**EDUCATION**

**Doctorate of Education, Executive Leadership**

St. John Fisher College, Ralph C. Wilson Jr. School of Education | Rochester, NY | December 2015

**Masters of Arts, Organizational Leadership**

Medaille College | Buffalo, NY | August 2009

**Master of Science, Marriage and Family Therapy**

University of Rochester, School of Medicine and Dentistry| Rochester, NY | Anticipated August 2023

**Bachelor of Arts, Communication/Journalism**

St. John Fisher College, School of Arts and Sciences | Rochester, NY | May 2006

**CERTIFICATIONS**

**Teaching English to Speakers of Other Languages (TESOL)**

Columbia University, Teachers College | New York, NY | August 2019

**EXPERIENCE**

**University of Rochester Simon Business School |** Rochester, NY | Aug 2018 to present

Clinical Associate Professor

**MGC 461 Managerial Communication** (2018 - Present)

* Teach business communication courses to graduate level students in Finance, Accounting and Business Analytics majors. Over 95% of students speak English as a second language.
* Help students prepare to give professional presentations in a business environment.

**BUS 201 Impactful Presentations** (2020 - Present)

* Undergraduate course focused on building foundational presentation skills

**BUS 217 Principles of Business Leadership** (2022 - Present)

* Undergraduate course surveying various business leadership theories and approaches

**Miami University Farmer School of Business |** Oxford, OH | Aug 2016 to July 2018

**Visiting Assistant Professor | First-Year Integrated Core Team Lead**

* The First-Year Integrated Core is an integrated program where students simultaneously take four courses: Foundations of Business, Business Communication, Computational Thinking, and Creativity & Entrepreneurial Thinking. Each semester over 600 students compete in a Client Challenge project where students prepare a presentation for a corporate partner.

**BUS 101 Foundations of Business** (2017/18 AY)

* Transformed large lecture course into interactive environment focused on team activities.
* Collaborated with professors from three other courses to build student teams using the Hermann Brain Dominance Instrument (HBDI) as part of an integrated curriculum.
* Oversaw a team of 12 Teaching Assistants each semester.

**BUS 102 Foundations of Business Communications** (2016/17 AY)

* Earned an average score of 3.82/4.00 on student evaluations.
* Partnered with a Fortune 50 corporate client to provide students with real-world practice in communicating solutions to actual business challenges.
* Taught students to effectively communicate data in written and verbal genres.
* Developed students’ confidence in public speaking and presenting to professional audiences.

**Visiting Instructor of Communication**

* *Medaille College Division of Liberal Arts and Communication | Buffalo, NY | 2014 to 2016*
* SPE 130 Fundamentals of Public Speaking
* GEN 411 Baccalaureate Research Capstone II
* COM 475 Media and Society Seminar
* COM 311 Social Media Strategies
* COM 300 Introduction to Communication Theory
* COM 101 Introduction to Mass Communications

**Adjunct Instructor**

*St. John Fisher College Department of Media and Communications | Rochester, NY | Spring 2016*

* COMM 253 Business Communication

**Adjunct Instructor - Graduate Level Courses**

*Medaille College Division of Management and Leadership | Rochester, NY | 2010 – 2014*

* MBA 635 Organizational Development and Transformation
* MOL 624 Leadership Interactions: Teams, Coaches, & Mentors
* MOL 510 Management and Leadership

**Adjunct Instructor - Undergraduate Level Courses**

*Medaille College, Accelerated Learning Program | Rochester, NY | 2010 - 2014*

* SPE 242 Public Speaking Skills and Techniques
* ENG 111 Writing Effective Essays
* GEN 300 Critical Thinking and the Adult Learner

**RECOGNITIONS**

* + Nominated Professor of the Year by Medaille College Student Government (May 2015)
  + Nominated TRIO Professor of the Year for supporting academically at-risk students (May 2015)

**CURRICULUM DEVELOPMENT EXPERIECE**

*University of Rochester | Simon Business School | Rochester, NY | Spring 2021*

BUS 217 Principles of Business Leadership

* Created introductory leadership course for students of all majors

*University of Rochester | Simon Business School | Rochester, NY | Spring 2018*

BUS 201 Impactful Presentations

* Created course for undergraduate students focusing on presentation skills

*Miami University | Farmer School of Business | Oxford, OH | Summer 2017*

BUS 101 Foundations of Business

* Revised introductory business course to include a focus on leadership and teamwork

*Medaille College* *| School of Adult and Graduate Education | Spring 2014*

SPE 242 Public Speaking

* Designed a public speaking course for professional adults in a degree completion program

**SCHOLARSHIP**

**Conference Presentations**

Marsherall, A (2022, June). *Rethinking Student Introductions and First Day Class Activities*.

