Daniel A. Gruber, Ph.D.
W. P. Carey School of Business, Arizona State University
Associate Dean for Teaching and Learning
Clinical Professor of Management and Entrepreneurship
Catalyst for ASU Design Aspiration, Practice Principled Innovation
Champion for Augmented and Virtual Reality Strategic Initiative
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SUMMARY

Visionary and dynamic senior academic leader and professor. Innovative and interdisciplinary award-winning educator. Thought leader in teaching and learning adroit in strategic planning. Passion for collaboratively shaping the future of higher education. Energetic partner with students, staff, and faculty. Boundary-spanning community builder on campus and with businesses. Adept communicator and listener. Capable and enthusiastic fundraiser. Research focus in resilience and managing the unexpected. School-wide leader of utilizing AI to enhance teaching and learning.

EDUCATION

UNIVERSITY OF MICHIGAN, ROSS SCHOOL OF BUSINESS

Ph.D. in Business Administration (Management & Organizations), 2009
Dissertation - Dollars and sensemaking: The mindful pipeline between firms and the financial media. Co-chairs: Kathleen Sutcliffe and Gerald Davis.
Committee: Karl Weick, Russell Lundholm, Russell Neuman

CORNELL UNIVERSITY, JOHNSON SCHOOL OF MANAGEMENT SCHOOL OF INDUSTRIAL AND LABOR RELATIONS

Master of Business Administration / Master of Industrial and Labor Relations, 2004
Concentrations: Organizational behavior and human resource management
Research Assistant at the Center for Advanced Human Resource Studies (CAHRS)

WASHINGTON UNIVERSITY, OLIN SCHOOL OF BUSINESS

Bachelor of Science in Business Administration, 1998
Majors: Finance and International Business

ACADEMIC LEADERSHIP, ASSOCIATE DEAN AND FACULTY MEMBER

ARIZONA STATE UNIVERSITY, W. P. CAREY SCHOOL OF BUSINESS

Associate Dean for Teaching and Learning (2019-present)

- Administrative Council member with Dean, other Associate Deans, and Chairs
- Chair of the Council of Faculty Teaching Leads across eight academic units
- Chair of the AI Enhanced Teaching Initiative; leader for faculty training in AI
- Plan Faculty Teaching Workshops, Orientation, and manage Faculty Teaching Awards
- Supervise instructional designers and collaborate closely with technology services staff
- Co-Creator of Global Business School Teaching and Learning Leaders Alliance
- Creator of W. P. Carey School "Coffee, Tea, and Chat GPT" discussion series
- Dean's Designate, Organizer for Arizona Statewide Business School Case Competition
- College Co-Chair for ASU United Way fundraising campaign

UNIVERSITY OF CINCINNATI, CARL H. LINDNER COLLEGE OF BUSINESS
Associate Dean for Innovation & New Ventures (2017-2019)

- School-wide leader for teaching excellence and academic innovation
- Stewarded a pivotal gift to the College to enhance teaching excellence and innovation
- Built interdisciplinary collaboration, represented School at 1819 Innovation Hub
- Developed relationships with organizations and companies in the city of Cincinnati
- Directed Lindner Honors-PLUS program – 125 undergrad students scholarship program
- Supervised instructional design, marketing, career services, IT teams in the College

FACULTY APPOINTMENTS

ARIZONA STATE UNIVERSITY, W. P. CAREY SCHOOL OF BUSINESS
Clinical Professor of Management and Entrepreneurship
July 2019 - present

UNIVERSITY OF CINCINNATI, LINDNER COLLEGE OF BUSINESS
Professor-Educator of Management
July 2017 – June 2019

NORTHWESTERN UNIVERSITY
MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS
KELLOGG SCHOOL OF MANAGEMENT
Assistant Professor, Integrated Marketing Communications Department at Medill
Assistant Professor, Management and Organizations Department at Kellogg (Courtesy)
September 2009 – July 2017

- Co-creator 'Innovation in Teaching Series' with Provost's Office, Garage (2016 – 2017)
- Faculty Lead for Yellowdig Interactive Platform Innovation Partnership (2015 – 2017)
- Creator of Mentoring Project Across Northwestern Schools and Students (2010 – 2012)

