



New York Program in Corporate Communications Professors and Speakers Biographies

Dr. Carla Lloyd



Carla Lloyd is an associate professor in the Advertising Department at the Newhouse School. She teaches advertising, branding and mass-communications courses. Prior to joining the Newhouse School, she taught at the University of Miami of Ohio's marketing department. Before entering the academy, Professor Lloyd worked as a promotion manager at Putman Publishing in Chicago, and an account executive at ***The Provo Daily Herald*** in Provo, Utah. She holds a Ph.D. in sociology from SU's Maxwell School of Citizenship and Public Affairs. Her research focuses on advertising-media planning as well as the portrayal of gender roles in advertising.

Brian Sheehan



After graduating from College of the Holy Cross in 1983, Professor Brian Sheehan joined what was then Dancer Fitzgerald & Sample (now Saatchi & Saatchi) in New York that same summer. He began his career working on the General Mills account, developing advertising for such brands as Cheerios. By the mid 1980s, Brian was working on the Toyota account developing ads for the "Oh, What a Feeling!" campaign. In 1988, Brian moved to Saatchi & Saatchi Japan as Account Director on the Toyota business. While there, he worked on campaigns for Latin America, Europe, and the Middle East.

In 1990, he moved to Saatchi & Saatchi Hong Kong as Group Account Director running a group of 15 accounts, comprising 70% of the agency's business, including: Hilton Hotels, British Airways, IKEA, Guerlain cosmetics, TIME magazine, News Corporation, Toyota, Lexus, and Hewlett-Packard.

In 1993, Brian was named CEO of Saatchi & Saatchi Japan. Some of the agency's key accounts were: Toyota, British Airways, Qantas, Bayer, Chrysler/Jeep, Kodak, Sara Lee, DuPont, Hewlett-Packard, and Corona beer.

In 1996, he was appointed CEO of Saatchi & Saatchi Australia. The agency's accounts included: Procter & Gamble, Toyota, David Jones, SHOWTIME, Castrol, and NRMA. In 1998, S&S Australia was named "Agency of the Year" by AdNews.

In 1999, Brian was made Chairman and CEO of Team One Advertising in Los Angeles. Team One is a wholly-owned division of Saatchi & Saatchi. Team One's largest account is Lexus, which they launched in 1989 and have established as the top-selling luxury automotive brand in the U.S. for the past eight years. In addition to Lexus, Team One was awarded the Ritz-Carlton business in 2004. In 2005, Team One became a P&G roster agency by being awarded



the Millstone coffee business. In 2007, Team One won the Flexjet private jet business. Flexjet is a division of Bombardier.

In the fall of 2008, Brian left Team One to take up his new position as Associate Professor of Advertising in the S. I. Newhouse School at Syracuse University. He will continue his relationship with Saatchi & Saatchi as a consultant, managing the agency's Toyota Worldwide Executive Board (TWEB). Brian is also an advisory board member of Fuhu, a China-US based internet-software company, as well as Mission Metrix, an web applications company.

Brian is married with two children (ages 16 and 13). In 2007 he received a Masters degree from Loyola Marymount University in history education. He plays golf, tennis and racquetball regularly. Brian's assessment of his ability in these sports may or may not bear any resemblance to reality.

Thaler Pekar

Founder and Principal, Thaler Pekar and Associates



Thaler Pekar is the founder and principal of [Thaler Pekar & Partners](#), a consulting firm specializing in persuasive communications. She is an expert in message development and delivery, story elicitation and narrative analysis. As a sought-after strategist, coach and speaker, Thaler helps smart leaders and their organizations break through a crowded marketplace and achieve policy goals, raise funds, and engage audiences. She provides clients with practical techniques and proprietary tools for identifying, sharing, and sustaining the success stories and organizational narratives that articulate both vision and

impact. Thaler is a frequent guest lecturer at the Columbia University Graduate Program in Strategic Communications, and the Rutgers Center for Non Profit and Philanthropic Leadership. Her consulting work has taken her throughout the U.S., as well as to Malaysia, Japan, Ghana, Spain, Egypt, Senegal and Thailand. She is a member of the Society for the Advancement of Consulting, an Inaugural Member of the National Network of Consultants to Grantmakers, and a Founding Member of the American College of Women's Health Physicians. She is a long-time resident of Hoboken, NJ, and is active locally as a founding board member of Mile Square Theatre and an advisory board member of the New Leaders Council

Thaler Pekar specializes in persuasive communications, helping smart leaders and their organizations break through a crowded marketplace and achieve policy goals, raise funds, and engage audiences. She provides clients with practical tools for finding, sharing, and sustaining the success stories and organizational narratives that articulate both vision and impact.

