed the first-ever employer relations CD-ROM at a university campus.

University of California, Irvine, CA

1997-1999

UCI Alumni Association, Director of Marketing and Communication,

Developed all marketing, outreach and communication campaigns for the highest level of new member acquisitions, renewals and community recognition. Identified and created partnerships with corporate sponsors to market their products and services to alumni. Served as Editor and contributing writer for all published communications including the 30th Anniversary Edition of *Alumni* as well as managing the design and production process of all collateral materials. Other responsibilities included the analysis and tracking of all campaigns, managing the payment processing function and staff as well as developing and marketing all regional alumni chapters and specialized communities.

- Increased membership revenue by 27%, setting new records for daily, monthly and annual totals
- Exceeded all projected income goals for a two-year period
- Developed new website and interactive alumni community including lifetime email
- Created the Association's first marketing and communications plan for alumni chapters

BOOKS

Snyder, Kirk, *Finding Work You Love: 3 Steps to Getting the Perfect Job After College* (August 18, 2020, Ten Speed Press/Penguin Random House)

ISBN: 9781984856678

Based on an original systems-based approach to finding a right fit job after college, this book provides all college students with a three-step approach to identify and align the unique value they individually bring to the world of work in three specific silos: human value; functional value (talents and skills); and image value. Readers begin by taking a guided inventory of their professional value what makes them special in the contemporary job market. Readers will also evaluate different fields, companies, and roles to create a personal job bank of 25 high potential right fits uniquely for them that will reward their unique professional value. The book incorporates interviews with college and university students from around the country as well as executive experts to bring the book's key points to life. The book also explores the changing meaning of work in a media and technology-driven world of work to further add relevance to the book's systems-based approach to finding work you love after college. Additionally, in partnership with the publisher, the author expanded a key section in the book that focuses on how to face job market challenges without getting sidetracked and stuck, to produce a special *Finding Work You Love* workbook titled, *Dealing With the Challenges of a Covid-19 Job Market*. Due to the unprecedented environment of 2020, the author and the publisher joined together to make the workbook available for free in order to help America's college students better deal with the current environment.

- Authored a workbook for Penguin Random House titled, *Finding Work You Love: A Workbook For Facing the Challenges of the Covid-19 Job Market* that serves as a value-added piece resource for all readers of the primary book.

Pre-Publication Reviews (*Finding Work You Love*):

- "If you're worried about finding a job after college, buy this book immediately. Professor Kirk Snyder's proven step-by-step plan shows you how to discover your strengths and passions, then match them with your dream job to create a meaningful career you will love."
—Tasha Eurich, *New York Times* bestselling author of *Insight* and *Bankable Leadership*
- "At a time when many students question their potential for successfully finding a career they will love, Professor Kirk Snyder provides a clear, logical, and compelling system for analyzing themselves and the workplace. His point-based templates help students identify their three key points of value that make them unique—and then do the same to find a perfect match to a potential employer, career field, and role. Using this system, students will focus on the best possible matches for their talents, save time and energy in the job search process, and set themselves up for success throughout their careers."
—Katharine S. Brooks, Executive Director Vanderbilt University Career Center, coauthor of *What Color Is Your Parachute? 2021*
- “With employee engagement at an all-time low, what do new graduates have to look forward to as they enter the job market? A lifetime of success in a meaningful career—as long as they follow the plan in *Finding Work You Love*. This easy-to-follow system helps students avoid the common pitfalls of entry-level jobs and steers them toward a rich and fulfilling work life.”
—Kevin Kruse, *New York Times* bestselling author of *Great Leaders Have No Rules*

BOOKS (con't)**Contributing Author, *The Jossey-Bass Reader on Educational Leadership*, 3rd Edition (May 2013, Jossey-Bass/Wiley & Sons)**

Margaret Grogan (Editor), Michael Fullan (Introduction)

ISBN: 978-1-1184-5621-7

This expanded and thoroughly updated edition of the bestselling book on educational leadership contains the articles, book excerpts, and seminal reports that define and drive the field of educational leadership today. Filled with critical insights from bestselling authors, education research, and expert practitioners, this comprehensive volume features six primary areas of concern: The Principles of Leadership; Moral and Trustworthy Leadership; Culture and Change; Leadership for Learning; Diversity and Leadership; The Future of Leadership. The chapter authored by Kirk Snyder will be featured in the Diversity and Leadership area of the book. Snyder's author's note for this chapter includes a focus on Gen Y workplace values and the need for specialized leadership to engage this new generation of employees, colleagues, and managers.

