

ALAN MOORER

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EDUCATION

PH.D., M.A. UNIVERSITY OF VIRGINIA, ENGLISH (*DUPONT FELLOW*).
CONCENTRATION: 20TH CENTURY ENGLISH, AMERICAN & COMPARATIVE LITERATURE.
Certificate UNIVERSITY OF MARYLAND-EUROPE; Orleans, France.
Concentration: French Language & Culture.
B.S. MISSISSIPPI STATE UNIVERSITY; MANAGEMENT (*PRESIDENTIAL SCHOLAR*).

RELEVANT TRAINING:

Managing Media Placements and Relations, Bus. & Tech., NYC;
International Public Relations, B&T, NYC;
Management Information Systems, UNISYS, DC
Public Relations in Cyberspace, PR Soc. of America, NYC
Total Quality Management, Strategic Action Assocs, L.A.;
Advanced Electronics, Army Missile Command;
Guided Missile Officer's School; Army Missile Command;

Computer Graphics, MicroGraphics, Cincinnati;
External/Internal Communications, Padgett, Chicago;
Consultant Training, TYCOM Data Assocs., DC:
Mainframes, PCs, and Operating Systems;
Data Storage, Retrieval, & Transmission;
Relational Data Bases and SQLs;
Applications & Peripherals.

QUALIFICATIONS SUMMARY & EXPERTISE:

Professional writer/editor (40+ years). Career communications professional (25+ years, external, internal, international, intercultural, executive, crisis, organizational, and change communications--to include managerial oversight of an integrated, diverse, decentralized, widely dispersed, matrix organization). Public affairs professional (public, media, community, and governmental relations). Communications department start-up (recruit, hire, train, develop, lead, manage, and appraise performance of a multicultural team in an internationally sensitive environment). Co-founder of a regional communications agency, Lexis Communications; Director of Corporate Communications and Public Affairs (10 years), international company and six subsidiaries. National and international project and program manager. Communications analyst and strategist. Award-winning teacher and trainer. Currently Director, Professional Communications Program, Josef Korbel Graduate School of International Studies, University of Denver, and Visiting Professor of Management, Crisis, Professional, and Organizational Communications at the International School of Management (Paris and Barcelona) and Limkokwing University, London. Teach graduate seminars in: Professional Communication, Crisis Management & Communications, Cross-Cultural (intercultural) Communication, Cross-Cultural Management Communication, Advanced Media Relations, International Business, and Organizational Communication to M.A., MBA, exec-MBA, DBA, and Ph.D. candidates. Fulbright Scholar: Macedonia, 2006. NGO Board of Advisors, Balkan Harmony. Consult the full range communication products, services, organizations, and issues.

EXPERIENCE:

July 2003-Present

- *Director, Professional Communication Program: Josef Korbel School of International Studies, University of Denver (The Program offers graduate skills courses in Professional Communication, Cross-Cultural Communication, Crisis Management & Communications, Global Health Communication, Social Marketing, and Communication for Development to Masters, Ph.D., and MBA candidates).*

- *Special Guest, Participant, Discussion Panel, 1st International Conference on Communication Technology and Social Change; King Saud University; Riyadh, Saudi Arabia (March 2009).*
- *Visiting Professor, Limkokwing University, London. Taught Advanced Media Relations and Communications for a delegation from the Royal Embassy of Saudi Arabia, (October, 2008).*
- *Visiting Professor, International School of Management, Paris (Teach Cross-Cultural Management Communication, Professional Communication [Western Model], and International Crisis Management and Communications to MA, MBA, eMBA, DBA, and Ph.D. students in Paris and Barcelona).*

CONSULTANT: Internal, External (to include IMC), Executive, Strategic, Organizational, Crisis, and Change Communications; Branding, and Public Relations solutions; Media Relations.

WRITER: Completed two works; currently circulating a screen script and novel in verse. Provide professional writing/editing services; manage, write and edit grants and proposals; and conduct presentation and report writing seminars.

ADVISOR: Board of Advisors, Intercultural Harmony, Balkans-focused NGO.

MEMBER: Denver Council on Foreign Relations.

July 2001-2003:

TEACHING AND ADMINISTRATION:

- *Adjunct Professor of Communication, Josef Korbel School of International Studies; University of Denver (Teach graduate courses in Professional Communication, Cross-Cultural Communication, Crisis Management and Communications, and Media Relations.*
- *Visiting Professor, International School of Management, Paris (teach courses in Cross-Cultural Management Communication, Professional Communication [Western Model], and International Crisis Management and Communications to MA, MBA, eMBA, DBA, and Ph.D. students in Paris and Barcelona).*
- *Fulbright Scholar, Macedonia, 2006.*

CONSULTANT: Internal, External (to include IMC), Executive, Strategic, Organizational, Crisis, and Change Communications; Branding, and Public Relations solutions; Media Relations.