Thaler recently facilitated the opening plenary of the Smithsonian Institution Conference on Organizational Storytelling. She is featured in the new book, *Storied Careers: 40+ Story Practitioners Talk About Applied Storytelling*, and is a Featured Contributor to PhilanTopic, the Philanthropy News Digest blog, on the topic of organizational narrative. She and her brother Jim, a brain researcher at Johns Hopkins University, blog about the intersection of science and story at Neurocooking. She is also student of Improv.



Thaler is a frequent guest lecturer at the Columbia University Graduate Programs in Strategic Communications and Communications Practice; the Urban Education Leadership Program, Teachers College, Columbia University; the S. I. Newhouse School of Public Communications Executive Master's Program; and the Rutgers Center for Non Profit and Philanthropic Leadership. Her consulting work has taken her throughout the U.S. as well as to Malaysia, Japan, Ghana, Spain, Egypt, Senegal and Thailand. She is a member of the Society for the Advancement of Consulting, an Inaugural Member of the National Network of Consultants to Grantmakers, and a Founding Member of the American College of Women's Health Physicians. She is a long-time resident of Hoboken, NJ, and is active locally as a founding board member of Mile Square Theatre, a Fellow of Leadership New Jersey, and an advisory board member of the New Leaders Council.

Thaler has a long history in helping leaders and their organizations find, develop and share their stories. She initiated a large communications project for the Ford Foundation on religion and culture, and has trained hundreds of activists, legislators and lobbyists on how to reframe the discussion of low-wage work in America. Her extensive work in women's, children's and reproductive rights advocacy includes consulting for Planned Parenthood Federation of America, the League of Women's Voters, Save the Children, the ACLU Reproductive Freedom Project, National Advocates for Pregnant Women, Medical Students for Choice, the United Nations Population Fund, and Center for Reproductive Rights. She also works with organizations interested in quality education and education reform, including Achievement First, New Teacher Center, Communities for Learning, and Time Out From Testing, and with the nation's largest creator of affordable homes, Enterprise Community Partners.

Solitaire Townsend



Futerra Sustainability Communications

Solitaire Townsend is one of the newest and liveliest voices on climate change, sustainable development the 'new ethical consumer'. A consultant on communicating sustainability she has presented at MIT and Harvard, in China, Africa and across Europe. She is used by the United Nations Environment Programme, the UK Foreign Office and many multinationals. Solitaire is a member of the United Nations Taskforce on Sustainable Lifestyles, board director of the leading CSR think tank Tomorrows Company and one of 15 London Leaders for Sustainability. She is currently one of three women shortlisted

as 'Ethical Businesswoman of the Year' in the UK.

In 2001 Solitaire co-founded Futerra Sustainability Communications Ltd and she now acts as Chief Executive of this leading communications agency in green issues, described by Campaign Magazine as the agency which 'wins accounts from under the noses of the big advertising players'. The company is now a force in the UK, Europe, USA and Asia with offices in London and New York.

Devising green campaigns for Microsoft, Shell and Bloomberg or helping Greenpeace reach decision makers; Solitaire is making sustainable development accessible and desirable.



Recent Publications

- 2008** The Greenwash Guide: how to spot and avoid unsubstantiated green claims
- 2007** Selling good: how marketing can save the world
- Words that work: changing the 'green language'
- 2006** New Rules: New Game: a guide to green behavior change communications
- Fear versus Hope: media coverage of climate change
- 2005** The Rules of the Game: a guide for communication which changes public attitudes on climate change
- Communicating Sustainability: how to produce effective public campaigns (Joint publication with the United Nations)

Kwame Dixon



Professor Dixon joined the faculty of Syracuse University in January 2007 and presently conducts research to develop comparative and methodological approaches for the study of social exclusion (racial and gender discrimination) in the context of international human rights, democracy and conflict resolution. His research examines how radicalization, gender and other forms of social discrimination lead to human rights violations against at-risk populations and ways in which excluded communities are integrated into the fabric of democratic structures across the Americas. Other themes of his research include the social construction of national identity, social movements, the role of popular culture, i.e. film,

literature and music, as concrete forms of hegemonic and counter-hegemonic discourses. Professor Dixon earned a Ph.D. in Political Science from the Clark-Atlanta University, in Atlanta, Georgia where he conducted research focusing on International Relations/Comparative Politics, Political Economy and American Government. He holds a master's degree in political science from the Atlanta University and a bachelor's degree in political science from the University of South Florida.