GRANTS, AWARDS, AND FELLOWSHIP PROGRAMS

- 2020-2021 Arizona State University Leadership Academy Program
- 2018 University of Cincinnati Lindner College Dean's List for Teaching Excellence
- 2015-2016 Digital / Online Grant - Office of the Provost - $15,000 "Integrating Social Media to Elevate Engagement: A Pilot of the Yellowdig Platform"
- 2015-2016 Experimental Teaching & Learning Analytics at Northwestern Fellows
- 2015-2016 Northwestern Associated Student Government (ASG) Faculty Honor Roll
- 2015, 2014, 2011 Northwestern Student Government Student / Faculty Interaction Grant
- 2012-2013 Northwestern Searle Center for Advancing Learning and Teaching Fellows
- 2012 Marketing Management Association Teaching Innovation Competition Finalist
- 2011-2013 Procter and Gamble Higher Education Grant Award Co-Recipient - $10,000 "Exploring Innovations in Coaching, Mentoring to Accelerate Leadership Development"
- 2010 Northwestern Searle Center for Advancing Learning and Teaching Innovative Teaching Grant - $1,500 "Mentoring Across Northwestern"
- 2009 Northwestern University Medill IMC Teacher of the Year Award (MS Program)
- 2008 University of Michigan, Ross School, BBA Teaching Excellence Award
- 2007-2008 Michigan, Ross School, Dykstra Fellowship for Teaching Excellence

TEACHING AND RESEARCH INTERESTS

Resilience and Crisis Management
Business Strategy and Organizational Change
Media Gatekeepers and Social Media
Innovation and Entrepreneurship
The Future of Higher Education

TEACHING

UNDERGRADUATE TEACHING

Arizona State University, W. P. Carey School of Business
- Business and Society (WPC 150); 2022, 2023

Arizona State University, W. P. Carey School of Business
- Strategic Management Capstone (WPC 470); 2020

University of Cincinnati, Lindner College of Business
- Business Administration Strategy Capstone (BA 5080); 2018

Northwestern University, Medill School
- Strategic Communications (IMC 306); 2009-2017

University of Michigan, Ross School of Business
- Behavioral Theory in Management (MO 300); 2007

GRADUATE TEACHING

Northwestern University, Medill School
- Managing Integration (IMC 457); 2009-2017

Northwestern University, Kellogg School
- Understanding Media and Content (MEDM 432); 2010-2017

Northwestern University, Medill School / Kellogg School
- Leading and Organizing Media Companies, (IMC 490 / MEDM 926); 2010-2012

Northwestern University, School of Communication
- Business Models in the Creative Enterprises; 2015-2017

Arizona State University, W. P. Carey School of Business
- Strategic Management (MGT 589); 2020, 2021, 2022, 2023, 2024, 2025

ONLINE TEACHING

Arizona State University, W. P. Carey School of Business
- Business and Society (WPC 150); 2022, 2023
- Strategic Management Capstone (WPC 470); 2020
- Strategic Management (MGT 589); 2020, 2021, 2022, 2023, 2024, 2025

Northwestern University, Medill School
- Managing Integration (IMC 457) for IMC Online Degree Program; 2014-2017

EXECUTIVE TEACHING

- Northwestern Healthcare Quality and Patient Safety Program, 2016, 2017, 2018
- Ronald McDonald House Charities Conference of the Americas, 2016
- European School of Management and Technology (Berlin, Germany), 2014
- Media Executive Leadership Program 2010, 2011; Tourism Branding Forum 2012