WRITER: Provide professional writing/editing services; manage, write and edit grants and proposals; and conduct presentation and report writing seminars.

ADVISOR: Board of Advisors, Intercultural Harmony, Balkans-focused NGO.

MEMBER: Denver Council on Foreign Relations.

July 1997-July 2000:

TEACHING: Visiting Professor of Organizational Communication, Communication Studies Department, Virginia Tech (senior/MBA-level courses).

CONSULTANT: Consulted Integrated Marketing Communications, Branding, and Public Relations; Developed on-line strategies, copy, and content.

WRITER: Completed a book based on six years of research (published 2000) and another (unpublished) on the convergence of information and critical theory. Provided professional writing/editing services. Wrote grants and proposals.

BOARD OF ADVISORS: Advised on Communications and PR for a distance learning educational corporation.

Sep 1987-June 1997:

DIRECTOR OF CORPORATE COMMUNICATIONS & PUBLIC RELATIONS *Mason & Hanger Corporation (America's oldest engineering/construction company--Grand Coulee Dam, Chicago Canal, Lincoln Tunnel, George Washington Bridge, Boston Tunnel, New Orleans Tunnel, Brooklyn-Battery Tunnel, NYC subways and utility tunnels, NJ and NY Turnpikes, etc.).* Until its merger/acquisition, provided the full range of communications and public relations products and services for a mid-sized, international company and its six subsidiaries (automation-robotics; advanced technology and conventional manufacturing; enterprise software; photonics and plasma energy R&D; high-level security services; international engineering, architectural, and construction services; and large-scale government O&M contracting). Provided public, media, government, and community relations; internal and external communications (newsletters, print and online; management bulletins and corporate brochures; videos, web sites, intranets and extranet portals; marketing and sales material, flyers, and events; proposals and grants; PR press kits and material, op-eds, bios, features, and releases; layout, photography, and graphic arts). Managed information clearinghouse. Served as media spokesperson and crisis manager. Awarded and managed advertising, PR, video, web, and publishing contracts. Launched new technologies emerging from R&D subsidiary. Served as brand manager (re-branded the corporation). Provided managerial oversight for communications activities at all plants, subsidiaries,

contract, and operational sites. Served as general editor/writer for proposals (*biggest win, \$2B, last win, \$484M*). Provided executive communications (speeches, position papers, reports--to include reports, presentations and briefings to Congress, Departments, and Agencies, articles, speakers' bureau, sensitive documents and correspondences, bios, and profiles). Member of Government Relations Team and IT Reengineering Team. Developed and managed events and trade show exhibits. Developed and managed corporate philanthropy and education programs. Established and maintained media contacts and networks. Advised on the communications and PR impact of executive decisions and strategies. Provided international marketing and PR. Developed and administered: Integrated Communications Plan, Brand/Identity Management Plan, Crisis Management and Communications Plan, Graphics Standards, Corporate Style Sheet, Marketing Communications Plan, Communications TQM Plan, and Annual Quantitative Self-Assessment.

ACCOMPLISHMENTS:

- Corporate Communications Awards: Three *TELLY Awards*, (non-broadcast videos--for Business Development, Science & Technology, and Safety); Category Winner, New York Film & Video Festival (Distance Learning, PBS "NASA's Project Earthbound"); 2 *ADDYs* (5 Color Brochure, Innovative Publication Processes); 2 *International Technical Video Awards*; numerous regional, sector, trade, and local awards.
- Established internal and external new media applications: web sites, electronic newsletters; internet and intranet applications for the corporation, its subsidiaries, contracts, joint ventures, and operational sites.
- General Editor, winning \$2B proposal, and 27, multi--million, DOE, DOD, USDA, and NASA proposals.
- Image, Identity, and Brand Management: Developed and established new corporate logo, name, and rollout plan; established graphic standards; changed all identity items, print collateral, and signage throughout corporation and subsidiaries. Established all identity and communications products and services for six subsidiaries and three, joint venture, start-up companies. Provided brand positioning and management.
- Wrote: winning submission for the International Photonics Award; *Wrote/Edited* FINALIST as well as two years' SEMIFINALIST submissions for the Malcolm Baldrige National Quality Award, and the FINALIST submission for the *USA Today* National Quality Cup.
- International PR: France, Germany, Switzerland, Abu Dhabi, Kuwait, Turkey, Pakistan, Egypt, Ukraine, Russia, Dubai, Japan, China, Taiwan, Malaysia, and Brazil. PR placements: Business Week, Newsweek, NY Times, Washington Post, LA Times, Forbes, WSJ, National Defense, Photonics Spectra, Industrial Robotics, Industrial Engineering, etc.
- National Launch Manager for two new advanced technologies from R&D (photonics, plasma energy).
- Established a 32-person, multicultural, gender-balanced External Affairs Department start-up in a company-operated (GOCO), major DOE facility.
- Quantitatively and qualitatively demonstrated annual internal/outsourced communications ROI advantage.

