

David Tobin
Curriculum Vitae 2016

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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; "Interpersonal Communication in Healthcare" elective; Communication Immersion ILE (MBA for Professionals); Action Learning Projects (MBA Fulltime).
- Teach Leadership Communication seminars to school principals, teachers, and other education leaders in Rice Education Entrepreneurship Program (REEP).
- 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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