RESEARCH

- Williams, T., Gruber, D.A., Sutcliffe, K.M., Shepherd, D., and E. Zhao. "Organizational Response to Adversity: Fusing Crisis Management and Resilience Research Streams" (2017) *Academy of Management Annals* Vol. 11, No.2 733-769.
- Patriotta, G. and D.A. Gruber (2015) "Newsmaking and Sensemaking: Navigating Temporal Transitions Between Planned and Unexpected Events" *Organization Science* Vol. 26 (6) 1574–1592.
- Gruber, D.A., Smerek, R.E., Thomas-Hunt, M.C., and E. James. (2015) "The Real-Time Power of Twitter: Crisis Management and Leadership in An Age of Social Media" *Business Horizons* 58:163-172.
- Hirsch, P.M. and D.A. Gruber. (2015) "Digitizing Fads and Fashions: Disintermediation and Glocalized Markets in Creative Industries" *The Oxford Handbook of Creative Industries.* Jones, C., Lorenzen, M., Sapsed, J. (eds.) 421-438, Oxford University Press.
- Gruber, D.A. (2014) "Break Point: A Case Study of How Globalization and Technology Led to New Tennis Media Gatekeepers in the US" *International Journal of Sport Communication* 7: 126 -141.
- Spreitzer, Gretchen, Coleman, M.S., and Gruber, D.A. (2007) "Positive Strategic Leadership: Lessons from a University President" *Being There Even When You Are Not: Leading Through Strategy, Structures, and Systems* Hooijberg, R., Hunt, J., Boal, K., and Antonakis, J. (eds.) Monographs in Leadership and Management, Vol. 4: 155-170. Oxford: Elsevier.
- Gruber, D.A. (2006) "The Craft of Translation: An Interview with Malcolm Gladwell" *Journal of Management Inquiry* 15: 397-403.
- Gruber, D.A. (2005) "Inspired Leadership in Challenging Times: An Interview With Mary Sue Coleman" *Journal of Management Inquiry* 14: 338-342.

SERVICE

Arizona State University

- Chair of W. P. Carey School of Business Teaching Leads (2019-present)
- Member of W. P. Carey School of Business Administrative Council (2019-present)
- Chair of W. P. Carey School of Business AI Enhanced Teaching Initiative (2025-present)
- School Rep for Provost Office ASU-wide AI for Teaching Committee (2025-present)
- School Rep for Provost Office ASU-wide ASU Digital Learning Leaders (2022-present)
- School Rep for Provost Office ASU-wide Accessibility Working Group (2025-present)
- Dean's Office Lead Arizona Statewide Business School Case Competition (2024-present)
- Dreamscape Learn Community of Practice for Principled Innovation (2023-present)
- ASU Steering Committee for Center for the Integration of Research, Teaching and Learning (CIRTL) (2023-2024)
- W. P. Carey School of Business Strategic Planning Steering Committee (2022-2023)
- W. P. Carey School of Business AI Strategic Planning Steering Committee (2025-2026)
- Co-Chair of Inclusive Teaching Committee (2020-2022)
- Member of W. P. Carey Inclusive Excellence Leadership Team (2020-2025)
- Ally for ASU ADVANCE, focused on improving equitable outcomes (2021-2022)
- ASU Open Door W. P. Carey Committee Chair (2022-2025)
- ASU United Way Campaign W. P. Carey Unit Lead (2022-present)
- W. P. Carey School of Business Dean Search Committee (2021)

- Member of ASU University Management Team (2019-present)
- Member of ASU Instructional Technology Advisory Committee (2019-present)

University of Cincinnati

- Chair of Lindner College of Business Teaching Excellence Committee (2017-2019)
- Lindner College Ambassador to the 1819 Innovation Hub (2018-2019)
- Member of Lindner College of Business Executive Committee (2017-2019)
- Member of Lindner College of Business External Relations Committee (2017-2019)
- Unit Liaison for Lindner College to University of Cincinnati Bicentennial (2017-2019)
- Business Advisory Council of Advancement & Transition Services (2018-2019)
- University of Cincinnati Undergraduate Honors Council (2018-2019)
- Ex-Officio member Lindner College Business Dean's Advisory Council (2017-2019)
- Ex-Officio member Lindner College Master's Program Committee (2017-2019)
- Ex-Officio member Lindner College Undergraduate Program Committee (2017-2019)
- Member of MBA Curriculum Working Group (2018-2019)
- Member of Undergraduate Honors Curriculum Working Group (2018-2019)
- Moderator Business Fellows Annual Alumni Speaker Series (2018)
- Member of Search Committee for Lindner College Finance Officer (2018)
- Chair of Search Committee for Lindner College Instructional Designer (2018, 2019)
- Chair of Search Committee for Lindner College Assistant Director of Marketing (2019)
- Elected to the Board of Directors of the Live Well Collaborative (2018-2019)
- Participant in University-wide Innovation Training with Deans & Associate Deans (2018)

