



Curriculum Vitae – Updated 28 April 2021

## ROGER GANS

**Strategic Communication Consultant/Researcher • Educator • Copywriter/Creative Director**

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**Website** – <http://ProfessorGans.com> • **LinkedIn** – <http://www.Linkedin.com/in/rogergans>

### PROFESSIONAL PROFILE

- University-Level Instructor of Advertising, Strategic Communication, and Marketing Communications
- Award-winning Copywriter/Creative Director, content developer and published author
- 20+ years' experience developing marketing communications campaigns for education, healthcare & other markets
- Career focus in developing innovative audience-engagement strategies to promote branding, services utilization, performance improvement, retention and recruitment, fundraising, and positive behavioral change
- Broad experience in drafting successful RFP responses for government, non-profit, and commercial projects

### EDUCATION

**BA: CORNELL UNIVERSITY**, Ithaca, NY. Major: Social Relations (Psychology/Sociology/Anthropology)

**MA: SUNY UNIVERSITY AT ALBANY**, Albany, NY. Department: Communication

**INTERNSHIP: CENTER FOR TECHNOLOGY IN GOVERNMENT**, Albany, NY. Research Assistant: AirNOW Project (2012)

**PhD: SUNY UNIVERSITY AT ALBANY**, Albany, NY. Department: Communication

### PROFESSIONAL EXPERIENCE

**ASSISTANT PROFESSOR, University of Texas at Arlington, Arlington TX. 2018-Present**

Tenure-track faculty member of UTA's Communication Department. Responsibilities: *Communication Research* (40%), *Teaching* undergraduate and graduate level courses primarily in Advertising, Public Relations, and Integrated Marketing Communications (40%), and *Service* to the University and community (20%).

**VISITING ASSISTANT PROFESSOR, St. Edward's University, Austin TX. 2015-2017**

Full-time faculty member of the Communication Department, with 4/4 teaching responsibilities. Duties also included student advisement and supervising the campus PRSSA organization.

**ADJUNCT PROFESSOR, Sage Colleges of Albany, Russell Sage College, Troy NY. 2007-2015**

Part-time faculty, teaching a range of general and applied communication courses.

**SENIOR WRITER, The Kaleel Jamison Consulting Group, Inc., Troy NY. 1993-present**

Helped conduct and write Culture Analyses and Culture Change Initiative proposals for Fortune 100 companies; published 50+ articles on diversity, inclusion, organizational change, leadership and management competencies. Clients have included: Mobil, Dun & Bradstreet, Freddie Mac, Kodak, CIGNA, Toyota, Merck.

**CREATIVE DIRECTOR, Berkshire Marketing Group, Troy NY. 2006-2011**

Helped plan and create award-winning strategic branding, advertising, advocacy and performance improvement campaigns for noted health care providers and colleges.

Clients included: Yale-New Haven Hospital, Cerebral Palsy Ass'ns of NYS, HANYS, NYSARC, SUNY Jefferson.

**SENIOR COPYWRITER, R.T. Blass, Inc. (now Blass Communications), Old Chatham NY. 1985-1992**

Clients included: GE Plastics, GE Silicones, Columbia County Tourism, *The Albany Times Union*, Siena College.

*Highlight:* "Sleeping Man" TV commercial for *The Times Union* won multiple regional and national awards.

**CHIEF COPYWRITER, Christopher Thomas Associates, Garden City, NY 1979-1985**

Clients included: LI Tourism Commission, Suffolk County Economic Development Agency, Southampton College.

*Highlight:* During my tenure, CTA won more awards for creative excellence than any other LI Ad Agency, including the *I Love NY* committee's "Best New York State Tourism Advertising."

### AWARDS

**Academic:** 2013 New York State Communication Association Conference "Top Graduate Student Paper"

2018 Academy of Communication in Health Research Forum "Top Ten Oral Abstract Presentations"

2019 Organization Development Network *OD Practitioner* "Best Article of the Year"

**Professional:** HealthLeaders Media Gold, National Telly, Monitor, Mercury, Vision, Obie, Newspaper Association, Long Island Ad Club "Best on Long Island" and Albany Ad Club "NORI" awards for broadcast, print and outdoor media. "Best-Recalled" awards from *Design News*, *Machine Design*, *Wooden Boat*, *Appliance*, and *Ward's Auto World* magazines. Big Apple and Long Island Radio Broadcasters "Best Radio Commercial" awards. I Love NY Committee's "Best Tourism Advertising."

