

SHARON MCMILLEN CANNON

EDUCATION AND CREDENTIALS

North Carolina State University, Raleigh, NC

Ph.D.: Counselor Education and Supervision, Psychology Minor

May 2004

Dissertation: “Supporting First-Year College Women in Math, Science, and Related Majors:
A Career Development Intervention”

University of Florida, Gainesville, FL

M.Ed.: Counselor Education, Student Personnel in Higher Education

May 1986

Research: Effects of verbal and nonverbal behaviors in performance evaluation feedback

Washington University, St. Louis, MO

A.B.: Psychology and English

May 1981

Bridges, Academic Leadership Program for Women, UNC-Chapel Hill, Fall 1997

Intercultural Edge Certification, Center for International Business Education and Research, 2007

English as a Second Language Certificate Courses, Duke University, 2007

BUSINESS SCHOOL TEACHING AND LEADERSHIP

Associate Professor of Management and Corporate Communication (2012-present)

Kenan-Flagler Business School, University of North Carolina at Chapel Hill

MBA Courses:

Management Communication Presentation Skills (MBA 803/804)

Advanced Writing Skills for Second-Language Writers (MBA 803A)

MBA Presentation Coaching: EMBA Evening and Weekend, OneMBA

Undergraduate Business Courses:

Management and Corporate Communication (BUSI 401)

Intercultural Communication in the Global Workplace (BUSI 490)

Graduate School Course: Effective Presentation Skills (GRAD 704)

Tsinghua MBA: Business Writing (2013-2014)

Executive Education Presentation Coaching: Duke Energy

2013-2015 Activities Included:

- Honors thesis advisor for Caitlin Williamson (2013-2014)
- ASW Communication Workshops (Summer 2013 and 2014)
- World Café: Represent Management Communication for input into Kenan-Flagler Global Education Model (2014-2015)
- University Career Services Search Committee (Career Counselor for Undergraduate Business Students) (Spring 2015)
- Panelist for UNC Working Group in Feminism and History (Jan. 2015)
- KFBS STAR Blue/Red Team Reviewer (Apr. 2014 and 2015)
- Business Writing Presentation for MAC 777 (Oct. 2014)
- Presentation for JOMC 431 (Oct. 2014)
- Presentation and Coaching for Royster Fellows (Oct. 2013 and 2014)

- Judge for MBA Core Case Competition (Jan. 2013, 2014, and 2015)
- Presentation for UNC School of Government (June 2014)
- Presentation for Southeast Symposium for MD-PhD Women in Science (May 2014)
- Presentation for UNC Graduate School Leadership Scholars Program (Feb. 2014)
- Presentation for UNC Environmental Sciences Communication Course (Feb. 2014)
- Presentation for KFBS IT staff (Jan. 2014)
- Presentation for Carolina Women in Business conference (Nov. 2013)
- Session Facilitator for Undergraduate Symposium (Sept. 2013)

Management Communication Lecturer (2008-2012)

Olin Business School, Washington University, St. Louis, MO

BSBA Course:

Management Communication (MGT 201)

Ph.D. Course:

Teaching and Presentation Skills (MGT 607A)

Director of the Olin Management Communication Lab:

- Created communication consultation service, the Olin Management Communication Lab.
- Oversaw presentation coaching for MBA Integrative Core Exercise
- Hired and supervised six MBA students who worked as consultants in the Lab and part-time ESL Communication Specialist
- Increased appointments from 500 in first year to 1700 in third year of operation.
- Provided leadership in offering resources and workshops for undergraduate, MBA, and Ph.D. second-language speakers.

Service included:

- Presentation judge for entrepreneurial hatchery class, MBA Integrative Core Exercise prep sessions (pre-ICE), BSBA Management 100 case competition
- Proposal and presentation judge for BSBA and MBA marketing research classes
- BSBA Curriculum Committee
- Annual judge for freshman BSBA writing award
- Advisor, Female Association for Business
- See Campus Guest Lectures/Presentations for additional service

Guest Lecturer (May-June 2008)

University of North Carolina at Chapel Hill, NC

MACC Program:

American Business Culture and Communication

MBA Presentation Coaching:

EMBA and OneMBA

Communication Consultant (Spring 2008)

Washington University in St. Louis, MO

Assessed communication program for Olin Business School undergraduate program.

Recommended creation of a communication coaching service and a required management communication course, which the BSBA Curriculum Committee and dean approved.