1983-1987: President, Co-Owner, Co-Founder; *Lexis Communications*; Operations in Washington, DC; Louisville/Lexington, KY; and Cincinnati, OH. Provided: communications consulting; writing, editing, and scripting services; communications plans, strategies, audits, and tactics; executive and marketing communication services; annual reports, software/tech manuals, speeches, presentations, videos, and scripts; grants, proposals, books, and articles; university outreach programs; ad and brochure copy; PR material and sensitive documents; and communications technology assessments. Managed all aspects of the business.

ACCOMPLISHMENTS:

- Wrote/edited 20+ Medical Articles: *New England Journal of Medicine*, *Lancet*, *Neonatology*, *Science*, etc.
- Wrote/edited 3 multi-million dollar NIH proposals, 3 major NEA and NEH grants.
- Wrote/edited professional and trade books: i.e., *DataBeam*, *Focus*, *The Contractor's Guide*, *The International Business Traveler's Guide*, *The Economic Development of America*, *The Impact of the Tax Reform Act of 1986 on American Cities and Municipalities*, etc.
- Drafted: Rural Agricultural Development Program, Caribbean Basin Initiative Plan.
- Wrote/produced university outreach and recruiting programs; distance learning, technical training programs.

1981-1983: Ethnographic Research. *Penrod Drilling Company, Lafayette, LA*.

- Completed 5 yr. (part-time) and 16 mo. (full time) research on "Voodoo in the American South."
- Worked 6 months as a roustabout/roughneck on an offshore oil rig (Penrod 52) operating in the Atchafalaya Basin of the Gulf of Mexico off Intercoastal, LA.

1978-1981: Corporate Computer Accounts Consultant, *Tymshare, Inc.; Cupertino, CA (CableFacts division later became McDonnell-Douglas TymNet and then American Express Data Group)*. Managed the conversion of corporations to integrated computerized (enterprise) operations. Consulted mainframe applications and databases. Clients included: Telecable International, World Bank, GM Parts, Jones Cable International, Cox Communications and Cable Inc.

ACCOMPLISHMENTS:

- Set company record for number of successful corporate conversions.
- Wrote CableFacts, the first user/reference/resource book on the Cable TV industry.

1977-78: Guest Lecturer, Communications

- **Consultant:** *U.S. Department of Agriculture*, Conducted communications workshops and seminars in managerial analyses and report writing for USDA Officials.
- **GUEST LECTURER:** *Honors Department, University of Kentucky*. Taught seminars in "The History of Scientific Thought," as well as advanced writing workshops and seminars.

ACCOMPLISHMENTS:

- Produced: Model USDA Managers' Project Report.
- Refurbished and lived in a log house built by original Kentucky settlers (ca. 1791).

1970-1977: Assistant Professor of English, Director of Undergraduate Studies, *University of Kentucky*, Taught: 20th Century British, American, and Comparative Literature; Contemporary Fiction and Poetry; World Literature; Writing Courses (Advanced Composition, Business Communications, Technical Writing, Professional Writing, Creative Writing) and Seminars (Faulkner, Joyce, Yeats, Lawrence). Managed Undergraduate Program for a department of 112 full- and part-time faculty members matriculating 10,000+ students/yr. Scheduled and assigned classes and teachers; developed and administered curricula, budgets, and grants; ran advising program; assigned and coordinated committees. Conducted a long-term research project on "Voodoo in the American South." Chaired and served on university, college, and departmental committees.

ACCOMPLISHMENTS:

- Runner-up, Outstanding University Teacher.
- Highest University teaching evaluations, 6.5 years.
- Member: University Executive Council, President's Committee on Women's Studies, University Writing and Publications Committee, Dean's Committee on Minority Affairs.
- Developed Business Writing program and curriculum.
- Co-Developer and Co-Chair, Women's Studies Program.
- Member, President's Committee on Merit Evaluation.
- Member, University Minority Recruitment Committee.

1965-1970: Graduate Student, Research Assistant, Instructor, *University of Virginia*. Taught: Survey of English Literature, Survey of American Literature, Advanced Composition, Business Writing, and Creative Writing. Taught high and junior high school English in the summers.

ACCOMPLISHMENTS:

- Honors.
- DuPont Fellow.
- Reviewer, Copy Editor, University of Virginia Press.

