

**David Tobin**  
**Curriculum Vitae 2015**

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**EDUCATION**

Ph.D. 1977 & M.A. 1974, English Language & Literature, Princeton University, Princeton NJ.  
Dissertation directed by Professor A. Walton Litz, Jr.: *The Presence of the Past: T. S. Eliot's Victorian Inheritance* (published by UMI Research Press, 1983).

B.A. 1972, Highest Honors, University of Michigan, Ann Arbor MI.

**EXPERIENCE**

Currently Senior Lecturer in Communication, Jones Graduate School of Business, Rice University. Joined Rice full-time in 2007; promoted to Senior Lecturer, April 2014.

- Teach Leadership Communication core courses in MBA for Professionals program (Fall); Interpersonal Communication in Healthcare elective (Spring); Communication Immersion ILE (MBAP, Spring & Fall); Action Learning Projects (MBA, Spring).
- Teach day-long Leadership Communication seminar to school principals, teachers, and other education leaders in Rice Education Entrepreneurship Program (REEP); next session April 2016.
- Have taught day-long seminars to Lone Star College System Leadership Academy on presentation & writing skills, communication strategy, & "leading up."
- Assist communication instructors by leading oral presentation subgroups for their classes.
- Have coached MBA students & Rice undergraduates for business-plan competitions & elevator pitches seeking investment partners & network support.

2006 – 2007: Brand Creative, Richards/Carlberg, Houston TX.

2005 – 2006: Senior VP, Creative Director, Rives Carlberg, Houston TX.

2000 – 2005: Associate Creative Director, Rives Carlberg.

Wrote and supervised production of multimedia business-to-business, retail, and brand image advertising campaigns for clients including Houston Chronicle, Mahindra USA, Tarkett, Central Market, H-E-B, Compaq, and the Houston Texans. Wrote speeches for Publisher and President of the Houston Chronicle.

1991 – 2000: VP, Associate Creative Director, Ogilvy & Mather, Houston TX.

1983 – 1991: Copywriter, Ogilvy & Mather.

Wrote and supervised production of multimedia business-to-business, retail, and brand image advertising campaigns for clients including Shell Oil, Shell MasterCard, the Nuclear Energy Institute, Houston METRO, Sunbelt Savings, Child Advocates, The Museum of Fine Arts Houston, Houston Lighting & Power, and The Volunteer Center. Wrote speeches for Shell Marketing VP.

1982 – 1983: Public Relations Writer, Ogilvy & Mather.

Wrote speeches for HL&P CEO Don Jordan, serving as Chairman of Edison Electric Institute.

1978 – 1982: Assistant Professor of English, Emory University, Atlanta GA.

1976 – 1978: Visiting Lecturer in English, Colorado State University, Ft. Collins, CO.

### **BOOKS AND ARTICLES**

"Talk back to today's McCarthyesque bullies," *Houston Chronicle*, Outlook Section, 8 June 2008, p. E1.

"Notes from an Associate Creative Director: 5 lessons for the care and feeding of a creative dept.," *ADWEEK*, 28 March 2005, Vol. XLVI No. 13, p. 17.

"Corporate Sloganeering From One Who Knows," *Advertising Age*, 11 December 1989, Vol. 60, No. 53, p. 34.

*The Presence of the Past: T. S. Eliot's Victorian Inheritance* (Ann Arbor, MI: UMI Research Press, 1983).

*Teaching as Performing: A Guide to Energizing Your Public Presentation*, co-authored with Dr. William Timpson (Englewood Cliffs, NJ: Prentice-Hall, 1982).

### **REFERENCES**

Jack Sweeney, Chairman, Houston Chronicle.

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Angela Blanchard, President and CEO, Neighborhood Centers Inc., Houston, TX.

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Jay Suhr, Senior VP, Chief Creative Officer, T3, Austin, TX.

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