Northwestern University

- Selection committee for Curriculum Award & Digital Learning Fellowships 2016- 2017
- Medill Rep on Program Committee for NU Innovation Space, the Garage – 2014-2017
- Medill Rep for Social Interaction and Organizing at Northwestern (SION) - 2009 – 2017
- Dissertation committee - Brian Keegan - School of Communication 2012
- Dissertation committee – Elizabeth Leopold - School of Communication 2017
- Kellogg School McCormick Scholarship Selection Committee – 2012, 2013, 2014, 2015
- Moderator, Kellogg Media & Entertainment Club: Future of News, Future of Music
- Panel moderator for Kellogg Black Management Student Association Conference – 2012
- Medill School Diversity Council Core Team – 2012-2013, 2015-2017
- Faculty Recruiting Committee member – Medill School IMC department – 2010, 2011
- Faculty advisor for Vitamin IMC graduate student blog – fall 2009 - spring 2012
- Panel moderator for Medill IMC Talent Q event for students / alumni – 2011, 2012, 2015

The Academy

- AACSB Associate Deans Conference Advisory Committee 2026
- WACSB Deans Conference Host School Advisory Committee 2026
- AACSB Hybrid Associate Deans Conference Advisory Committee 2021
- AACSB Virtual Innovative Curriculum Conference Advisory Committee 2021
- Academy of Management Virtual Component Team 2020
- Co-Founder and Co-Organizer Teaching and Learning Leaders Alliance 2020-present
- AACSB Associate Deans Conference Advisory Committee 2019
- *Journal of Marketing Communications* – Editorial Review Board – 2015 - 2017
- External Referee – Lucia Porcu dissertation – The University of Grenada, Spain. 2014.

PRESENTATIONS

- **2026 ASU+GSV Summit** Organizer and Moderator of Panel Session: "Leading AI Transformation in Higher Education: Strategies from Senior Academic Leaders"
- **2026 WACSB Deans Conference** Presenter and Organizer of session "AI Enhanced Innovation Across the W. P. Carey School"
- **2026 W. P. Carey AI Enhanced Teaching Initiative Showcase (in collaboration with the ASU Office of the Provost)** Organizer and Moderator of this End-of-Year Event
- **2026 Arizona State University W. P. Carey School of Business Dean's Town Hall** "AI Enhanced Teaching at W. P. Carey" with AI Enhanced Teaching Faculty Fellows
- **2026 ASU FOLC (Future of Learning Community) Fest** Presented in session "Building Community Through Collaboration and Shared Learning"
- **2026 ASU Immersive Innovation Summit Roundtable Session** "Collaboration as Innovation"
- **2025 Workshop for the ASU AI Acceleration Team** "Scaling CreateAI from the Inside Out: A Principled Innovation Workshop"
- **2025 Provost Office Learning Design Summer Camp Keynote Presentation** "Game On: AI as a New Paradigm for Teaching and Learning Innovation"
- **2025 Ivey Business School Wood Centre Global Symposium on Business Education Keynote** "Building Learning Communities on Campus and In the Field".
- **2024 AACSB Associate Dean Conference**
  "The Transformative Potential for Generative AI in Teaching" w/ T. Means and L. Tippi
- **2024 Jubilee Centre for Character and Virtues – The Flourishing Student International Webinar Series**
  "Principled Innovation at Arizona State University" with C. Guleserian
- **2024 Arizona State University W. P. Carey School of Business Dean's Town Hall**
  "Principled Innovation at W. P. Carey" with J. Byrne
- **2023 Council of Supply Chain Management Professionals Webinar**
  "The Role of AI in Teaching and Learning" - panelist
- **2023 Arizona State University W. P. Carey School of Business Dean's Town Hall**
  "Principled Innovation at W. P. Carey" with J. Byrne
- **2023 Arizona State University W. P. Carey School of Business Alumni Council**
  "The Implications of Generative AI for Teaching and Learning"
- **2022 MBA Roundtable Curricular Innovation Symposium**
  "Supporting your faculty to deliver on your mission in their classrooms and curriculum" with T. Means and D. Wood
- **2022 AACSB Associate Dean Conference**
  "Leveraging Digital Transformation in Business Education" w/ T. Means and N. Brown
- **2022 AACSB Innovative Curriculum Conference – Collaborative Keynote Address**
  "Metaphors, Models, Puzzles, & Possibilities for Teaching & Learning" with S. Denize, T. Means, L. Tipi, and D. Wood.
- **2021 AACSB Associate Dean Conference**
  "Strategies for Leading Teaching and Learning in Business Schools" with T. Means
- **2021 Online Learning Consortium Accelerate Conference**
  Panelist: "Global Transitions and Adjustments to Support Teaching in the Pandemic and Plans for Moving Forward" with T. Means, S. Denize, D. Wood, and L. Tipi.