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**COURSES University of Texas at Arlington, Arlington TX**

**TAUGHT**

Introduction to Public Relations (PREL 2338): Fall 2018, Spring 2019  
Advertising Media (ADVT 3305): Fall 2018  
Advertising Campaigns (ADVT 4301): Spring 2019, Fall 2019, Fall 2020  
Strategic Communication (ADVT 3304): Fall 2019, 2020; Spring 2020, 2021 (2 sections each semester)

**St. Edward's University, Austin TX**

Introduction to Communication (COMM 1306): Fall 2016  
Media Communication (COMM 2307): Fall 2015  
Communication Research Methods (COMM 3301): Spring 2016 & 2017 (2 sections each semester)  
Principles of Advertising (COMM 3332): Fall 2015 & 2016 (2 sections each), Spring 2016 & 2017  
Advertising Creative Strategy (COMM 3360): Fall 2015 & 2016, Spring 2016 & 2017  
Internship for the Communication Major (COMM 4350): Summer 2016 (2 sections)

**Sage College, Albany NY / Russell Sage College, Troy NY**

Advertising and Promotion (MGT/BUS 304): Spring 2007, 2009, 2013  
Principles of Marketing (MGT 202): Fall 2008, Spring 2010  
Introduction to Public Relations (COM 121): Spring 2011, Spring 2013  
Public Speaking and Presentations (COM 104): Fall 2009 (2 sections), Fall/Spring 2011-2015 (6 sections)  
Interpersonal Communications (COM 248): Fall 2011, Spring 2012, Fall 2013  
Media and Society (COM 110): Fall 2011, Fall 2014  
Digital Marketing (BUS 320): Fall 2014  
Special Topics: Writing to Persuade and Get Paid (COM 248): Spring 2014  
Editing (COM 202): Spring 2009

**PUBLICATIONS**

(Peer Reviewed)

Gans, R. (2020, May 13). Missing the mark in marketing health care services to emergent populations: Why we go wrong and how we might do better. *International Journal of Healthcare Management*. Advance online publication. <https://doi.org/10.1080/20479700.2020.1763234>

Gans, R. (2020). How public health campaigns promote public health disparities. *Southern Communication Journal*, 85(2), 85-96. <https://doi.org/10.1080/1041794X.2019.1704048>

Miller, F.A., Katz, J.H., & Gans, R. (2018). AI x I = AI<sup>2</sup>: The OD imperative to add inclusion to the algorithms of artificial intelligence. *O.D. Practitioner*, 50(1), 6-12.

Gans, R. (2015). Can't take a joke: The asymmetrical nature of the politicized sense of humor. *Proceedings of the New York State Communication Association: Vol. 2014*, Article 2.

Gans, R. (2014). The politics of HPV vaccination advocacy: Effects of source expertise on effectiveness of a pro-vaccine message. *Proceedings of the New York State Communication Association: Vol. 2013*, Article 3.

Miller, F.A., Katz, J.H., & Gans, R. (1998). Becoming a worthy organization: Attracting and retaining the workforce needed for success in the 21<sup>st</sup> century. *OD Practitioner*, 30(3), 27-32.

**RESEARCH PAPERS IN PROGRESS**

Katz, J.H., Miller, F.A., & Gans, R. (2021). Diversity, equity, and inclusion in the digital era: Persistent and emerging challenges for managers, workers and researchers. Invited chapter for forthcoming *Management Consulting in the Era of the Digital Organization*, D. Szabla & M. Gorman (Eds.), Charlotte NC: Information Age Publishing. Abstract accepted; completed first draft in review.

Gans, R., & Zhan, M. (2020). This is a story about speaking up: A moderated mediation analysis of narrative persuasion in organizational communication. *Research paper submitted for presentation to International Communication Association 2021 Conference*.

Gans, R. (In progress). It's not you, it's me: Political disposition trumps source expertise in HPV vaccination advocacy. *IRB-approved data collection and data analysis complete. Abstract submitted for presentation to International Communication Association 2021 Conference*.

Gans, R. (In progress). Effects of narrative and informational educational priming on responses to HPV-vaccination advocacy messages. *Two rounds of IRB-approved data collection complete. Additional IRB-modification application in progress*.