Management and Corporate Communication Lecturer (2004-2007)

Kenan-Flagler Business School, University of North Carolina at Chapel Hill

BSBA Course:

Honors Research Proposal (BUSI 691)

MBA Presentation Coaching:

EMBA Evening and Weekend, OneMBA

Director of the Business Communication Center (2006-2007)

Assistant Director of the Business Communication Center (2004-2006)

- Supervised nine graduate students who worked as consultants in the Center.
- Worked with all levels of business school students to refine their writing, interviewing, presentation, and job-search communication skills.
- Increased client appointments by 101% during the first year under my leadership.
- Initiated targeted workshop series for undergraduate, MBA and Ph.D. students. Served more than 421 students through 2006-2007 workshops.
- Provided additional education to KFBS community through podcasts and email Tipsheets.
- Organized Master of Accounting (MAC) program's annual mock interview sessions.
- Networked with career services offices in BSBA, MBA, and MAC programs.
- Provided phone consultation for evening and weekend MBA students.
- Served international students who were improving communication skills through both individual consultation and conversation workshops.

Service:

- Facilitator of BaFa BaFa cross-cultural simulations for BSBA Management Communication
- Writing and presentation judge for Undergraduate Excellence in Management Communication Award (April 2005; April 2006)
- Writing and presentation judge for first-year MBA integrative exercises (January 2006)
- Panel judge for business simulation, MBA Leadership Day (February 2006)
- Judge for undergraduate honors thesis award (April 2006)
- Judge for MBA marketing presentation competition (November/December 2005)

PUBLICATIONS

Scotti, S. & Cannon, S. M. (2015, April 29). Moving up the Value Chain of Public Speaking: Expert, Interpreter, or Catalyst? SmartBlog on Leadership:

<http://smartblogs.com/leadership/2015/04/29/moving-up-the-value-chain-of-public-speaking-expert-interpreter-or-catalyst/>

Scotti, S. & Cannon, S. M. (2015, May 17). Moving up the Value Chain of Public Speaking: The Interpreter. SmartBlog on Leadership:

<http://smartblogs.com/leadership/2015/05/17/moving-up-the-value-chain-of-public-speaking-the-interpreter/>

Baker, S. B., Grimmett, MA., Cannon, S. M., Ting, S. R., Nassar-McMillan, S. C., Gerler, E. R., Maxwell, M., & Edwards Joseph, A. (June 2009). Preparing entry level counselors for collaboration. *Counselor Education and Supervision* (Peer-reviewed journal).

Cannon, S. M. (2007, Spring). Podcasting. *North Carolina Career Development Association Online Newsletter*.

Cannon, S. M. (2005, December). Working in the e-age: Adapting to the electronic world. *North Carolina Career Development Association Online Newsletter*.

RECENT ACADEMIC PRESENTATIONS

Conference (2004-2014):

- Cannon, S. M., Maier, B., and Thomas, S. (2014, October). *Spirit of Inclusion: Helping Non-Native MBA Writers and Speakers*. Association for Business Communication, Philadelphia, PA.
- Cannon, S. M. (2013, October). *My Favorite MBA Assignment* (Facilitator and Presenter). Association for Business Communication, New Orleans, LA.
- Cannon, S. M. (2012, October). *Teaching Sit-Down and Poster-Presentation Skills*. Association for Business Communication, Honolulu, HI.
- Cannon, S. M. (2010, October). *Teaching Teamwork through a Distance Social Media Project*. (Also participant in *My Favorite Assignment*). Association for Business Communication, Chicago, IL.
- Cannon, S. M. (2009, November). *Exploring Experiential Learning in the Management Communication Classroom*. Association for Business Communication, Portsmouth, VA.
- Cannon, S. M. & Harms, P. (2008, October). *Performance Appraisals in the Business Communication Classroom: Strategic Communication in Action*. Association for Business Communication. Lake Tahoe, NV.
- Cannon, S. M., Renaud, J., & Thomas, M. (2007, October). *The Nuts and Bolts of Directing Business Writing and Speaking Centers*. Association for Business Communication. Washington, D.C.
- Cannon, S.M. (2007, October). *Exploring the Use of Podcasts in Business Communication Centers and Classrooms*. Association for Business Communication. Washington, D.C.
- Cannon, S.M. (2007, April). *Beyond Workshops: Using Podcasts and Tipsheets to Widen Your Campus Audience*. National Association of Communication Centers. Greensboro, NC.
- Cannon, S.M. (2006, October). Poster session—*Podcasting: Creating Downloadable Audio Files for iPods*. North Carolina Career Development Association, Winston-Salem, NC.
- Cannon, S. M. (2005, October). *New Directions for Business Communication Centers*. Association for Business Communication, Irvine, CA.
- Cannon, S. M. (2005, October). Featured speaker: *Working in the E-Age: Adapting to the Electronic World*. North Carolina Career Development Association, Elon College, NC.