He is a member of the American Political Science Association, the Latin American Studies Association, the Brazilian Studies Association and the National Conference of Black Political Scientists.



John Burdick



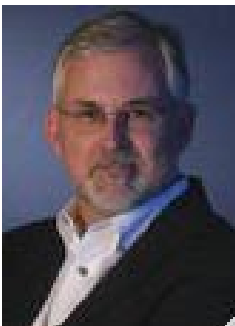
Professor John Burdick is committed to building ties between academic research and social movement practice, through creating collaborative research teams and introducing research findings into social movements' ongoing self-assessments. Professor Burdick's work is an effort to understand the role of grassroots action in bringing about social, political, and cultural change in Brazil and Latin America. His empirical research focuses on liberationist Catholicism, Pentecostalism, African religious movements, the Workers' Party, black consciousness movement and the landless workers' movement. He is currently working on a project that charts the causes and effects of an entirely new religio-political movement in Brazil:

an emerging, vibrant network among evangelical churches of leaders committed to uniting their faith to a black consciousness and anti-racist agenda.

Professor Burdick earned his Ph.D. at the City University of New York, in 1990 and has published numerous articles on issues relating to religious movements, politics, gender, African Americans, Brazil, and Latin America.

He is the Director of the Program on the Analysis and Resolution of Conflicts (PARC) Project Advocacy and Activism Committee, serves on the steering committee for the Program on Latin America, and is the founder and director of the Syracuse Social Movement Initiative, a clinic for Syracuse students who desire to bridge the gap between academic scholarship and social activism.

Michael Meath



Michael Meath is an adjunct professor in public relations at Syracuse University's S.I. Newhouse School of Public Communications, where he has taught PRL 497, Public Relations Management; PRL 725, Public Relations Management; PRL 325, Public Relations Campaigns, and PRL 530 Special Topics in Crisis Communications. He also teaches in Syracuse University's collaborative executive master's degree program in communications management at McMaster University's DeGroote School of Business, and is a guest lecturer at Syracuse University's Maxwell School. Michael has a master's degree in communications management from

Syracuse University's S.I. Newhouse School of Public Communications, and a bachelor's degree in business management & economics from the State University of New York. He serves on a Newhouse School advisory committee for the executive master's degree in communications management. As the founder and president of Strategic Communications, LLC Michael brings to the classroom insight gained from nearly thirty years of experience in corporate management. Outside of the classroom, he works comfortably with organization leaders to help them develop effective messages that are communicated at the right time – whether during a crisis, a significant marketplace shift, or a strategic plan rollout. His company provides public relations, crisis communications, government relations, strategic planning, and issues management consulting to energy, healthcare, government, education, manufacturing, industrial design, financial services and insurance organizations throughout the U.S.



The Jedi Group

Prior to starting his own business, Michael served as vice president of business development and public affairs for Agway Energy Products. He managed all public relations, legislative, regulatory, legal, and communications issues for the company's 2,300 employees and 500,000 customers. He also served as Agway's corporate director of health and safety and director of government and regulatory affairs. Before joining Agway, Michael held leadership roles in the healthcare and insurance industries.

Michael has been a registered lobbyist in New York, Pennsylvania, and at the federal level. He has served on several state and national policy-making committees including a term as chairman of the Retail Energy Policy Committee for the National Energy Marketers Association in Washington, D.C. He has published numerous articles, testimony, and position papers on a wide variety of issues, and represents a variety of organizations in over 100 media interviews, talk shows, and appearances each year.

Michael has served on the board of trustees for the Public Broadcasting Council of Central New York (CNY) and the board of directors for Leadership Greater Syracuse. He is a former president of the board of directors for the Food Bank of CNY as well as the board of trustees for the Safety Council of CNY, and a former director of Countryside Federal Credit Union. In addition, he previously worked in a leadership role with the American Red Cross in providing disaster relief services during emergencies and crises. He is married to Susan Elliott Meath and is the proud father of Ryan, Colin, and Katie.