

**Daniel A. Gruber, Ph.D.**  
Associate Dean for Teaching and Learning  
Clinical Professor of Management and Entrepreneurship  
W. P. Carey School of Business, Arizona State University  
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## **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 AS AN ASSOCIATE DEAN AND FACULTY MEMBER** **ARIZONA STATE UNIVERSITY, W.P. CAREY SCHOOL OF BUSINESS**

### **Associate Dean for Teaching and Learning (2019-present)**

- Point person for collaboratively organizing the ongoing teaching transitions of the School and faculty preparation in response to the Novel Coronavirus (COVID-19)
- Serve on Administrative Council with Dean, other Associate Deans, and Chairs
- Lead ongoing enhancement of faculty teaching and student learning innovation
- Chair the group of Faculty Teaching Leads across eight academic units
- Co-Chair of Inclusive Teaching Committee – faculty, staff, and students
- W. P. Carey School of Business Dean Search Committee Member 2021
- Plan ongoing Faculty Teaching Workshops and manage Faculty Teaching Awards
- Responsible for Faculty Orientation and Teaching Mentoring for New Faculty
- Collaborate closely with instructional designers and technology services staff
- Co-Creator of Global Business School Teaching and Learning Leaders Alliance

### **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

Strategic Communications

Business Strategy and Organizational Change

Media Gatekeepers and Social Media

Innovation and Entrepreneurship

## **TEACHING**

### **UNDERGRADUATE TEACHING**

University of Cincinnati, Lindner College of Business

- Business Administration Strategy Capstone (BA 5080); 2018
- Instructor evaluation: 7.6/8.0

Northwestern University, Medill School

- Strategic Communications (IMC 306); 2009-2017
- Instructor evaluation (average): 5.6/6.0

University of Michigan, Ross School of Business

- Behavioral Theory in Management (MO 300); 2007
- Instructor evaluation: 5.0/5.0

### **GRADUATE TEACHING**

Northwestern University, Medill School

- Managing Integration (IMC 457); 2009-2017
- Instructor evaluation (average): 5.3/6.0

Northwestern University, Medill School

- Summer Immersion; Individual / group project supervision, Team Specialist; 2010-2016

Northwestern University, Kellogg School

- Understanding Media and Content (MEDM 432); 2010-2017
- Instructor evaluation (average): 5.4/6.0

Northwestern University, Medill School / Kellogg School

- Leading and Organizing Media Companies, (IMC 490 / MEDM 926); 2010-2012
- Instructor evaluation (average): 5.5/6.0

Northwestern University, School of Communication

- Business Models in the Creative Enterprises; 2015-2017
- Instructor evaluation (average): 5.4/6.0

### **ONLINE TEACHING**

Arizona State University, W.P. Carey School of Business

- Strategic Management Capstone Online (WPC 470); 2020
- Instructor evaluation: 6.7/7.0

Northwestern University, Medill School

- Managing Integration (IMC 457) for IMC Online Degree Program; 2014-2017
- Instructor evaluation (average): 5.6/6.0

### **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. and A. Wishom (2015) “Resilience in Media: How the Oprah Brand Has Used Technology to Evolve and Thrive” *Journal of Integrated Marketing Communications* 36-37.
- 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.
- Gruber, D.A. (2012) “A Roadmap for Reliable Integration: Implications of High Reliability Organizing for Integrated Marketing Communications” *Journal of Integrated Marketing Communications*.
- 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)
- Co-Chair of Inclusive Teaching Committee (2020-present)
- Member of W. P. Carey School of Business Dean Search Committee 2021)
- Member of W. P. Carey School of Business Operations Leaders Group (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)

- Elected to the Board of Directors of the Live Well Collaborative (2018-2019)
- 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)
- Participant in University-wide Innovation Training with Deans & Associate Deans (2018)
- Chair of Search Committee for Lindner College Assistant Director of Marketing (2019)

#### 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 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
- *European Journal of Marketing*– ad hoc reviewer
- *Human Relations*– ad hoc reviewer
- *Journal of Marketing Education*– ad hoc reviewer
- *Management Learning*– ad hoc reviewer
- External Referee – Lucia Porcu dissertation – The University of Grenada, Spain. 2014.

#### PRESENTATIONS

- **2020 AACSB Virtual Associate Dean Conference**  
Panelist and moderator: “Accelerating the Transformation of Teaching and Learning”
- **2020 AACSB Online Learning Affinity Group**  
“Organizing for Resilience: Lessons from Spring Teaching and Preparations for Fall”

- **2020 Arizona State University W.P. Carey School of Business**  
Co-Organizer, Presenter “Business School Teaching & Learning Leaders Gathering”
- **2019 AACSB Associate Dean Conference**  
Panelist and moderator: “Driving Innovation and New Technologies”
- **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”
- **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 Education 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 International Conference on Corporate and Marketing Communications**  
“Organizational Challenges of Business Integration” Presented by D. Schultz, F. Crandall
- **2013 Northwestern University - Procter & Gamble Higher Education Grant Symposium** “Innovations in Coaching and Mentoring for Leadership Development”

- **2012 Academy of Management Meetings**  
Presented in All-Academy Symposium (with P. Hirsch) “The Digitization of Creativity and Media Gatekeeping in the Informal Economy”
- **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 (with B. Bechky) “Screams, SWAT teams, and 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” (w/ K.M. Sutcliffe). Co-organized “Learning About Resilience.”

### **MEDIA COVERAGE (Highlights)**

- “What Makes Some B-Schools More Resilient Than Others?” 2020
- “Accelerating the Transformation of Teaching and Learning” 2020
- “Creating a Space Where Learning, Leadership Thrive” 2018

### **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