- **2021 Arizona State University W.P. Carey School Alumni Council**
  "Innovations in Teaching and Learning"
- **2021 Arizona State University W.P. Carey School Dean's Council**
  "Inclusive Excellence at W. P. Carey"
- **2020 AACSB Virtual Associate Dean Conference**
  Panelist and moderator: "Accelerating the Transformation of Teaching and Learning" with T. Means, S. Luxton, S. Rizvi, and M. Mooney.
- **2020 AACSB Online Learning Affinity Group**
  "Organizing for Resilience: Lessons from Spring Teaching and Preparations for Fall" lead presenter; joined by several colleagues from the W. P. Carey School of Business
- **2020 Arizona State University W.P. Carey School of Business**
  Co-Organizer, Presenter "Business School Teaching & Learning Leaders Gathering" with T. Means – Founding of Teaching and Learning Leaders Alliance.
- **2019 AACSB Associate Dean Conference**
  Panelist and moderator: "Driving Innovation and New Technologies" with M. Mooney and A. Lee
- **2019 Arizona State University W.P. Carey School of Business, Teaching Workshop**
  "Connecting Theory and Practice in Business Education"
- **2019 Lindner College of Business Dean's Business Advisory Council**
  "Innovation and Entrepreneurship Between Lindner and the 1819 Innovation Hub"
- **2018 AACSB Associate Dean Conference**
  "Associate Deans as Co-Creators and Catalysts for Innovation, Engagement, and Impact" with T. Vorley
- **2018 Lindner College of Business Dean's Business Advisory Council**
  "Executive Education: Exploring Possibilities"
- **2018 AACSB Co-Lab Conference**
  "Building Bridges Between Business Schools and Cities"
- **2017 Lindner College of Business Dean's Business Advisory Council**
  "Building Bridges: Innovation and New Ventures at the Lindner College of Business"
- **2017 Arizona State University Ed Plus**
  "Innovating and Integrating: A Small Wins Approach to Teaching Innovation"
- **2017 University of Pennsylvania Online Learning Initiative**
  "Building Online Learning Communities"
- **2017 Georgetown University, McDonough School of Business**
  "Managing the Unexpected: A Framework and Case Examples"
- **2016 The Garage Presents: Innovation in Teaching at Northwestern**
  Co-hosted University-wide event for faculty and staff with the Garage Executive Director
- **2015 Wharton Organizational Behavior Conference, University of Pennsylvania**
  "High-reliability in 140 Characters: Customer Service Interactions on Social Media"
- **2015 International Innovation in Education Conference, Tec de Monterrey, Mexico**
  "Encouraging Teaching Innovation with Small Wins"
- **2015 Academy of Management Meetings**
  Co-organizer (K.M. Sutcliffe) "Repositioning Crisis Management: Role of Resilience"
- **2015 Northwestern University Learning, Teaching and Assessment Forum**
  "Assessing Student Engagement and Learning on the Yellowdig Interactive Platform"