1962-1965: Guided Missile Officer: Logistics Management, *USAREUR COMZ Orleans, France*. (Was transferred from tactical unit to logistics HQ.)

- General Staff Briefing Officer—Guided Missile Logistics. HQ USAREURCOMZ, Orleans, France.
- Managed large-scale, tactical missile systems modification programs--Hawk, Nike, Sergeant, Pershing. Scheduled units, personnel, and supplies. Coordinated tactical stand-downs for modification with TAC.
- Project Officer for the retirement of Redstone and Corporal missile systems from the European theater.
- Project Officer for the introduction of Sergeant and Pershing missile systems into the European theater.
- Member, NATO Negotiating Team, sale of US guided missile equipment to the Federal Republic of Germany (US Embassy, Bad Godesburg, Germany).
- HQ Guided Missile Liaison to Southern European Task Force (SETAF, Verona, Italy).
- Escort Officer: escorted officials touring European military commands and installations--Secretary of the Army, Asst. Sec of Defense, Congressmen, Senators, and others.
- HQ & HQ Company Commander.

1962: Management Consultant: *SouthEastern Consultants (SEC), Atlanta, GA*. After graduation and until active duty military call-up, served as a management consultant for: process design and throughput, supply train operations, communications, and organizational development audits.

ACTIVITIES & INVOLVEMENTS:

COMMUNITY ACTIVITIES: Denver Council on Foreign Relations ☐ University of Denver Bridges to the Future ☐ Board of Advisors, Intercultural Harmony NGO (intercultural communications and conflict resolution in the Balkans) ☐ Board of Directors (for Communications, Public and Media Relations, and capital campaigns), *Central Kentucky Shakespeare Festival, Inc.* ☐ Carpenter, *Habitat for Humanity*. ☐ Volunteer and pro bono communications/PR: *Spouse Abuse Center, Child Abuse Center, Arthritis Foundation, Central Kentucky Blood Center, YWCA's Women of Achievement, Operation READ (adult literacy), National Heart Fund*. ☐ Teacher (3 summers), National Council on Aging Summer Writers Workshop ☐ Guest Lecturer, Organizational, Professional, and Business Communication—various colleges and universities ☐ Judge for the *William (PEN) Faulkner First Novel Award*—with Professors Gunter (Boston University) and Antrim (Florida International) awarded the national prize for the best first novel written by an American ☐ Organized and managed Lexington's "High on Rose" Series for writers and experimental film makers ☐ **PROFESSIONAL:** PRSA ☐ **INTERESTS:** Fiction, film, and poetry; Paleolithic Anthropology; Cosmology Theory; Fitness ☐ **PARENTAL INVOLVEMENTS:** Soccer Coach (six seasons; Lexington Youth Soccer Association). Board of CitySchool (inner-city experimental school). Board of Community Montessori School. PTA Board, Maxwell Elementary ☐ **FAMILY:** *Spouse*, Sarah Hamilton, Ph.D. Anthropologist, (Associate Professor, Head of International Development Department, Josef Korbel Graduate School of International Studies, University of Denver) ☐ *Daughter*, Melissa, Vassar '91, On-Line Strategy, Advertising, Copy; Writer/Editor; Modem Media, Gray Advertising; On-Line Creative Director, Young and Rubicam, BarnesandNoble.com; and President, Red Ball Media. Currently, PhD candidate in *Geography of the Internet*, UK; ☐ *Son*, Lee, Miami University (OH) '92. UKY Medical School '98; Chief Resident, ER, U. of Chicago, Currently Co-Owner/Founder of Denver's Guardian Urgent Care, Emergency & Trauma physician, Denver, CO.

OVERSEAS WORKING & LIVING EXPERIENCE

2.5 YEARS LIVING IN EUROPE, WORKING IN FRANCE, GERMANY, AND ITALY. TEACH EXEC-MBA, MBA, DBA, AND PH.D. SEMINARS IN PARIS, BARCELONA, AND LONDON. COMPANY REPRESENTATIVE (COMMUNICATIONS, MARKETING, & PR) IN EUROPE, THE MIDDLE EAST, SOUTH AMERICA, PACIFIC. INTERNATIONAL PR AND MARKETING: EUROPE, MIDDLE EAST, ASIA, SOUTHEAST ASIA, AND LATIN AMERICA.

PUBLICATIONS

Upon Request and including: *books* (trade, science, medicine, telecommunications, software and hardware documentation, agriculture, textbooks); *novels, poetry, and essays; articles* (defense, energy, education, IT, telecommunications, science, medicine, environment, agriculture, economic development); *op-eds and PR placements; film and video scripts; ad copy, brochures, flyers, position papers, and white papers; policy analyses, briefs, and memos; speeches; and executive, change and crisis communications.*