Gans, R. (In progress). Measuring pro-social engagement across domains. *Manuscript in revision process*.

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- CONFERENCE PAPERS AND PRESENTATIONS**  
[Research papers, abstracts, and panel proposals accepted through peer review]
- Gans, R., & Pfisterer-Heise, S. (2020). "Why won't they just do what's good for them?" Use of pro-social marketing to overcome resistance to health-related behavioral recommendations. Workshop presentation, 2020 Academy of Communication in Healthcare Research Forum, June 26, 2020. (Virtual conference)
- Gans, R. (2020). "It's not what they know, it's what they think they know: Effects of narrative and informational pre-education strategies on compliance with HPV-vaccination advocacy messages." Poster presentation, 2020 Academy of Communication in Healthcare Research Forum, June 27, 2020. (Virtual conference)
- Gans, R. (2020). "Don't truth me, baby: Disrupting students' disinterest to promote news consumption and civic competence." Panel proposal (author and Panel Chair) to Instructional Development Division, accepted for presentation at the 90<sup>th</sup> Annual Convention of the Southern States Communication Association, April 3, 2020, Frisco TX. (Conference cancelled due to COVID-19 pandemic)
- Gans, R. (2020). "News and improved: Putting the news to work in an advertising course." Oral presentation, part of Instructional Development Division panel titled "Don't truth me, baby,") accepted for presentation at the 90<sup>th</sup> Annual Convention of the Southern States Communication Association, April 3, 2020, Frisco TX. (Conference cancelled due to COVID-19 pandemic)
- Gans, R. (2019). "Missing the mark in marketing healthcare services to Hispanic populations: The intersection of cultural dissonance and stereotype threat." Poster presentation at the 2019 International Conference on Communication in Healthcare, October 27-30, 2019, San Diego CA.
- Gans, R. (2019). "Who you gonna listen to? Effects of source expertise and predisposition on effectiveness of an HPV-vaccination advocacy message." Oral presentation at the 2019 International Conference on Communication in Healthcare, October 27-30, 2019, San Diego CA.
- Gans, R. (2019). "Teamwork starts with team: A common-interest strategy for classroom team assembly." Poster presentation at the Center for Research in Teaching and Learning Excellence/Professional Learning Community Colloquium, April 19, 2019, University of Texas at Arlington, Arlington TX.
- Gans, R. (2019). "Our persuasion efforts polarize. Maybe they don't have to." Oral presentation, part of Intercultural panel titled "Cross-Talk: Communicating across differences in an era of polarization and paranoia," (also served as Panel Chair) at the 89<sup>th</sup> Annual Convention of the Southern States Communication Association, April 5, 2019, Montgomery AL.
- Gans, R. (2019). "Some people just don't want to listen. Why are they always the ones we most want to talk to?" Oral presentation, part of panel titled "Active listening, conflict resolution and communication: A multidisciplinary approach to examining conflicting listening schemas," presented at the 40<sup>th</sup> Annual Convention of the International Listening Association, March 23, 2019, Vancouver, British Columbia, CA
- Gans, R. (2019). "Marketing health care services to Hispanic populations in Anglo-rich markets: The intersection of cultural disconnection and stereotype threat." Presentation at the 2019 Hispanic/Latino Media and Marketing International Conference, February 23, 2019. University of Texas at Arlington, Arlington TX.
- Gans, R. (2018). "How Public Health Campaigns Promote Public Health Disparities." Research paper presented at the National Communication Association 104<sup>th</sup> Annual Convention, November 9, 2018, Salt Lake City, UT.
- Gans, R. (2018). "How Public Health Campaigns Promote Public Health Disparities." Oral abstract presentation (Top Ten Oral Abstract selection), 2018 Academy of Communication in Healthcare Research Forum, June 2, 2018, Tampa, FL.
- Gans, R. (2014). "Can't Take a Joke: The Asymmetrical Nature of the Politicized Sense of Humor." Research paper presented at the 72<sup>nd</sup> Annual Conference of the New York State Communication Association, October 17, 2014, Ellenville, NY.
- Gans, R. (2013). "The Politics of HPV Vaccination Advocacy: Effects of Source Expertise on Effectiveness of a Pro-Vaccine Message." Research paper presented at the 71<sup>st</sup> Annual Conference of the New York State Communication Association, October 19, 2013, Ellenville, NY