Snyder, Kirk, *The G Quotient: Why Gay Executives Are Excelling As Leaders...And What Everyone Needs to Know* (2006, Jossey-Bass/Wiley & Sons)

Based on an original landmark research project, *The G Quotient* explains why employees of gay executives at some of America's largest companies are responding to a new ethos of business leadership with record high levels of job commitment. *The G Quotient* provides all managers with new insights about how to leverage inclusion in order to fully engage the strengths and talents of contemporary employees across all demographics.

Associated Honors (*The G Quotient*):

- **strategy+business, Winter 2006 Issue**
The G Quotient is honored as one of the best business management books of the year

Associated Honors (*The G Quotient*, con't):

- **Harvard Business Review**
The G Quotient is named to HBR's 2006 reading list
- **Publisher's Weekly, June 5, 2006**
The G Quotient receives a prestigious starred review
- **Time Magazine, August 6, 2006**
The G Quotient was the subject of a feature article by Andrea Sachs, *Come out, Move up*

BOOKS (con't)

Snyder, Kirk, *Lavender Road to Success: The Career Guide for the Gay Community* (2003, Ten Speed Press/Crown)

Based on a groundbreaking two-year study of more than 300 gay, lesbian, bisexual, and transgender alumni from the University of Southern California, *Lavender Road to Success* is the first career guide written specifically for the gay community.

Associated Honors (*Lavender Road to Success*):

Amazon.com

Lavender Road to Success is honored as one of the best books of 2003 as a top ten editors' pick

Insight Out Books

Lavender Road to Success is honored as one of the best books of the year (2003)

SELECTED MEDIA COVERAGE (Quotes/Interviews/Articles)

- **Featured Guest, Random House Big Ideas**, April 13, 2021. Kirk Snyder and his book, *Finding Work You Love* was selected by Penguin Random House to be included in their “Big Ideas” media series to discuss careers and the new world of work with outreach to 1.2 million of their social media followers. “Big Ideas” is a conversation between top writers and editors on politics, world affairs, technology, fashion, philanthropy, etc.
- **Maeil Business Newspaper**, February 18, 2021, South Korea’s largest business newspaper with one million circulation, ran a cover story titled, *Career Expert Professor Kirk Snyder on ‘How To Choose A Job,’* based on his book, *Finding Work You Love*.
- **Business Insider**, December 2, 2020, *A new book details how young people should go about finding work they truly love — and why they have more power than ever to do so.* An excerpt from *Finding Work You Love* was translated into multiple languages to Business Insider’s worldwide readership of 187 million.
- **Thrive Global**, October 20, 2020, Authored the original article, *Don’t Get Sidetracked and Stuck: For New College Grads, Now is the Time to Breathe*, for Thrive Global, with 50 million monthly users worldwide.
- **Los Angeles Business Journal**, July 13, 2020, *This Summer, L.A. Internships Go Virtual*, by Diane Haithman.
- **Wall Street Journal**, July 11, 2020, *As Offices Reopen Amid Coronavirus, Workers Clash Over Masks, Barriers, and Lysol*, by Sarah Needleman.
- **Los Angeles Business Journal**, June 15, 2020, *Executive Insights*, by Diane Haithman.
- **Maria Shriver’s Sunday Paper**, May 3, 2020, *Graduates, You Can Find the Job You Love If you follow your true North*, by Kirk Snyder.
- **The Glass Closet** (Harper Collins, 2014) ISBN978006231674, by Lord John Browne. Interviewed as an expert about the role of inclusive leadership in the contemporary workplace for by Lord John Browne, former CEO of British Petroleum.

SELECTED MEDIA COVERAGE (Quotes/Interviews/Articles, con't)

- **Delhi Daily News**, October 31, 2014, *Why Tim Cook saying 'proud to be gay' matters.*
- **Chicago Business**, October 30, 2014, *Does being gay make Tim Cook a better boss?*, by Leonid Bershidsky.
- **Knowledge@Wharton**, July 28, 2014, *When to Come Out: The Challenges Facing Gay CEOs.*
- **Wall Street Journal**, October 30, 2014 (updated), *Apple CEO Says He's 'Proud to Be Gay*, by Rachel Feintzeig and Daisuke Wakabayashi.
- **The Daily Beast**, May 13, 2012, *Give Millennials a Break!*, by Hannah Seligson.
- **New York Times**, June 25, 2011, *Job Jugglers, on the Tightrope*, by Hannah Seligson.
- **CBS News**, October 27, 2008, *Will Your Gen Y Workers Be Your Economic Salvation*, by CC Holland.
- **ABC (Australian Broadcasting Network)**, November 30, 2008. *Generation Y and the financial crisis*, Reporter: Madeleine Genner.