

Rebecca L. Self, Ph.D.

Inspiring bold action in young, global leaders

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Overview

Corporate Social Responsibility & Social Entrepreneurship

global leadership * changemakers * collaboration

Co-creator & CEO, European Summit for Global Transformation - connecting changemakers globally

Director of Coaching Programs, Trestle Group Foundation – connecting executives with high-potential women entrepreneurs in emerging economies <http://www.trestlegroup.com/foundation/index.php>

Learning & Development Specialist

e-learning * live training * custom hybrid approaches

Award-winning Professor at the Bachelor's & Master's level of major US Universities

Design & Delivery of multimedia training programs for multinational corporate clients

Communication & Media Expert

market research * internal communication * PR & Marketing

Ph.D. in Media Studies, expert on how people and corporations use media content

Executive coach specializing in leadership, facilitation, strategic innovation

17 years in communication fields: journalism, new media, PR, media training & strategy

Corporate Experience

2007 - present Senior Coach, Trainer, Facilitator: Leadership, Communication, Management

- Global delivery of week-long intensive leadership training based on *The Leadership Pipeline* (avg participant satisfaction score: 4.4 out of 5, highest score of any trainer in China)
- One-on-one and group coaching of executives in India, Nepal, China, South Africa, across Europe
- Development of coaching and communication skills in senior management around the world
- Excels in group facilitation with difficult situations & groups: post-merger, North Sea oil platforms...
- Clients (freelance & w/TNM Coaching) include: SwissRe, AP Moeller Maersk, Nokia Siemens Networks

2002 – 2003 Director of Content Development The Gronstedt Group Colorado & Sweden

- End-to-end development of cutting-edge programs (internal comm., skills, sales training, PR) from clarifying client challenge through scriptwriting for Ford, TD Ameritrade, StorageTek
- Researched and wrote training and communication programs & live events for clients including: Volvo, Sprint, Avaya
- Excelled at proposal writing and sales of projects up to \$300,000 USD

2000 Senior Editor/Content Dev. Manager Center for Digital Culture, USWest Denver, CO

- Edited, researched and wrote white papers, news briefs, case studies, tech & politics column
- Selected subject matter for publication, Managed in-house authors: assigned topics, edited, advised

1998 – 2002 Freelance Writer

- Created Web content, white papers, case studies, brochures, courses, profile and feature articles for *Boulder County Business Report*, *The Denver Business Journal*, *Hard Hat Rental Source*, U of CO

1992 – 1993 Writer/Producer Production & Editorial Depts. KNSD-TV (NBC) San Diego, CA

- Wrote and produced television spots and promotional materials
- Co-produced a political talk show: researched issues, booked guests, planned questions

Professorships

2005 - 2007 Assistant Professor Franklin College Switzerland Lugano, Switzerland

Courses: International Communication, PR, Journalism, Law & Ethics; Media, Politics & Society

2004 - 2005 Assistant Professor School of Journalism & Mass Media University of Idaho

Courses: Public Opinion, Media Law & Ethics, Media & Culture

1994 - 2004 Adjunct Professor & Instructor School of Journalism & Mass Comm. CU-Boulder

Courses: Intro. to Mass Media, Communication History, Master's & Undergrad Media & Public Opinion

Education

1999 Ph.D., Communication/Media Studies University of Colorado, Boulder

Dissertation: *Mickey and Minnie Aren't Married?! Disney, Family Values and Corporate America*
Understanding how American families form their relationships with The Walt Disney Company

Awards and Special Roles: Outstanding Graduate Professor, awarded to ten of 1200+ instructors,
Graduate Teaching Certificate, SJMC Graduate Teaching Program Rep. to train teachers

1995 M.A., Mass Communication Research University of Colorado, Boulder

Thesis on Balkanization and Globalization in cultural politics and political culture

1992 B.A., International Communication Hampshire College, Amherst, MA

Thesis on nationalism and Canadian communication regulation, the inclusion of cultural industries in GATT, Canada-US Free Trade Agreement

Selected Papers and Publications

Forthcoming. "Mideast Youth (mideastyouth.com): Can Social Media = Social Change?" *Media, Spirituality and Social Change*, Stewart Hoover & Monica Emerich, eds. Continuum International: London

2007 B. Rottinghaus, K. Bird, R. Self and T. Ridout. "It's Better than Being Informed: College Aged Viewers of the Daily Show and the Effects of Humor on News Seeking, Consumption & Retention." In *Laughing Matters: Humor and American Politics in the Media Age*, J. Routledge: New York

2006 "Martha Stewart" and "Nike v. Kasky" entries in the *Encyclopedia of White Collar Crime* Jurg Gerber (ed.), Eric L. Jensen (ed.) with the collaboration of Jiletta L. Kubena Greenwood Press: Westport, CT

2005 (Spring) "The State of Journalism" Ideas to be Considered column *Here We Have Idaho* (attached)

2000 Co-author with Jim Miller "Telework Enters The Mainstream: New Technologies, Social and Business Dynamics Transforming the Workplace" Center for Digital Culture

Referenes

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