Campus Guest Lectures/Presentations, UNC-Chapel Hill (2013-2015):

- Cannon, S. M., Hammer, J., & Malloy, T. (2015, January). *A Discussion of Sheryl Sandberg's "Lean In" and Academia*. UNC Working Group in Feminism and History "Sitting at the Seminar Table"
- Cannon, S. M. (2014, October). *Writing Effective Business Proposals*. MAC 777 guest lecturer.
- Cannon, S. M. (2014, October). *Message, Messenger Media*. JOMC 431 guest lecturer.
- Cannon, S. M. (2013 and 2014, October). *Message, Messenger, Media*. Royster Fellows.
- Cannon, S. M. (2014, June). *Be Bold, Be Brave, Be a Powerful Networker*. UNC School of Government Engaging Women in Public Service Conference.
- Cannon, S. M. (2014, May). *Work-Life Harmony*. Southeast Symposium for MD-PhD Women in Science.
- Cannon, S. M. (2014, February). *Message, Messenger, Media*. Environmental Sciences Communication Course.
- Cannon, S. M. (2014, February). *Gender at Work: Barriers and Strategies*. Graduate School Leadership Scholars Program.

Cannon, S. M. (2014, January). *Write for Results*. KFBS IT Staff.

Cannon, S. M. (2013, November). *Networking Within Your Organization*. Carolina Women in Business Conference.

Campus Guest Lectures/Presentations, Washington University in St. Louis (2008-2012):

Cannon, S. M. (November 2011; April 2012). *Creating dynamic poster sessions*. Workshop for QBA 121 (business statistics) students.

Cannon, S. M., Brumbaugh, L., and Dorland, E. (November 2011). Meet the Leaders Panel: *Communication in the 21st Century: Bridging Cultures, Generations, and Genders*. The Woman's Club of Washington University.

Cannon, S. M. (May 2011). Keynote Speaker: *Communicating Across Cultures in a University Setting*. Student Affairs Staff of Washington University.

Cannon, S. M. & Veech, A. (October 2010). *Assessing Presentations and Writing in the Business School Classroom*. Olin Business School faculty.

Cannon, S. M. (Fall: 2011, 2010, 2009, 2008). *Research Writing and Research Presentations*, Guest lecturer for Management 410 (2 sessions each fall).

Cannon, S.M. (Fall 2011, Fall 2010, Spring 2010, Summer 2010, Fall 2009, Spring 2009, Summer 2009, Fall 2008). *Presentation Skills: Communicate for Impact and Transform Your Results*. Guest lectures for Managing Your Business Career Strategy, Management 150, Management 100, first-year MBA class, Hatchery course, Introduction to Entrepreneurship, EMBA program, and Skandalaris Center. Olin Business School.

Cannon, S.M. (Fall: 2011, 2010, 2009, 2008). *Effective Job-Search Communication*. Guest lectures for MBA and Specialized Masters Career courses. Olin Business School.

Cannon, S. M. (August 2009). *Developmental Teaching*. New Olin Business School faculty.

Cannon, S.M. (Spring: 2012, 2011, 2010, 2009). *Presenting Financials*, Guest lecture for Management 150.

Cannon, S. M. (Spring 2009). *Communicating For Business*. Alpha Kappa Psi Business Fraternity.

Cannon, S.M. (2008). *The Politics of Rhetoric*. Guest lecture for the Business of Presidential Elections course. Olin Business School.

Cannon, S.M. (2008). *International Business Communication*. Delta Sigma Pi Business Fraternity.

Cannon, S.M. (2008). *Communicate for Results*. Women's Leadership Training Institute. Washington University in St. Louis.

ACADEMIC PRESENTATIONS PRIOR TO 2004

Delivered 32 conference presentations, 19 invited visitor presentations, and over 30 home-institution presentations. A full list of presentations is available upon request.

PRESS CONTRIBUTIONS/COVERAGE

Kenan-Flagler News (2014, Nov. 12) "Undergrads Solver Real-World Problems for Firms."

<http://www.kenan-flagler.unc.edu/news/2014/11/UG-Biz-Comm-Class>

Noe, C. (2014, July 17). Interview: "How to Write an Amazing Professional Email." *Her Campus*.

http://www.hercampus.com/career/career-how-tos/how-write-amazing-professional-email?utm_source=twitter&utm_medium=social&utm_content=848016

- Kenan-Flagler News (2013, Oct. 8) "Communication Class Teaches Essential Skills with Client Projects." <http://www.kenan-flagler.unc.edu/news/2013/10/cannon-comm-class>
- Smith, N. (2011, March). Interview: "Tricking Out Your Tweets: Businesses Learn Tools of the Trade," *Business News Daily*. [The tips I shared were included in the publication's "The Best Business Advice of 2011" (2011, December).]
- Faerber, Fritz. (2011, March). Video Interview: "Business Zips Ahead with Twitter," *Agence France-Presse (AFP)*.
- Schoenherr, Neil. (2011, March). Interview: "@Twitter #5years: Great for Business," *Washington University Newsroom*.