- **2015 Midwest Strategy Conference, Washington University, Olin Business School**
  "Strategic Sensemaking and Sensegiving between Firms and the Media"
- **2015 UC Davis Graduate School of Management, Qualitative Research Conference**
  "The Mindful Pipeline: Strategic Sensemaking & Sensegiving between Firms & Media"
- **2014 Academy of Management Meetings**
  "Sensemaking and Sports on Twitter: How Can I Know What I think Until I See What I Tweet?" in All-Academy Symposium "Positive & Negative Effects of Power of Words"
- **2014 Northwestern University Learning, Teaching and Assessment Forum**
  "Real-Time Learning via Discussion Pods: Implications for Teaching Online & in Class"
- **2013 Northwestern University - Procter & Gamble Higher Education Grant Symposium** "Innovations in Coaching and Mentoring for Leadership Development"
- **2012 Academy of Management Meetings**
  - All-Academy Symposium "Digitization of Creativity & Media Gatekeeping in the Informal Economy", "Digitization of Fads & Fashions" (Presented w/ P. Hirsch)
  - Chair of paper session, "Sensemaking and Social Construction: Jobs and Work"
- **2012 Northwestern University Board of Trustees / Faculty Senate Lunch**
  "Encouraging Teaching Innovation with Small Wins"
- **2012 Northwestern Searle Center for Advancing Learning and Teaching / Northwestern University Feinberg School of Medicine**
  "Using Twitter to Bridge Theory and Practice in the Classroom"
- **2011 Northwestern University Searle Center for Advancing Learning and Teaching**
  "Mentoring Across Northwestern: Bringing Undergrad/Grad Students Together"
- **2011 Northwestern University Kellogg School of Management**
  Panelist "Best Practices in MBA Teaching Workshop Series"
- **2011 Academy of Management Meetings**
  Facilitated Research Roundtable session "Making Sense of Organizational Identity"
- **2011 Organizational Behavior Teaching Conference**
  Presented "Mentoring Across Campus" and "To Tweet, or Not to Tweet"
- **2010 Northwestern University, Medill School of Journalism**
  "Newsbreaking and Sensemaking"
- **2009 University of Texas at Austin, McCombs School of Business**
  "Dollars and Sensemaking: The mindful pipeline between firms and the financial media"
- **2008 Academy of Management Meetings**
  - Co-organized (w/ K. Weber, D. Beunza) symposium "Market Devices: Understanding the Underbelly of Financial Markets."
  - Presented "Bouncing Back: A Case of Resilience"
- **2008 European Group of Organizational Studies Colloquium**
  Presented (w/ G. Patriotta) in organizations, media track 'Newsbreaking & Sensemaking'
- **2007 Academy of Management Meetings**
  - Organized showcase symposium (w/ B. Bechky) "Screams, SWAT teams, & States of Emergency: Understanding Organizational Surprise."
  - Presented "Tuning Into Surprise"
- **2006 Academy of Management Meetings**
  - All-Academy Symposium "Enacting the News: Real-time Learning & Organizing in Newsrooms" (Co-Chair with K.M. Sutcliffe).
  - Co-organized with seven other scholars, "Learning About Resilience"

MEDIA COVERAGE (Highlights)

- "Outstanding W. P. Carey educators honored with teaching award" 2026
- "From Static Syllabus to Living Learning Systems" in "The TechEd Revolution" 2026
- "How Custom AI Chat Bots are Changing the Classroom" 2026
- "Teaching with intelligence: Elevating human value in the age of AI" 2025
- "AI in the classroom: Faculty from across the business school are testing new ways to integrate AI with teaching and learning." 2025
- "Students, families, and faculty see the impact of AI in education" 2025
- "Arizona Business School Case Competition" Video 2025
- "How individuals and businesses can rethink their resolutions this year" 2024
- "How to deal with AI? Embrace it" 2024
- "VR helps students learn about supply chain management" 2024
- "W. P. Carey employees discuss ASU's partnership with OpenAI" 2024
- "Inaugural biz school competition drives collaboration across Arizona universities" 2024
- "When Innovation Is Guided by Character" 2023
- "10 Undergraduate Business Schools To Watch In 2022" 2022
- "Just Breathe: Wellness Workshops Address Stress" 2021

PROFESSIONAL MANAGEMENT AND WORK EXPERIENCE

GLOBALNET FINANCIAL.COM
Editor, Strategic Ventures; 1999-2001; Los Angeles, CA

- Responsible for creating and running financial news websites for global media company
- Built team of writers and editors in LA office, collaborated with offices in UK, Europe

BANK OF AMERICA
Financial Analyst; 1998-1999; Chicago, IL

- Selected for financial analyst program with graduates from leading business schools
- Worked as part of a collaborative team in credit analysis determining financial viability