Presentation at the Management and Organizational Behavior Teaching Society Conference, Los Angeles, CA.

Marsherall, A (2018, June). *Reinventing the Student Team Experience in a First-Year Integrated*

*Curriculum*. Presentation at the Management and Organizational Behavior Teaching Society Conference, Myrtle Beach, SC.

Hill, S & Marsherall, A. (2017, June). Teaching Networking and Charisma: Measuring Student

Confidence Before and After a Classroom Session. Presentation at the Management and Organizational Behavior Teaching Society Conference, Providence, Rhode Island.

**Dissertation**

*Emerging Adults Narrative Identity Sharing on Facebook & Twitter* | Oct 2015

* Used Qualitative Content Analysis to review six months of participants’ tweets and status updates to determine how 25 to 29-year-olds share their narrative identity on social media.

**SERVICE**

**Dissertation Committee Member**

*St. John Fisher College, Doctorate of Executive Leadership Program* | Rochester, NY (2018 – 2021)

* Serving as a committee member for a doctoral candidate studying the causes and impact of Millennial retention rates in STEM professions.

**Faculty Committees**

*University of Rochester, Simon Business School* | Rochester, NY

* Undergraduate Curriculum Committee (Fall 2021 to present)
* Diversity, Equity and Inclusion Faculty Taskforce (Fall 2022 to present)

*Miami University* | Oxford, OH

* First Year Integrated Core Team Leads (Fall 2017)

*Medaille College* | Buffalo, NY

* + Undergraduate Educational Policy Committee (Spring 2016)
  + Educational Technology Committee Student Opinion Survey Task Force (Spring 2015)

**CONSULTING EXPERIENCE**

**Owner: Marsherall Partners, LLC** | Non-Profit Consulting | 2016 - Present

* Management and communications consulting
* Speech and presentation coaching

**TESOL CONSULTING EXPERIENCE**

**Kenning & Associates** | TESOL Consulting | 2020

* Coached consultants at major firms whose primary language was not English to improve their speaking and writing skills.

**EDUCATIONAL CONSULTING EXPERIENCE**

***New Knowledge United***| Textbook Development and Editing Consultant | 2016

* Developed text-agnostic learning objectives for Business Communication courses.

Edited text-specific learning outcomes used by Business Communication textbook publishers.

**HBDI Certified Practitioner** | Herrmann International

Proficient in Whole Brain Thinking and certified to interpret and apply the HBDI Assessment.

**PROFESSIONAL DEVELOPMENT: TEACHING EXCELLENCE**

***Center for Teaching Excellence*** | Miami University | Fall 2016

*Faculty Teaching Enhancement Program*

* Received Small Group Instructional Diagnosis, a focus group of students evaluating my teaching.
* Attended Lilly Teaching Conference sessions with national experts on teaching and learning.

*New Faculty Research Committee*

* Participated in monthly workshops on conducting research and submitting for publication.

**EXECUTIVE MENTORSHIPS**

***Department of Student Success*** | Nazareth College | Spring 2014

50-hour mentorship experience with the Vice President for Student Success and Retention

• Evaluated the implementation of Starfish, a new academic alert system used at the college.

• Served as a member of the Student Success Retention Task Force researching best practices for student mentoring as the group worked to create a new retention initiative on campus.

***Center for Service-Learning & Civic Engagement*** |St. John Fisher College | Fall 2013

50-hour mentorship with Director of the Center for Service-Learning & Civic Engagement

• Conducted interviews with community partners used in the college’s application for Carnegie Classification for Community Engagement.

**COLLEGE ADMINISTRATION EXPERIENCE**

***Assistant Director of Student Success***

Medaille College | Rochester Campus | 2010 – 2014

• Performed Registrar functions including registering students for classes and conferring degrees.

• Led New Student Orientation programs offered at the start of each semester.

• Served on faculty search committees and conducted interviews with candidates.

• Served as academic advisor for over 150 students in the Accelerated Learning Program

• Worked alongside Admissions Office at recruitment events, promoting the college’s programs.