GRANT DEVELOPMENT

- Cannon, S. M. (2003-04). Promoting the Retention of First-Year College Women in Math, Science, and Technology: A Proposed Career Development Intervention. \$800 research grant awarded by Commission on Assessment in Student Development, American College Personnel Association.
- Cannon, S. M., and Hoyle, A. (1990-91). Leadership Development Program Initiative. \$5000 awarded by United Methodist Church.
- McMillen, S., Grey, S., Presnell, A., and Ray, K. (1987-89). Mind Over Drugs Prevention Program. \$78,000 awarded to University Housing and Student Health by Fund for the Improvement of Postsecondary Education (FIPSE).

ADDITIONAL GRADUATE RESEARCH

- Research Project** (2002-03) *Counselor Education, North Carolina State University*
- Conducted research equivalent of masters thesis: "Effect of Responsive and Unresponsive Verbal Evaluation Feedback on Perceptions of Supervisor Attributes and Session Evaluation"
- Management Research** (1985-86) *Warrington College of Business, University of Florida*
- Assisted management professor with research on effects of verbal and nonverbal behaviors in performance evaluation feedback. Wrote detailed research proposal on the topic.

PROFESSIONAL SERVICE AND ACTIVITIES

- Association for Business Communication:** Founder and Coordinator of Special Interest Group: Business Writing and Speaking Centers (2007-present). Membership is current.
- North Carolina Career Development Association:** Fall Conference Planning Committee (2005-2007); member-at-large (2006-2007).
- NC State Counselor Education Graduate Student Association:** Newsletter Editor (Fall 2003).
- Chi Sigma Iota International, Counseling Academic Honor Society:** President of Nu Sigma Chi Chapter (2001-02), Past President (2002-03).
- North Carolina College Personnel Association:** Conference Planning Committee (2003); Past President (1995-97); President (1994-95); President-Elect (1993-94); Leadership Consortium Chairperson (1992-93).
- National Association of Campus Activities--North Carolina Unit Steering Committee:** Membership Coordinator (1990-92).

North Carolina Housing Officers: Alcohol Task Force (1986-89); Co-chair RA Drive-In Conference (1987); Program Committee (1986-87); Conference Host Committee (1986).

HONORS

Association for Business Communication: Recognized as faculty sponsor of the 2nd place winner of the 10th Annual ABC Student Writing Contest (2012).

Chi Sigma Iota International, Counseling Academic Honor Society (2001-present).

Phi Kappa Phi Honor Society (2002-present).

American College Personnel Association: Outstanding State Division Leader (1994-95).

North Carolina College Personnel Association: Outstanding Professional Contribution Award (1993); Outstanding Committee Member Award (1992).

Greensboro College Outstanding Organization Advisor Award (1993).

Greensboro College Student Government Association Faculty/Staff Award (1990-91).

Who's Who Among Human Services Professionals (1988).

North Carolina Housing Officers: "Best of NCHO" Conference Program Award (1987);

Outstanding Young Woman of America (1987).

Kappa Delta Pi Education Honor Society (1985-86).

ADDITIONAL TEACHING EXPERIENCE

Visiting Assistant Professor (2005-2007) *North Carolina State University, Raleigh, NC*

- Fall masters-level core course: Student Development in Higher Education

Visiting Assistant Professor (Fall 2004) *North Carolina State University, Raleigh, NC*

- Fall masters-level course: Current Issues in Student Affairs

Career Planning Instructor (2003-04) *Meredith College, Raleigh, NC*

- Career Planning Seminar

Doctoral Supervision Practicum (2001) *North Carolina State University, Raleigh, NC*

- Masters-level course: Group Supervision

Doctoral Teaching Practicum (2000) *North Carolina State University, Raleigh, NC*

- Fall masters-level course: Student Development in Higher Education

First-Year Experience Instructor (Fall Semesters 1995-98) *Meredith College, Raleigh, NC*

- First-Year Experience course; Primary role: Dean of Students (faculty status)

Freshman Seminar Instructor (Fall Semesters 1990-94) *Greensboro College, Greensboro, NC*

- Freshman Seminar course; Primary role: Director of Leadership Development.

OTHER WORK EXPERIENCE

Information about my consulting work (including presentation-skills consulting with businesses) and professional work experience prior to my teaching career is available upon request.